

CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission
ART ON THE OUTSIDE SUBCOMMITTEE

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Written materials distributed to the Art on the Outside Subcommittee within 72 hours of the Art on the Outside Subcommittee meeting are available for public inspection immediately upon distribution in the Arts and Economic Development Division at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Art on the Outside Subcommittee meeting at the staff liaison's table.

Thursday, APRIL 23, 2015 – 3:30 P.M.

Location: Community Meeting Room – West Hollywood Library
625 San Vicente Boulevard, West Hollywood

- I. **CALL TO ORDER** (3:30 P.M.)
 - A. Pledge of Allegiance
 - B. Roll Call
 - C. Approval of the Agenda
 - D. Approval of the February 26, 2015 Meeting Minutes
 - E. Public Comment

- II. **CONSENT CALENDAR** (3:35 P.M.) The following routine matters can be acted upon by one motion. Individual items may be removed by the Subcommittee for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.
 - A. **Posting of the Agenda**

The agenda was posted per proper noticing procedures at City Hall, West Hollywood Park Auditorium, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

RECOMMENDATION: Receive and File.

 - B. **Temporary Art Project Proposal – Leap of Faith Mural Project by artist Robert Gomez**

The Subcommittee will review the Temporary Art Project Proposal “Leap of Faith” mural project submitted by Black Canvas LA and artist Robert Gomez and consider approval of the mural as art and not creative signage.

RECOMMENDATION: Approve the temporary mural project “Leap of Faith” by artist Robert Gomez as art and not creative signage and forward recommendation to the Arts and Cultural Affairs Commission.

C. Electronic Billboard – 9039 Sunset Boulevard

The Subcommittee will receive and file a report of approved artists and works selected for arts programming on the electronic billboard for the month of April 2015 (Environmental Awareness Month).

RECOMMENDATION: Receive and file.

III. NEW BUSINESS (3:45 P.M.)

A. Temporary Art Proposal – “Totem” by Artist Lisa Williamson (3:45 P.M.)

The Subcommittee will review the revised Temporary Art Project Proposal “Totem” submitted by LAX>< Art and artist Lisa Williamson and a funding request in the amount of \$4,300 to support installation cost of the “Totem” sculpture project.

RECOMMENDATION: Approve the revised Temporary Art Project Proposal submitted by LAX>< Art and artist Lisa Williamson that includes a funding request in the amount of \$4,300 to support installation cost of the “Totem” sculpture project.

B. Temporary Art Proposal – “Let a Thousand Flowers Bloom” by Artist Mei Xian Qiu (3:55 P.M.)

The Subcommittee will review, discuss and consider approval of “Let a Thousand Flowers Bloom,” a vinyl adhesive mural by artist Mei Xian Qiu and funding request in the amount of \$2,000 to support cost of mural panels and installation.

RECOMMENDATION: Consider approval of “Let a Thousand Flowers Bloom,” a vinyl adhesive mural by artist Mei Xian Qiu and funding in the amount of \$2,000 to support cost of mural panels and installation and/or provide direction as applicable.

C. Temporary Art Proposal – “Llamas with White Balloons” by artist Gray Malin (4:05 P.M.)

The Subcommittee will review, discuss and consider approval of “Llamas with White Balloons” by artist Gray Malin for installation on the Sunset Strip Vertical Billboard.

RECOMMENDATION: Approve “Llamas with White Balloons” by artist Gray Malin for installation on the Sunset Strip Vertical Billboard and forward recommendation to the Arts and Cultural Affairs Commission for ratification.

IV. UNFINISHED BUSINESS (4:15 P.M.)

A. Electronic Billboard – 9039 Sunset Boulevard (4:15 P.M.)

The Subcommittee will receive a presentation from Andy and JoAnne Goodman, Curators, CBS Outdoor and consider approval of arts programming on the electronic billboard for the month of May 2015 (*Senior Month/West Hollywood Russian Cultural Festival and Asian-Pacific Islander American Heritage Month*).

RECOMMENDATION: Approve arts programming on the electronic billboard at 9039 Sunset Boulevard for the month of May 2015 (*Senior Month/West Hollywood Russian Cultural Festival and Asian-Pacific Islander American Heritage Month*).

B. 2014-2015 Work Plan & Budget Mid-Year Review (4:30 P.M.)

The Subcommittee will conduct a mid-year review of its 2014-2015 Work Plan and Budget.

RECOMMENDATION: Review, provide direction as applicable.

C. Art on the Outside Current, Upcoming and Potential Projects (4:40 P.M.)

The Subcommittee will receive an update from staff on current AOTO Projects and discuss as needed AOTO projects under the Subcommittee's oversight:

AOTO Call for Artist/Request for Qualifications (FY2015)	100 Walkers – Richard Kraft (April 18, 2015)
LA><ART / Anna Sew Hoy Sculpture Project (FY 2013-14)	Shana Mabari - Illumetric (FY 2014-15)
LA><ART / Sam Falls Sculpture Project (FY 2013-14)	Santa Monica Boulevard/Doheny Median Project for 2015-16
Lisa Little and Emily White - Three Horned Beast [and Baby Beast] (FY 2014-15)	West Hollywood 30th Anniversary Year of Cityhood
Mural Program Process and Guidelines	Electronic Billboard – 9039 Sunset Boulevard (ongoing)
The Game (Wang Dalong)	

RECOMMENDATION: Provide direction as applicable.

V. EXCLUDED CONSENT CALENDAR (4:45 P.M.)

VI. ITEMS FROM THE PUBLIC (4:50 P.M.)

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.

VII. ITEMS FROM THE SUBCOMMITTEE

VIII. ITEMS FROM THE STAFF

IX. DEVELOPMENT OF THE NEXT MEETING AGENDA

The Subcommittee will advise staff on the development of the May 28, 2015 meeting agenda.

X. ADJOURNMENT (5:00 P.M.)

The Art on the Outside Subcommittee will adjourn to its next meeting scheduled May 28, 2015, in the Community Meeting Room – West Hollywood Library 625 N San Vicente Boulevard, West Hollywood.