

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
February 26, 2015

I. CALL TO ORDER

The meeting was called to order at 5:07 p.m. by Commission Chair Candice Beroukhim.

A. Pledge of Allegiance

Commission Chair Beroukhim led the pledge of allegiance.

B. Roll Call

Present: Commissioners Candice Beroukhim, Beverly Denenberg, J. Dallas Dishman
Peter Mays, Madeleine Rackley, Todd Williamson and Yelena Zhelezov

Staff Liaison: Arts Administrator Andrew Campbell

Recording Secretary: Administrative Specialist IV Prentis Bonds

Staff: Economic Development and Cultural Affairs Coordinator Michael Che

C. Staff Comments on the Agenda

Arts Administrator Andrew Campbell requested that the Commission table Unfinished Business Item IV.C – 2014-2015 Work Plan & Budget Mid-Year Review. He also requested removal of New Business Items IV.A – Community Enrichment Grant – Los Angeles Association of WWII Veterans and Item IV.B – Community Enrichment Grant – American Russian Business Council to the Consent Calendar.

The Commission concurred.

D. Approval of the Agenda

ACTION: Approval of the February 26, 2015 meeting agenda as amended nothing New Business Items IV.A – Community Enrichment Grant – Los Angeles Association of WWII Veterans and Item IV.B – Community Enrichment Grant – American Russian Business Council were moved to the Consent Calendar. **Motion by Commissioner Dishman, seconded by Commissioner Denenberg and approved unanimously.**

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion, and there were no items moved to the Excluded Consent Calendar. **Motioned by Commissioner Dishman, seconded by Commissioner Williamson and approved unanimously.**

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.

ACTION: Receive and file.

B. Approval of the Minutes

The Commission reviewed and considered approval of the special meeting minutes of December 18, 2015, and the minutes of January 22, 2015.

ACTION: Approval of the special meeting minutes of December 18, 2015, and the minutes of January 22, 2015. **Approved as part of the Consent Calendar.**

C. Performing Arts and Cultural Affairs Subcommittee Actions Report

The Commission reviewed, received and filed the Performing Arts and Cultural Affairs Subcommittee Actions Report of January 8, 2015 and considered ratifying recommendations proposed by the Subcommittee.

ACTIONS:

1. Receive and file report.
2. Approval of Classical Theatre Lab, Lovers & Madman Productions, and Rogue Artists Ensemble to present theatrical productions during Summer 2015 as recommended by the Performing Arts and Cultural Affairs Subcommittee. **Approved as part of the Consent Calendar.**
3. Approval of "WeHo Celebrates Loving Life at 30" poster design by Christopher Begay for the 8th Annual One City One Pride Festival as recommended by the Performing Arts and Cultural Affairs Subcommittee. **Approved as part of the Consent Calendar.**

D. ACAC 2015 Meeting Schedule

The Commission received and filed the 2015 meeting schedule including the Art on the Outside, Performing Arts and Cultural Affairs and the Urban Art Subcommittee.

ACTION: Receive and file.

III. ITEMS FROM THE PUBLIC

GLENNE McELHINNEY, San Francisco, spoke concerning the ACAC approved project "*Dancers We Lost*" and shared visuals of proposed banners for the project.

IV. NEW BUSINESS

A. Community Enrichment Grant – Los Angeles Association of WWII Veterans

The Commission reviewed a Community Enrichment Grant application submitted by LA Association of Russian WWII Veterans and considered approval of a grant award in the amount of \$1,000 to fund arts and cultural programming in conjunction with the 70th Anniversary of the Victory in Europe Day.

ACTION: Approval of a Community Enrichment Grant award in the amount of \$1,000 to LA Association of Russian WWII Veterans to fund arts and cultural programming in conjunction with 70th Anniversary of the Victory in Europe Day. **Moved to and approved as part of the Consent Calendar.**

B. Community Enrichment Grant – American Russian Business Council

The Commission reviewed a Community Enrichment Grant application submitted by the American-Russian Business Council and considered approval of a grant award in the amount of \$1,000 to fund arts and cultural programming in conjunction with International Women's Day.

ACTION: Approval of a Community Enrichment Grant award in the amount of \$1,000 to the American Russian Business Council to fund arts and cultural programming in conjunction with International Women's Day. **Moved to and approved as part of the Consent Calendar.**

C. Electronic Billboard on the Sunset Strip

Staff provided the Commission with information about a potential opportunity to receive ongoing revenue from the Electronic Billboard on the Sunset Strip in lieu of placing art on the billboard.

Arts Administrator Andrew Campbell reported that the owner of the electronic billboard has proposed paying a fee in-lieu of providing art on the Billboard. Revenue received from the billboard company would be deposited into the Art and Beautification Fund. The Arts and Beautification Fund supports arts programming in the City. He also spoke regarding challenges of the art obligation for the billboard company and the City.

ACTION: Approve to explore the feasibility and options of receiving ongoing revenue from the billboard company in-lieu of installing art on the billboard. **Motioned by Commissioner Dishman, seconded by Commissioner Mays and approved unanimously.**

V. UNFINISHED BUSINESS

A. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held February 19, 2015 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Rackley reported that the Subcommittee:

1. Recommended the acceptance of "The Bullwinkle Show" sculpture as a gift to the City subject to approval by the Commission noting the City received \$20,000 from the Guitar Town Project for the use of arts programming on the Sunset Strip, which would cover the foundation and installation.
2. Discussed the feasibility of the Commission acquiring the art work "Three Horned Beast [and Baby Beast]" for permanent installation in Plummer Park. Concerns on behalf of the Subcommittee included the impact of having a permanent work in an area which could otherwise be utilized for rotating art exhibits in Plummer Park; on-going maintenance costs; and other unforeseen costs relative to relocating the sculpture should the City proceed with the renovation of Plummer Park. It was the consensus of the Subcommittee to

continue this item for future discussion pending review of maintenance costs and any other unforeseen costs relative to potential renovation of Plummer Park.

3. Discussed Percent for Art Ordinance relative to developers wishing to meet the requirements of the Urban Art Program by including art on the project site. It was the consensus as well as direction to staff to update the 'Urban Art letter' and proceed with the Percent for Art Ordinance Modification in the near future.
4. Received an update from staff on Urban Art Projects under the Subcommittee's oversight. The Subcommittee requested that when providing updates staff should provide the name of each project in addition to the address where the work will be sited.

ACTION: Receive and file report; and ratify the Subcommittee's recommendation to accept "The Bullwinkle Show" sculpture as a gift to the City. **Motioned by Commissioner Dishman, seconded by Commissioner Mays and approved unanimously.**

B. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held February 26, 2015 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Mays reported that the Subcommittee made the following recommendations:

- a. Approve the mural *Beautifully Destroyed* by artist Risk (Kelly Graval) on the Woven Concepts building at 8574 Melrose Avenue.
- b. Approve a total of six (6) works (6 spherical or 4 spherical and 2 unrelated works) by artist Ivan McLean for installation on the Santa Monica/Doheny median in Spring 2015 and a budget not to exceed \$20,000.
- c. Approve arts programming on the Electronic Billboard at 9039 Sunset Boulevard for March 2015 featuring works by artists in collaboration with Lark Gallery Online.
- d. Approve Kings Road Park as the location for the installation of the sculpture *Totem (Eleven Holes)* by artist Lisa Williamson.

ACTION: Received and filed report; approved recommendations proposed by the Subcommittee.

C. 2014-2015 Work Plan & Budget Mid-Year Review

ACTION: Tabled to the April 23, 2015 meeting.

D. Arts and Cultural Affairs Commission Projects

The Subcommittee received an update from staff on current Arts and Cultural Affairs Commission projects and discussed as needed projects under the Commission's oversight:

<ul style="list-style-type: none">▪ Art on the Outside<ul style="list-style-type: none">- Temporary Art Projects- Videotron and Vertical Billboard- West Hollywood Library Exhibits- West Hollywood Mural Program	<ul style="list-style-type: none">▪ Performing Arts and Cultural Affairs<ul style="list-style-type: none">- Arts Grant Program- Free Theatre in the Parks- One City One Pride- Winter & Summer Sounds- WeHo Reads
<ul style="list-style-type: none">▪ West Hollywood Capital Projects – Plummer Park, West Hollywood Park, 1343 N. Laurel, City Hall Parking Structure	<ul style="list-style-type: none">▪ City of West Hollywood 30th Anniversary of Cityhood▪ Art/AIDS/America
<ul style="list-style-type: none">▪ WeHo East Arts (Eastside Arts Initiative)▪ Marketing & Community Outreach	<ul style="list-style-type: none">▪ Urban Art<ul style="list-style-type: none">- % for Art Ordinance Modification- % for Art/Urban Art Program- Public Art Conservation

Arts Administrator Andrew Campbell reported:

- “The Game” by artist Wang Dalong and “Doggie Dog” by artist Tsipi Mani have been cleaned waxed.
- Ned Khan Civic art project will be installed in the automated parking garage in May.
- The City was not invited to submit a final proposal the Bloomberg Public Art Challenge.
- Los Angeles County Arts Commission awarded a grant for an intern position with the City of West Hollywood.

VI. EXCLUDED CONSENT

None.

VII. ITEMS FROM THE PUBLIC

GLENNE McELHINNEY, San Francisco, spoke in support of the Commission's decision to accept “The Bullwinkle Show” sculpture.

VIII. ITEMS FROM THE CHAIR

None.

IX. ITEMS FROM THE COMMISSION

Commissioner Rackley announced Metropolitan's Master Chorale concert “Swan Songs” at the Council Chambers on Saturday March 14 and Sunday, March 15.

Commissioner Denenberg shared an article about the DBA event sponsored by the West Hollywood Chamber of Commerce and the City of West Hollywood. She also spoke concerning the March release of the 2014 Otis Report on the Creative Economy, and the March 17, 2015 opening of the "Forever" Mural by Odili Donald Odita.

Commissioner Williamson announced his participation as a guest artist in an exhibition in Dubai, United Arab Emirates.

X. ITEMS FROM THE STAFF

Arts Administrator Andrew Campbell spoke concerning WeHo East Arts partnerships. He reminded Commissioners that Commission appointments end May 31, 2015. However, commissioners will continue service until notified by the City.

Arts Coordinator Michael Che announced two arts related events at the Andaz and the Mondrian that might be of interest to the Commission following the meeting.

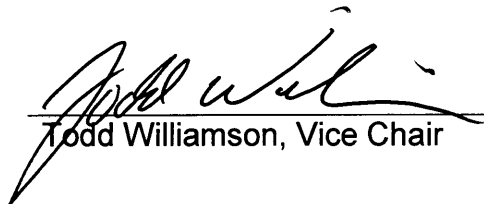
XI. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff on development of the March 26, 2015 meeting agenda.


- Art Program – New West Hollywood Recreation Center

XII. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned 6:19 to its next meeting scheduled March 26, 2015 at 5:00 P.M. in the Community Meeting Room – West Hollywood Library 625 San Vicente Boulevard, West Hollywood.



Todd Williamson, Vice Chair



Prentis Bonds, Staff Liaison/Recording Secretary