

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
May 28, 2015

I. CALL TO ORDER

A. Pledge of Allegiance

Commission Chair Todd Williamson led the pledge of Allegiance.

B. Roll Call

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

C. Approval of the May 28, 2015 Meeting Agenda

Motioned by Commissioner Rackley, seconded by Commissioner Dishman and unanimously approved.

D. Approval of the April 23, 2015 Meeting Minutes.

Motioned by Commissioner Mays, seconded by Commissioner Denenberg and unanimously approved.

E. Public Comment

CHRISTOPHER BEGAY, Denver, Colorado resident, thanked the Commission for selecting his logo for the City's 8th Annual One City One Pride arts festival.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. There were no items removed by the Commission for separate discussion under Excluded Consent.
Motioned by Commissioner Rackley, seconded by Commissioner Lee and unanimously approved.

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. Performing Arts and Cultural Affairs Subcommittee Actions Report of May 14, 2015

The Commission received and filed the Performing Arts and Cultural Affairs Subcommittee's Actions of May 14, 2015 and considered ratifying recommendations proposed by the Subcommittee.

ACTIONS

- A. Receive and file report.
- B. Ratified the Performing Arts and Cultural Affairs Subcommittee's co-sponsorship of a Russian-Norwegian music event featuring Norwegian guitarist/composer Gisle Krogseth as part of WeHo East Arts to be held during the month of November, 2015 at Fiesta Hall In Plummer Park and funding in the amount not to exceed \$1,500 to support production costs through WeHo East Arts. **Approved as part of the consent calendar.**

C. Urban Art Subcommittee Actions Report of May 21, 2015

The Commission received and filed the Urban Art Subcommittee Actions Report of May 21, 2105 and considered ratifying recommendations proposed by the Subcommittee.

ACTIONS:

- A. Receive and file report.
- B. Ratified the Urban Arts Subcommittee approval of the artist team NonDesign for the Urban Art Project at 1035 N. Vista in accordance with the City's Urban Art Policy and Guidelines. **Approved as part of the consent calendar.**

III. NEW BUSINESS

A. 2016 Arts Grant Program

The Commission received an overview from staff on the City's 2016 Arts Grant Program including the Arts Participation, Community Enrichment, City Arts Project, Cultural Resource Development, and One City One Pride Grants.

Staff provided an overview of the City's 2015 Arts Grant Program noting there were no significant changes to grant program including the Arts Participation, Community Enrichment, City Arts Project, Cultural Resource Development, and One City One Pride Grants. However, there were some intuitive changes made to the online Jotform application notably up to two additional "save" buttons were added to online applications depending the size and complexity of the application and removal of the number of required field and mouseovers. Staff also provided an overview of the grants timeline noting:

June 15	Council Approval of FY16 Arts Grant Program
July 7	Release for FY16 Arts Grant Opportunities
August 6	Arts Grant Workshop.
September 10	Application deadline City Arts, Cultural Resource and One City One Pride grant proposals.
September 10 (PACA meeting)	PACA review and approval of Peer Review Panels (PACA 09/10/15)

September 11	Release of Grant Proposals to Peer Review Panel
September 28 (ACAC meeting)	ACAC ratification of Peer Review Panels as recommended by PACA.
September 28- October 1	Potential dates for Peer Review Panel meetings (CAPG, CRDG and OCOP Grants)
October 8 (PACA meeting)	PACA review and approval of funding recommendations (CAPG, CRDG and OCOP Grants)
October 22 (ACAC meeting)	ACAC approval of FY16 Arts Grant Awards (CAPG, CRDG and OCOP)
October 30	Application/Proposal Deadline Year II (2016) CAPG & CRDG
November 5 (PACA special meeting)	PACA Review Year II (2016) Revised proposals and Funding Recommendations (FY2015 Arts Grant Program)
November 16 (City Council meeting)	Council approval of ACAC FY2016 Arts Grant Program (CAPG, CRDG and OCOP)
November 17 – December 30	<ul style="list-style-type: none"> ▪ FY16 CAPG Grant Agreements and Fund Encumbrance (CAPG) for 2016-2018 Arts Grant Program. ▪ FY16 CRDG Grant Agreements and Fund Encumbrance for 2016-2019 Arts Grant Program
November 19 (ACAC special meeting)	<ul style="list-style-type: none"> ▪ ACAC ratification of YEAR II (2016 Grant Awards for FY15-16 Arts Grant Program)
January 7, 2016	Grant award distribution.

ACTION: It was the consensus of the Commission as well as direction to staff to confirm the accessibility of Jotform across all web browsers and/or include language in the guidelines if Jotform is not accessible across all web browsers.

B. Appointment to the Library Programming Committee

Tabled to the June 25, 2015 meeting.

IV. UNFINISHED BUSINESS

A. Large Screen Electronic Signs on the Sunset Strip

The Commission received an update from staff on discussions related to the Large Screen Electronic Signs on the Sunset Strip regarding owners of the signs to provide in-lieu payments to the Art and Beautification Fund rather than the allocated screen time for required art.

Staff provided background on this item noting the owner of one of the large screen electronic signs on the Sunset Strip had expressed interest in paying an in-lieu fee other than the current art requirement per the existing development agreement.

Following, commissioners expressed diverse opinions on the potentiality of the developer paying an in-lieu fee vs. the current art requirement of seven minutes per hour interspersed with commercial advertisement. The Commission also discussed visibility and overall community awareness of arts programming on large screen electronic signs in addition to potential alternatives to the current art requirement that would allow the art to be viewed in its entirety rather than 30 second increments interspersed between commercial advertisements in order to better brand the City and its arts program.

It was the consensus of the Subcommittee to explore the feasibility of an in-lieu fee for large screen electronic signs on the Sunset Strip.

ACTION: Direct staff to explore with City departments the feasibility amending the development agreement to include an in-lieu fee for large screen electronic signs on the Sunset Strip. **Motioned by Commissioner Rackley, seconded by Commissioner Dishman and unanimously approved.**

B. Allocation of Art and Beautification Funds for Median Art Work Lighting

The Commission considered allocating up to \$30,000 from the current Art and Beautification budget category for the installation of 12 permanent lighting fixtures on the Santa Monica Boulevard/Doheny median to provide ongoing illumination for art works.

ACTION: Approve allocation not to exceed \$30,000 from the Art and Beautification fund to install 12 permanent lighting fixtures on the Santa Monica Boulevard/Doheny median. **Motioned by Commissioner Denenberg, seconded by Commissioner Zhelezov and unanimously approved.**

C. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held May 28, 2015, and considered ratifying recommendations proposed by the Subcommittee.

Art on the Outside Subcommittee Chair Mays reported the Subcommittee:

- Denied approval an 18-foot, three-dimensional sculpture of a lightning bolt hitting the ground with the word "ZAP!" exploding next to it by artist Bruce Miles.
- Continued discussion of the "Greta Garbo Riding a Horse" sculpture by Artist AnnMari Brenchket to the June meeting.
- Approved the installation of "Michelangelo 2020 – A Tribute to Women" by artist Mauro Perucchetti to be installed in conjunction with the previously approved Perucchetti sculpture "Modern Heroes" in the concrete stage/plinth area along San Vicente Boulevard in West Hollywood Park.
- Denied approval to the mural "Money on My Mind" by artist BlikeMe at Yev's Jewelry & Loan, 7750 Santa Monica Blvd, West Hollywood as an art work and will forward decision to the City's Code Compliance and Planning Divisions.

- Approved arts programming on the electronic billboard at 9039 Sunset Boulevard for the month of June 2015 (*Pride Month*).
- Reviewed a concept for a call for artists and a focus on Earthworks / Land Art projects for a future exhibition in Plummer Park and recommended that staff create a Request for Qualifications for review at the June 25, 2015 meeting.
- Received and filed update on Art on the Outside current, upcoming and potential projects.

ACTIONS: The Commission ratified the following recommendations proposed by the Art on the Outside Subcommittee including:

1. Approval of the installation of “Michelangelo 2020 – A Tribute to Women” by artist Mauro Perucchetti to be installed in conjunction with the previously approved Perucchetti sculpture “Modern Heroes” in the concrete stage/plinth area along San Vicente Boulevard in West Hollywood Park. **Motioned by Commissioner Mays, seconded by Commissioner Zhelezov and approved noting the no votes of Commissioners Denenberg, Dishman and Lee.**
2. Approval of arts programming on the electronic billboard at 9039 Sunset Boulevard for the month of June 2015 (*Pride Month*). **Motioned by Commissioner Dishman, seconded by Commissioner Lee and approved unanimously.**

D. West Hollywood Park Phase II Implementation Project – West Hollywood Recreation Center

Continued to the June 25, 2015 meeting.

E. One City One Pride 2015

The Commission will receive an update from Economic Development and Cultural Affairs Coordinator Michael Che on the City’s 8th Annual One City One Pride Arts Festival to include Art AIDS WeHo and A Day of Theatre.

F. Arts and Cultural Affairs Commission Projects

Tabled to the June 25, 2015 meeting.

V. EXCLUDED CONSENT

None.

VI. ITEMS FROM THE PUBLIC

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Rackley announced Metropolitan Master Chorale’s concert, “Songs of the Isles,” Saturday, June 6th at 7:30 p.m., at Hollywood Lutheran Church. More information on the concert is available at metrosings.org.

VIII. ITEMS FROM THE STAFF

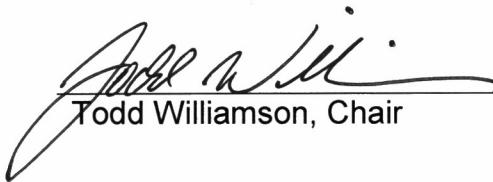
Arts Administrator Andrew Campbell announced that commissioners are welcomed to ride on the City's Pride float and to email the Secretary of the Commission if interested.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff on development of the June 25, 2015 meeting agenda. Agenda items shall consist of the following:

X. ADJOURNMENT

The Arts and Cultural Affairs Commission will adjourn to its next meeting scheduled June 25, 2015 at 5:00 P.M. in the Community Meeting Room – West Hollywood Library 625 San Vicente Boulevard, West Hollywood.



Todd Williamson, Chair



Prentis Bonds, Staff Liaison/Recording Secretary