

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
June 25, 2015

I. CALL TO ORDER:

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Todd Williamson at 5:08 p.m.

A. Pledge of Allegiance

Commission Chair Williamson led the pledge of allegiance.

B. Roll Call

Present: Commissioners Beverly Denenberg, Catherine Lee, Madeleine Rackley, Todd Williamson

Absent: Commissioners J. Dallas Dishman, Peter Mays and Yelena Zhelezov

C. Approval of the Agenda

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

D. Approval of the of the May 28, 2015 Meeting Minutes

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

E. Public Comment

There were no items from the public.

F. Presentation – The Commission received a presentation from Public Art Coordinator Rebecca Ehemann on the Americans for the Arts Conference – Public Art Network Year in Review held June 11, 2015 in Chicago.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. There were no individual items removed by the Commission for separate discussion under Excluded Consent.

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. Art on the Outside Current, Upcoming and Potential Projects Status Update

The Commission received and filed a status update of Art on the Outside current, upcoming and potential projects.

ACTION: Receive and file.

III. NEW BUSINESS

A. Temporary Art Proposal – “The Sunset Strip’s Greatest Billboards” by Robert Landau

The Commission reviewed, discussed and considered approval of the visual art/banner project, “The Sunset Strip’s Greatest Billboards” by photographer Robert Landau in accordance with the temporary art proposal review criteria.

The Commission expressed considerable interest in this project and suggested that staff discuss, as appropriate with the artist, an artist fee and costs associated with installation and deinstallation, since the proposed budget of \$5,000.00 did not include an artist fee or installation/deinstallation costs.

ACTION: Approve the visual art/banner project, “The Sunset Strip’s Greatest Billboards” by photographer Robert Landau consisting of ten (10), 10’x10’ banners of the Sunset Strip’s billboards. **Motioned by Commissioner Denenberg, seconded by Commissioner Rackley and unanimously approved.**

IV. UNFINISHED BUSINESS

A. Electronic Billboard – 9039 Sunset Boulevard – July 2015 Installation

The Commission was unable to receive a presentation from Andy and JoAnne Goodman, Curators for CBS Outdoor due to their absence. Therefore, it was the consensus of the Commission to authorize staff to approve arts programming on the electronic billboard at 9039 Sunset Boulevard for the month of July 2015 (Street Art).

B. Request for Qualifications – Earth Work/Land Art

The Commission reviewed a draft Request for Qualifications (RFQ) for artists for an Art on the Outside project focusing on multiple installations of Earth Work/Land Art projects in Plummer Park and other potential locations in the City, and will consider authorizing staff to finalize the RFQ for release in July.

The Commission expressed considerable interest in the proposed project which aligns with several of the City’s core values particularly *Responsibility for the Environment* by pursuing opportunities to preserve and create open space while initiating partnerships to address regional and global environmental challenges.

Following, the Commission provided the following direction to staff:

- Clarify language regarding emerging artists;
- Provide images of land-based art forms;

- Create a name for the exhibit;
- Narrow the scope of the project and accelerate the timeline in order to realize the project sooner than later;
- Ensure there are no barriers/separations between emerging artists and established artists;
- Move forward the submission deadline to mid-September and open the exhibit in January 2016.

ACTIONS: Approve the Earth Work/Land Art Request for Qualifications noting direction from the Commission and the authorization for staff to finalize the RFQ for release in July 2015. **Motioned by Commissioner Denenberg, seconded by Commissioner Lee and unanimously approved.**

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

The Commission continued its discussion on art programming in the Recreation Center. As part of its discussion the Commission received a presentation from staff on exterior and interior opportunities for temporary and permanent works of art in the new Recreation and Aquatics Center.

The Commission expressed interest in the following exterior/interior locations for temporary and permanent works of art:

- Exterior Mural Location 2 (interest in this location for the Shepard Fairy art work)
- Exterior Mural Location 3
- Exterior Mural Location 4 (permanent art work)
- Exterior Mural Location 5 (temporary art work)

Staff reiterated that there might be other potential locations for temporary and permanent works of art as the City moves forward with this project.

D. Arts and Cultural Affairs Commission Projects

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

- The Diver neon sculpture will be installed within the next two weeks and staff will notify the Commission once the sculpture has been installed.
- The Santa Monica Boulevard/Doheny median lighting component will be installed July/August on the Boulevard.
- The Rocky and Bullwinkle sculpture will be installed in the lobby of City Hall in July.
- 2105 Summer Sounds Concert Series begins Sunday, July 12, 2015. Featured artist is the Paul McDonald Big Band.
- Free Theatre in the Parks begins Saturday, July 11, 2015

V. EXCLUDED CONSENT

None

VI. PUBLIC COMMENT

None

VII. ITEMS FROM COMMISSIONERS

Commissioner Williamson announced his participation in an art show in Italy. He also thanked the Commission for the opportunity to work with them.

VIII. ITEMS FROM THE STAFF

Staff commented that Mayor Horvath and Councilmember Heilman will likely make direct appointments at the July City Council meeting. However, Commissioners will serve until the direct and at-large appointments have been made.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff to develop the July 23, 2015 meeting agenda as appropriate.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:40 p.m. to its next meeting scheduled July 23, 2015 at 5:00 P.M. in the Community Meeting Room – West Hollywood Library 625 San Vicente Boulevard, West Hollywood.



Todd Williamson, Chair



Krentis Bonds, Staff Liaison/Recording Secretary