

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES**

Thursday, September 24, 2015

5:00 p.m.

Community Room – West Hollywood Library,
625 San Vicente Boulevard, West Hollywood

I. CALL TO ORDER

A. Pledge of Allegiance: Commission Chair Williamson led the Pledge of Allegiance

B. Roll Call:

Present: Commissioner Candice Beroukhim, Commissioner Catherine Lee, Commissioner Madeleine Rackley, Commissioner Rogerio Carvalho, Commissioner Todd Williamson and Commissioner Yelena Zhelezov.

Absent: Commissioner J. Dallas Dishman

Also Present: Arts Administrator Andrew Campbell
Administrative Specialist IV Prentis Bonds, Jr.

C. Approval of the Agenda:

Motion by Commissioner Lee seconded by Commissioner Rackley and approved.

D. Approval of the of the August 27, 2015 Meeting Minutes

Motion by Commissioner Lee seconded by Commissioner Carvalho and approved.

E. Public Comment:

None.

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 Calendar.

Motion by Commissioner Rackley seconded by Commissioner Beroukhim and approved.

A. Posting of the Agenda

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

ACTION: Receive and file.

B. Performing Arts and Cultural Affairs Subcommittee Actions Report

The Commission received and filed Performing Arts and Cultural Affairs Subcommittee's Actions of September 10, 2015 and considered ratifying recommendations proposed by the Subcommittee.

ACTIONS:

- A.** Receive and file report.
- B.** Approve a Community Enrichment Grant award in the amount of \$1,000 to Visions of Possibilities, a Foundation of AIWP to support the 10th Anniversary of the play "Conversations 'Bout the Girls" during Breast Cancer Awareness Month (October 2015) and forward to the Arts and Cultural Affairs Commission for approval.

Approved as part of the Consent Calendar

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

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

ACTION: Receive and file.

III. NEW BUSINESS

A. Cultural Plan Phase I Report – Trends, Gaps & Next Steps

The Commission received a report from staff and Arts Consultant Amanda Carlson regarding an initial document review of reports pertinent to a cultural planning process, and discussed proposed recommendations and next steps for the Commission to engage in a cultural planning process as part of its 2014-2016 Work Plan.

Arts Consultant Amanda Carlson provided an overview on her review of documents and various reports related to arts and culture programming, activities, and resources to determine what information the City already has gathered and assessed in relation to arts and culture policy and strategies. As a result, Ms. Carlson identified trends, gaps and provided recommendations for next steps that were detailed in the staff report on this item.

Trends were:

- Community input/engagement
- Integration of values
- Diversity and inclusiveness.

Gaps were:

- Census of cultural assets in West Hollywood (possible benchmark)
- Comprehensive arts and cultural history of West Hollywood
- Top level programs and priorities
- Regional perspective on arts and culture in West Hollywood

Recommended Next Steps were:

- Enlist a core group of City Council members, City staff, and Arts and Culture Commissioners in early-stage planning conversations.
- Discuss and prioritize gaps in planning to shape further discussions and processes.

Following, it was the consensus of the Commission as well as direction to staff to discuss as part of the cultural planning process:

- Concise information about West Hollywood arts and culture by discipline in addition to improved marketing and communication about WeHo arts.
- Exhibition and other types of performance spaces in addition to planned and built resources.
- Partnerships and collaboration with the arts community and local businesses to cultivate knowledge and support of innovative arts programming in West Hollywood.
- Art as experience and the feasibility of capitalizing on other points of interest where persons can happen upon art as part of everyday life.
- Commitment by the City to undertake certain arts goals and objectives long term, and the conformance with the cultural/creative plan as part of every document and report.
- User friendly cultural/creative plan.

IV. UNFINISHED BUSINESS

A. “Can You Dig It?” Temporary Land Art Exhibition – Artist Selection Results

The Commission reviewed, discussed and considered ratifying the Art on the Outside Subcommittee’s recommendation to approve eight (8) artists/artist teams to develop proposals for the temporary, land art exhibition “Can You Dig It?” in addition to authorizing an expenditure to support artist/artist team honorarium.

Staff indicated the selection committee reviewed 29 applications from Group A and selected 8 artist/teams whose applications were exemplary in meeting the criteria listed above. The artists/teams included:

- Isabelle Garbani, Brooklyn, NY
- Doron Gazit, North Hollywood, CA
- Miki Iwasaki, San Diego, CA
- Tim Murdoch, Escondido, CA
- Team: Nina Preisendorfer and Emily Sevier, San Diego, CA
- Team: Brett Snyder, Edward Morris and Sussanah Saylor, Oakland, CA/Syracuse, NY
- Tattfoo Tan, Brooklyn, NY
- Team: Aurora Tang and Steven Chodoriwsky, Los Angeles, CA

The selected semi-finalists will be invited develop proposals for the exhibition; paid an honorarium of \$500 for their proposals; and will submit their proposals to the selection committee for consideration in November.

ACTION: Ratify the “Can You Dig It” Artist Selection Committee’s recommendation to approve artists: Isabelle Garbani; Doron Gazit; Miki Iwasaki, Tim Murdoch, Nina Preisendorfer and Emily Sevier; Brett Snyder; Edward Morris and Sussanah Saylor; Tattfoo Tan; Aurora Tang and Steven Chodoriwsky, to develop proposals for each artist/artist team for the temporary, land art exhibition “Can You Dig It?” and authorize expenditure not to exceed \$4,000 from the Art and Beautification Fund to support artist/artist team honoraria.

Motion by Commissioner Rackley seconded by Commissioner Beroukhim and approved.

B. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held September 24, 2015 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Zhelezov reported that the Subcommittee:

1. Reviewed and recommended Commission approval of the temporary mural project “*For a Moment it Scraped then Cooled the Skin*” by Cole Sternberg, as “art” and not creative signage for installation on the front facade at Woven Accents, 8574 Melrose Avenue.

ACTION: Motion to ratify the Subcommittee’s recommendation by Commissioner Beroukhim, seconded by Commissioner Carvalho and approved.

2. Reviewed and recommended Commission approval of the temporary mural project “*Tribute to Jax*” by Alex Monopoly as “art” and not creative signage for installation on the east facing facade at Maia, 8768 Sunset Boulevard.

ACTION: Motion to ratify the Subcommittee’s recommendation by Commissioner Lee, seconded by Commissioner Zhelezov and approved.

3. Reviewed, discussed and recommended Commission approval of arts programming by Jullien Mayers on the large and small screen video signs at 8410 Sunset Boulevard for the months of October 1, 2015 through January 1, 2016.

ACTION: Motion to ratify the Subcommittee’s recommendation by Commissioner Lee, seconded by Commissioner Zhelezov and approved.

4. Reviewed and recommended Commission approval of a supplemental funding request not to exceed \$3,500 for the fabrication of a mural frame, installation and contingency for the “Let a Thousand Flowers Bloom” by artist Mei Xian Qiu.

ACTION: Motion to ratify the Subcommittee's recommendation by Commissioner Cavalhiero, seconded by Commissioner Zhelezov and approved.

5. Reviewed and discussed City Hall Community Plaza Banners Artwork proposal and recommended Commission approval of Dan Monteavaro and Steven Reigns temporary banners in the City Hall Community Plaza and authorized staff to speak with the artist team about the selection of birds while allowing the artist to make the final decision as a result of conversation(s) with staff.

ACTION: Motion to ratify the Subcommittee's recommendation by Commissioner Beroukhim, seconded by Commissioner Zhelezov.

Following more discussion, Commissioner Beroukhim withdraw her motion for future clarification.

It was the consensus of the Commission that there be a stronger symbolic link between the birds and the poetry and a clear connection why the birds were selected to be included in a narrative statement about the art.

ACTION: Motion to approve the art concept by Monteavaro and Steven Reigns to create and install temporary banners in the City Hall Community Plaza noting that the final decision by the artist team include the artist statement about the banner project and the artist.

ACTION: Motion by Commissioner Rackley, seconded by Commissioner Carvalho and approved, noting the no vote of Commissioner Beroukhim.

Commissioner Zhelezov spoke on the Subcommittee's review and recommended Commission approval of art programming on the electronic billboard at One Oak, 9039 Sunset Boulevard from October 1, 2015 – December 31, 2015 by artists Vaseen, Craig French, Ilya Scar and Tom Garner.

ACTION: Motion to ratify the Subcommittee's by Commissioner Lee seconded by Commissioner Beroukhim and approved.

C. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held September 17, 2015 and considered ratifying recommendations proposed by the Subcommittee.

Subcommittee Chair Beroukhim reported the Subcommittee:

1. Received a presentation from Christian Robert and artist Anya Gallaccio on the artist concept plan for the urban art project at 702 Doheny. As a result, The Subcommittee requested the developer and artist explore the feasibility of expanding the art work beyond the proposed rectangular shape and consider options for making the art work more prominent in the development.

2. Received a presentation from CIM representatives Dan McQuitty, Paul Dan and Andy Cribb and Marc Pally and recommended Commission approval of Stage III – Final Comprehensive Art Plan by artist Janet Echelman for the urban art project at 8500 Sunset Boulevard.

Echelman's "Dream Catcher" is a large-scale translucent art installation composed of colored polyester fiber netting inspired by brainwave activity during various stages of sleep. The sculpture is approximately 91ft in height and 100ft in weight and supported four-tiered system of cables integrated into the buildings' floor. "Dream Catcher" will have a dramatic, chromatic nighttime presence enhanced by LED lighting.

3. Received a presentation from Ric Abramson AIA, Workplays Studio Architecture and recommended Commission approval of Stage II – Review Schematic Plan by artist team NONDesigns, Miao Miao and Scott Franklin, for the urban art project at 1035 N. Vista.

The concept of the art work pays homage to dingbat typography as an embellished façade treatment on the front elevation of the building as illustrated below. The material selected to realize the art component is laser cut Corten steel consisting of louver-like, three dimensional folded forms displaying various building designs as a typographical element. The texture of the art work will give way to the natural and ambient light.

ACTION: Motion to ratify Urban Art Subcommittee's recommendations including approval of Stage III – Final Art Plan by Janet Echelman for the Urban Art Project at 8500 Sunset Boulevard and approval of Stage II – Schematic Plan artist team NONDesigns, Miao Miao and Scott Franklin, for the urban art project at 1035 N. Vista. **Motioned by Commissioner Zhelezov, seconded by Commissioner Beroukhim and approved.**

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.

V. EXCLUDED CONSENT

None

VI. PUBLIC COMMENT

None

VII. ITEMS FROM COMMISSIONERS

Commissioner Beroukhim spoke concerning an AIDS fundraiser at the Andaz hosted by Councilmember Heilman, Mayor Horvath and Maria DeSilva.

VIII. ITEMS FROM THE STAFF

Arts Coordinator Michael Che announced WeHo Reads "Banned Books" Saturday, September 27, 2015.

Arts Administrator Andrew Campbell announced the City's Annual Congress of Boards and Commissions Wednesday October 14, 2015 from 6 to 9 p.m.

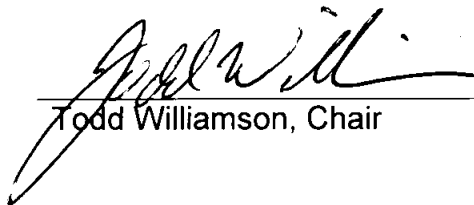
IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff on development of the October 22, 2015 meeting agenda. Agenda items shall include.

- 2016 Arts Grant Program Funding Recommendations to include City Arts Project, Cultural Resource Development and One City One Pride Grants.
- Cultural Plan (new standing agenda item).

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:35 p.m. to its next meeting scheduled October 22, 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