

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

THURSDAY, MARCH 28, 2019 – 5:00 P.M.

*Location: Community Meeting Room – West Hollywood City Hall
8300 Santa Monica Boulevard, West Hollywood*

I. CALL TO ORDER

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Dishman at 5:00 PM.

A. Pledge of Allegiance: Commissioner Lee led the Pledge of Allegiance.

B. Roll Call:

Present:

Commissioner Martin Gantman
Commissioner Catherine Lee
Commissioner Madeleine Rackley
Commissioner Todd Williamson
Commission Vice Chair Dawn Moreno-Freedman
Commission Chair J. Dallas Dishman

Also Present: Arts Manager Andrew Campbell
Administrative Specialist IV/Recording Secretary Moya Márquez
Grants Coordinator Prentis Bonds
Arts Coordinator Michael Che
Public Art Coordinator Rebecca Ehemann
Arts Technician Joy Tribble

C. Approval of the Agenda:

Approval of the March 28, 2019 meeting agenda was **motioned by Commissioner Lee, seconded by Commission Vice Chair Moreno-Freedman, and approved unanimously.**

D. Approval of the February 28, 2019 Meeting Minutes

Approval of the February 28, 2019 meeting minutes was **motioned by Commissioner Rackley seconded by Commissioner Gantman, and approved unanimously.**

E. Public Comment

None.

II. CONSENT CALENDAR

The following matters were acted upon by one motion. There were no items removed for separate discussion.

Approval of the Consent Calendar was motioned by Commissioner Lee, seconded by Commission Vice Chair Moreno-Freedman, and approved unanimously.

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: Received and filed. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Performing Arts & Cultural Affairs Subcommittee Report

The Commission received a report from the Performing Arts & Cultural Affairs Subcommittee on its meeting held March 14, 2019.

Commission Vice Chair Moreno-Freedman reported that the PACA Subcommittee had a group discussion on the Transgender Arts Initiative grant process. They also began a discussion regarding opportunities to offer professional development to arts organizations.

Vice Chair Moreno-Freedman also reported that Staff recommends the selection of Classical Theatre Lab to present a theatrical production of "The Last Days of Don Juan" during Summer 2019 for the City's Free Theatre in the Park.

A discussion began on the merits of selecting Classical Theatre Lab over other acting groups for the Free Theatre in the Parks Program.

Staff explained that the other proposed performances were not suitable for a Summer Free Theatre in the Parks event. Staff indicated that Classical Theatre Lab's performance was a comedy, which is apropos of an outdoor afternoon performance, also citing the organization's previous history with performing in the City, an increase in professionalism and attendance. Staff will recommend to other applicants to apply for a different City Arts Grants.

ACTIONS: Received the Performing Arts & Cultural Affairs Subcommittee Report, provided direction as applicable, and ratified a recommendation proposed by the Subcommittee, including:

- 1) Approval of \$10,000 budget allocation to Classical Theatre Lab to present a theatrical production of "The Last Days of Don Juan" during summer 2019 for the City's Free Theatre in the Park Program. **Motioned by Commissioner Rackley, seconded by Commission Vice Chair Moreno-Freedman, and approved unanimously.**

B. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held March 21, 2019.

Commissioner Williamson reported that the project at 1040 La Brea came to the Urban Art Subcommittee for approval of Stage II of the work by artist Jim Isermann. The Commission entered into a discussion about the artwork and its integration with the building. Some Commissioners expressed concern that the artwork may be perceived as an architectural feature instead of an artwork. Staff presented the Commission with examples from Isermann's body of work and explained the similarities between his past artwork and the proposed artwork for the project at 1040 La Brea.

ACTIONS: Received the Urban Art Subcommittee Report, provided direction as applicable, and ratified a recommendation proposed by the Subcommittee, including:

- 1) Approval of the Stage II Schematic Art Plan by artist Jim Isermann for the urban art project at 1040 La Brea Avenue in accordance with the City's Urban Art Policy and Guidelines.
- 2) Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including 1) schematic designs/drawings; site plans and elevations; a narrative description of the proposed art project including how it fits into the environment of the City; and proposed materials and color scheme; 2) implementation timeline; 3) outline of the art budget; 4) maintenance issues and 5) a signed copy of the developer/artist agreement.

Motioned by Commissioner Rackley, seconded by Commissioner Williamson, and approved noting dissenting votes from Commissioner Gantman and Commission Chair Dishman.

C. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held March 28, 2019.

Commissioner Lee reported that the Subcommittee reviewed 15 different muralists including Abel Macias, Alex Diffin, Alexander Zakari, Brian Bloss, Cassie Zhang, Elliott Nes, Gino Burman-Loffredo, Iris Peretz, Jimmy Pierce, Kai, Matthew Cavanagh, Patrick Holder, Ricky Lee Gordon, Robert Enoe, Susan Logoreci and recommended the approval of the fifteen (15) artist applications for inclusion on the WEHO Muralist Roster.

ACTIONS: Received the Art on the Outside Subcommittee Report, provided direction as applicable, and ratified recommendations proposed by the Subcommittee, including:

- 1) Approval of the fifteen (15) artist applications for inclusion on the WEHO Muralist Roster. **Motioned by Commissioner Rackley, seconded by Commissioner Williamson, and approved unanimously.**

IV. NEW BUSINESS

A. 2020 WeHo Arts Grant Program Guidelines

The Arts and Cultural Affairs Commission considered ratifying the Performing Arts and Cultural Affairs Subcommittee recommendation to approve 2020 WeHo Arts Grant Program guidelines including the WeHo Artist Grant; WeHo Arts Community Grant; and WeHo Arts Organizational Development Grant.

Prentis Bonds, the City's Grants Coordinator, presented the Commission with new Grant Program guidelines. New changes to the guidelines include an attachment of fee schedules to best inform grantees about the monetary value of the City's in-kind contributions to grantees. Other information includes the WeHo Artist Grant's explanation of public benefit – which helps artists determine how to best meet their grant requirements.

The Commission asked staff to review whether it was possible to include supplemental information about art grants available for non-US Citizens or holders of permanent legal status within the grant guidelines.

Commissioners also suggested formatting changes to the proposed guidelines.

The Commission agreed by consensus to allow the Performing Arts and Cultural Affairs Subcommittee to review any final changes with Staff at their next meeting, and forward recommendations to the City Council for approval.

ACTION:

- 1) Authorize staff to make editorial changes, and authorize the Performing Arts and Cultural Affairs Subcommittee to give final approval on behalf of the Commission to the 2020 WeHo Arts Grant Program guidelines including the WeHo Artist Grant; WeHo Arts Community Grant; and WeHo Arts Organizational Development Grant and forward to City Council for approval by June 17, 2019.
Motioned by Commissioner Williamson, seconded by Commissioner Vice Chair Moreno-Freedman, and approved unanimously.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Moreno-Freedman asked why the Beverly Johnson event was postponed.

Commissioner Rackley shared new events from the Metropolitan Master Chorale.

Commissioner Williamson announced that his show at the Venice Biennale opens on May 10.

Commission Chair Dishman thanked all of the Commission members for their hard work. He expressed his appreciation that although the Commission may not always agree with each other, there is always mutual respect for each other. He also thanked staff for their work.

Commission Chair Dishman also reminded the Commission to fill out their Form 700 to declare any economic interests in the City. Commissioners are required to fill this form out each year and file it with the City Clerk.

VIII. ITEMS FROM THE STAFF

Rebecca Ehemann, Public Art Coordinator, reported that the conservation project of the David Wiseman sculpture at the Library will concluded on Saturday, April 30.. She also reported that at the April 1st City Council Meeting, the Urban Art Project Administrative Guidelines are being presented to the City Council for review and approval. These Guidelines have previously not been updated since 2001.

Mike Che, Arts Coordinator, had multiple announcements: that the City of West Hollywood has been selected as a finalist for the All-America City Award (one City One Pride was one of the highlighted projects for the application); that the Senor Plummer artwork was successfully installed at the Werle building after receiving approval at the last ACAC meeting; that the Fearless Girl statue will remain on display at the West Hollywood Library through April 1st; that the City has two WeHo Reads events for April National Poetry Month; and he extended an invitation to Commissioners to participate in the City's Harvey Milk Day staged reading on May 22.

Andrew Campbell, Arts Manager, reported that the Beverly Johnson performance was cancelled at the last minute due to an illness. He reported that the event has been rescheduled and staff has reached out to those who had previously RSVP'd.

IX. DEVELOPMENT OF NEXT MEETING AGENDA


The Commission authorized staff to develop the April 25, 2019 meeting agenda.

The Commission asked Staff to put a discussion of the Sunset Strip Billboard policy on the agenda for April 2019.

X. ADJOURNMENT

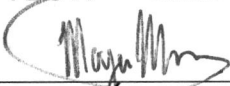
The Arts and Cultural Affairs Commission adjourned at 6:32 PM to its meeting scheduled April 25, 2019, at 5:00 p.m. in the Community Meeting Room – West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION
ON THIS 25TH DAY OF APRIL, 2019.



J. DALLAS DISHMAN, CHAIR

ATTEST:



MOYA MARQUEZ,
RECORDING SECRETARY