

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

THURSDAY, AUGUST 22, 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 Moreno-Freedman at 5:01 PM.

A. Pledge of Allegiance: Commission Chair Moreno-Freedman led the Pledge of Allegiance.

B. Roll Call:

Present:

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

Absent: Commissioner J. Dallas Dishman

Also Present: Arts Manager Andrew Campbell
Administrative Specialist IV/Recording Secretary Moya Márquez
Acting Administrative Specialist IV DeeAna Saunders
Public Art Coordinator Rebecca Ehemann
Arts Technician Joy Tribble

C. Approval of the Agenda:

Staff requested moving Item VIII before Item II. Approval of the August 22, 2019 meeting agenda with staff recommendations was **motioned by Commissioner Rackley, seconded by Commission Vice Chair Williamson, and approved unanimously.**

D. Approval of the July 25, 2019 Meeting Minutes

Approval of the July 25, 2019 meeting minutes as edited was **motioned by Commissioner Lee, seconded by Commissioner Gantman, and approved unanimously.**

E. Public Comment

II. CONSENT CALENDAR

The following matters were acted upon by one motion.

Approval of the Consent Calendar was motioned by Commission Vice Chair Williamson, seconded by Commissioner Rackley, 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: Receive and file. **Approved as part of the Consent Calendar.**

B. Fiscal Year 2020 Arts and Cultural Affairs Commission Subcommittee Structure and Appointment to the Library Programming Subcommittee

The Commission will review and consider approval of its subcommittee structure (*Art on the Outside Subcommittee, Performing Arts and Cultural Affairs Subcommittee and the Urban Art Subcommittee*) for FY 2020 as proposed by the Chair, and consider appointing a commissioner to sit on the Library Cultural Programming Committee.

ACTIONS:

1. Approve Subcommittee structure for FY 2020 for the Art on the Outside Subcommittee, Performing Arts and Cultural Affairs Subcommittee and the Urban Art Subcommittee as proposed by the Chair. **Approved as part of the Consent Calendar.**
2. Appoint a commissioner to sit on the Library Cultural Programming Committee. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Temporary Art Project Proposal Presentation

The Arts and Cultural Affairs Commission received a presentation from Pop Artist Toro for her temporary art project proposal "Kids Painting in the Jungles of the World" for consideration as a potential Art on the Outside project.

Pop Artist Toro introduced her organization Heartwork to the Commission and her temporary art project proposal "Kids Painting in the Jungles of the World."

Toro described her project as an outdoor art painting activity for children. She mentioned that Heartworks is not a 501c3 and that she has held similar projects in the past that were smaller in scale, but hoped that the proposed event can be bigger.

The Commission held a discussion about the project's compatibility with the goals of the Art on the Outside program – and about how the project may be more suited to Recreation.

ACTION: Motion to deny the application from Pop Artist Toro and connect the applicant to the Recreation Department was **motioned by Commissioner Gantman, seconded by Commissioner Rackley, and approved unanimously.**

B. Performing Arts & Cultural Affairs Subcommittee Report

The Commission received a report from the Performing Arts & Cultural Affairs Subcommittee on its meeting held August 8, 2019.

Commissioner Rackley reported that the Subcommittee is close to finalizing language for the request for proposals for professional development workshops.

Commissioner Rackley also reported that Arts Intern Gwen Howard presented an analysis of survey results from the One City One Pride audience surveys.

Commissioner Rackley then reported that the Subcommittee reviewed a WeHo Arts Community Grant application submitted by Unity in Diversity Arts Foundation and recommended approval of a grant in the amount of \$1,000 to the organization to fund "Cranes Fly to Immortality," a new documentary about West Hollywood World War II veterans as part of the City's Victory in Europe Day 75th anniversary in May 2020 at Fiesta Hall in Plummer Park.

ACTION: 1) Approval of a WeHo Arts Community Grant of \$1,000 to Unity in Diversity Arts Foundation to fund "Cranes Fly to Immortality," a new documentary about West Hollywood World War II veterans as part of the City's Victory in Europe Day 75th anniversary in May 2020 at Fiesta Hall in Plummer Park. **Motioned by Commissioner Lee, seconded by Commission Chair Moreno-Freedman, and approved unanimously.**

C. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held August 15, 2019.

Commissioner Gantman reported that the Subcommittee has no actionable items. However, the Subcommittee did review the current Urban Art Administrative Guidelines in order to continue a discussion regarding potential changes.

Commissioner Gantman reported that the Rocky and Bullwinkle statue will be installed near the intersection of Holloway and Sunset.

Commissioner Gantman also reported that there was a discussion regarding the Public Art project at the West Hollywood Gateway on La Brea.

ACTION: Receive and file the Urban Art Subcommittee Report.

D. Art on the Outside Subcommittee Report

The Commission will receive a report from the Art on the Outside Subcommittee on its meeting held August 22, 2019.

Commissioner Lee reported that the Subcommittee reviewed a WEHO Muralist Roster Application from James Peter Henry submitted in tandem with the Commercial Business Mural Application for 7953 Santa Monica Boulevard.

Commissioner Lee also reported that the Subcommittee received a presentation from Valda Lake, founder and owner of Wallspace Art Gallery, regarding the proposal for a public art exhibition of neon art work by artist Scott Froschauer. The proposed exhibition consists of two art works. The first is a work titled "U R OK"

which measures 48w x 60h inches, double sided with neon that would sit 48 inches off of the ground on a single stem pole. The second artwork, "One Love" measures 3w x 8h feet, double sided with neon on a 2 single stem pole. The second art work is designed to have the "LOVE" in color

ACTIONS:

- 1) Approve the application for James Peter Henry for inclusion on the WEHO Muralist Roster. **Motioned by Commissioner Gantman, seconded by Commissioner Vice Chair Williamson, and approved unanimously.**
- 2) Approval of the Commercial Business Mural Application for 7953 Santa Monica Boulevard featuring the artwork by James Peter Henry. **Motioned by Commissioner Vice Chair Williamson, seconded by Commissioner Gantman, and approved unanimously.**
- 3) Approval of the proposal from Valda Lake, Wallspace Art Gallery, for the public art exhibition of two neon art works, "U R OK" and "One Love," by artist Scott Froschauer with a not-to-exceed budget of \$71,000. **Motioned by Commissioner Vice Chair Williamson, seconded by Commissioner Gantman, and approved unanimously.**

IV. EXCLUDED CONSENT

None.

V. NEW BUSINESS

A. Arts Festival Feasibility Study Updates

The Arts and Cultural Affairs Commission received a presentation from Two Tigers Productions about the Arts Festival Feasibility Study.

Lea Thompson and Jillian Schultz introduced themselves as the Two Tigers consultant team. Schultz explained to the Commission that they have met with Arts Division staff to understand the questions that need to be asked to determine what an arts festival in West Hollywood could look like.

Schultz asked for recommendations on the proposed survey questions – and for feedback on where they could most successfully disseminate the survey. Schultz explained that once they collect surveys, the next phase of their six step plan will be to hold additional interviews and more community engagement to delve deep with identified stakeholders in the community.

The Commission held a discussion and made suggestions to the language of the survey to remain open-ended and understand the community's interpretation of an 'arts festival' without either prescribing or unintentionally eliciting a definition of 'festival.'

ACTION: Receive and file presentation, provided staff direction.

VI. PUBLIC COMMENT

Dan Faltz, WEST HOLLYWOOD, suggested that the City not use the word “Festival” but rather a “City-wide art event” so as to be as open ended in the survey as to what an arts festival may look like.

VII. ITEMS FROM COMMISSIONERS

Commissioner Lee asked staff to consider partnering with the artists from the Lesbian Haunted House next year for another project.

Commissioner Moreno-Freedman thanked staff for their help.

VIII. ITEMS FROM THE STAFF

Item VIII was heard after Item I.

Andrew Campbell announced that the swearing in of Dan Faltz as Commissioner has been postponed until September. He also mentioned that the former director of Economic Development has resigned. He introduced the Acting Director, Francisco Contreras.

Acting Economic Development Director Francisco Contreras introduced himself to the Commission.

Andrew Campbell also mentioned that the recording secretary of the Commission, Moya Márquez, will be replaced by DeeAna Saunders.

Finally, Andrew Campbell also introduced Nancy Meyer, who will be consulting with the Arts Division during Rebecca Ehemann’s maternity leave.

Rebecca Ehemann, Public Art Coordinator, reported to the Commission that the Council approved the Rocky and Bullwinkle sculpture’s new location at Sunset and Holloway at the previous City Council meeting.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission authorized staff to develop the September 26, 2019 meeting agenda.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:34PM to its meeting scheduled September 26, 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 26TH DAY OF SEPTEMBER, 2019.



DAWN MORENO-FREEDMAN, CHAIR

ATTEST:



MOYA MARQUEZ,
RECORDING SECRETARY