

**CITY OF WEST HOLLYWOOD  
ARTS AND CULTURAL AFFAIRS COMMISSION  
SPECIAL MEETING MINUTES  
THURSDAY, JULY 23, 2020 – 5:00 P.M.  
*Teleconference Meeting***

**I. CALL TO ORDER**

The Arts and Cultural Affairs Commission meeting was called to order by Vice Chair Williamson at 5:05 PM.

**A. Pledge of Allegiance:** Vice Chair Williamson led the Pledge of Allegiance.

**B. Roll Call:**

Present:

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

Also Present: Acting Arts Manager Rebecca Ehemann  
Administrative Specialist IV/Recording Secretary Moya Márquez  
Arts Coordinator Michael Che  
Grants Coordinator Eva Angeloff  
Arts Technician Joy Tribble

**C. Approval of the Agenda:**

Approval of the July 23, 2020 meeting agenda was **motioned by Commissioner Gantman, seconded by Commissioner Rackley, and approved unanimously.**

**D. Approval of the February 27, 2020 Meeting Minutes**

Approval of the February 27, 2020 meeting minutes was **motioned by Commissioner Dishman, seconded by Commissioner Gantman, and approved unanimously.**

**E. Public Comment**

None.

**II. CONSENT CALENDAR**

The following routine matter were acted upon by one motion.

**Approval of the Consent Calendar was motioned by Commissioner Rackley, seconded by Commissioner Gantman, 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. Approval of Annual Arts Grant Program 2021**

The Commission considered recommending approval of the Annual Arts Grant Program 2021 to City Council.

**ACTION:** Recommend approval of the Annual Arts Grant Program 2021 to the City Council. **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 July 9, 2020.

Subcommittee Chair Rackley reported on the meeting two weeks ago, and informed the Commission that there were two items for approval. The first was approved in the Commission's Consent Calendar this meeting. The Subcommittee was pleased with the improvement and funding adjustments in the Annual Arts Grant Program.

She also reported on the applications received for the City's Virtual Theatre opportunity call.

**ACTION:**

1. Approval of a budget of not-to-exceed \$7,050 for Playwrights Ink's virtual production of *While You Wait* and approval of a budget of not-to-exceed \$1,900 for Classical Theatre Lab's virtual production of *The Drag*. **Motioned by Commissioner Gantman, seconded by Commissioner Moreno-Freedman, and approved unanimously.**

**B. Urban Art Subcommittee Report**

The Commission received a report from the Urban Art Subcommittee on its meeting held July 16, 2020.

Subcommittee Chair Gantman reported that the Subcommittee had two items on its agenda. The Subcommittee first reviewed the Stage III Final Art Plan for the Melrose Ave Gathering Space and determined that the Final Art Plan deviated too much from the Stage II Schematic Art Plan, which had the concept that resembled building ruins. The Subcommittee approved the Stage III Final Art Plan with six conditions, and also recommended an additional increase of the budget for the project by \$57,546.

Secondly, the Subcommittee discussed the Stage I Artist Approval for the Urban Art Opportunity at 9001 Santa Monica Boulevard mixed-use building. Following a re-design of the building, the previous artist approved by the Commission no longer aesthetically fits into the building. The Developers presented three artists and the Subcommittee agreed with the Developer's first choice.

## **ACTIONS:**

1. Approval of artist Fran Siegel for the Stage I Artist Approval for the development at 9001 Santa Monica Boulevard in accordance with the City's Urban Art Policy and Guidelines, and receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines. **Motioned by Commissioner Williamson, seconded by Commissioner Rackley, and approved unanimously.**
  
2. Approval of the Melrose Avenue Gathering Space's Stage III Final Art Plan to the with the following conditions:
  - a. Directed the Artist to revert back to the approved Stage II concept of an 'architectural ruin' as reviewed and approved by the Urban Art Subcommittee in January 2020, to the best of the Artist's ability, given the constraints of the utilities and City requirements.
  - b. Recommended the final design relocate benches to not be directly adjacent to the artwork.
  - c. Recommended the reduction or removal of the retaining walls.
  - d. Recommended that a lawn, drought tolerant groundcover, or other walkable landscape surface could be used under or near the art elements.
  - e. Directed the artist to re-introduce the bollards from the Stage II design to give architectural order to the space.
  - f. Recommended a strong vertical element at the West end of the gathering space, as presented in the Stage II design.**Motioned by Commissioner Rackley, seconded by Commissioner Faltz, and approved noting a "No" vote from Commissioner Dishman.**
  
3. Approval of \$57,546 to be allocated from the Art and Beautification Fund for the urban art project by Cayetano Ferrer for the Melrose Gathering Place. **Motioned by Commissioner Rackley, seconded by Commissioner Lee, and approved noting a "No" vote from Commissioner Dishman.**

## **B. Art on the Outside Subcommittee Report**

The Commission received a report from the Art on the Outside Subcommittee on its meeting held July 23, 2020.

Subcommittee Chair Lee reported on the nine items reviewed by the Subcommittee, which included approval of mural program guidelines, 14 additions to the muralist roster, two commercial mural applications, a temporary video art installation at the electronic billboards, two temporary art project proposals, and 26 applications for the #ArtfulDistancing initiative.

Subcommittee Chair Lee reported on all items one-by-one.

Upon the report for the Commercial Business Mural at 8811 Beverly Boulevard, Commissioner Williamson informed the Commission that the artist selected for the Commercial Business Mural, was an artist exhibiting at the business and had an

exhibition scheduled for the fall. The Commission discussed whether or not this violated the City's guidelines on Commercial Business Murals and concluded the application is a creative sign and not art.

Upon the report for the #ArtfulDistancing initiative, Commissioner Gantman explained he would vote "no" on any motion to approve the initiative, in objection to the #ArtfulDistancing proposals approved by the Subcommittee that he voted against during the Subcommittee meeting due to his concern for the potential of gatherings that would violate public health physical distancing guidelines.

The Commission agreed by consensus to vote on the workplans for all Subcommittees in one vote.

### **ACTIONS:**

1. Approval of the West Hollywood Mural Program Guidelines. **Motioned by Commissioner Williamson, seconded by Commissioner Dishman, and approved unanimously.**
2. Approval of the 14 WEHO Muralist Roster Applications from Greg Auerbach, Charles Baker Strahan, Juan Rozas, Tomer Peretz, Richard Tucci, Forest Wolf Kell, Dina Fisher, Karen Bystedt, MJ Lindo Lawyer, Andrew Haan, Evan Meyer, Austin Daniels, Zach Touchon, Lefty Out There for inclusion on the WEHO Muralist Roster. **Motioned by Commissioner Gantman, seconded by Commissioner Moreno-Freedman, and approved unanimously.**
3. Declination of the Commercial Business Mural Application for 8811 Beverly Boulevard featuring the artwork by artist Lefty Out There. **Motioned by Commissioner Dishman, seconded by Commissioner Gantman, and declined unanimously.**
4. Approval of the Commercial Business Mural Application for Kung Pao Bistro for 7853 Santa Monica Boulevard featuring artwork by Mikael Brandup. **Motioned by Commissioner Dishman, seconded by Commissioner Gantman, and approved unanimously.**
5. Approval of the temporary video project proposal by Jessica Rich, The Rich Picture for *HOME* by Marco Brambilia for installation on the electronic billboards at 8410 and 9039 Sunset Boulevard (1OAK) from 8/1/20 – 9/30/20. **Motioned by Commissioner Gantman, seconded by Commissioner Williamson, and approved unanimously.**
6. Approval of the temporary art project proposal *Meringue* by artist Kiduck Kim with a budget of not-to-exceed \$20,000. **Motioned by Commissioner Dishman, seconded by Commissioner Rackley, and approved with noting a "No" vote from Commissioner Williamson.**
7. Approval of the following #ArtfulDistancing proposals:

- Caleb Alexander, *Vocal Expression Across the Ages*, \$300, location TBD.
- Deborah Brockus, *Drive-By*, \$599, locations across the city.
- RaeAnne Chanelle, *Phenomenal Collaboration*, \$599, virtual performance.
- Ari Desano, *#FakeMusical*, \$560, location Santa Monica Blvd/Doheny traffic island.
- Lisa Kenner Grissom, Minita Gandhi and Wesley Middleton, *History is Now*, \$599, virtual performance.
- The LA Opera Babes, *LA Opera Babes*, \$500, West Hollywood Library Steps with direction that staff work with the artists to ensure that the event is held with proper physical distancing.
- Hope Diane Levy, *Music is My Food*, \$250, location Laurel Park.
- Daniel Montevero, *Virtual Pride Parade*, \$599, location TBD with the direction that the artwork be exhibited for no longer than a year.
- Andrew Putschogl, *Together, Apart*, \$599, virtual exhibition.
- Steven Rahbany, *Masks Across WeHo*, \$575, location TBD with the direction that the artist not use nails on the trees.
- Linda Ravenswood, *History Lesson*, \$599, location TBD.
- CK Reed, *Distanced Palms*, \$599 with the direction that the artist paint two doors for the mural at the 8224 Sunset Boulevard.
- Wayne Smith, *Standing Room Only!*, \$400, virtual presentation.
- Alex Melzer, *LGBTQ+ Composers in Classical Music*, \$592, virtual presentation.
- Victor Yates, *Death Sentence*, \$599, location corner of Santa Monica Boulevard and San Vicente Blvd in front of Sherriff station with the performance to be recorded and presented virtually.
- Sarah Zucker, *Now More Than Ever*, \$599, location 8410 and 9039 Sunset Blvd electronic billboards.

Approve the Subcommittee's denial of the following #ArtfulDistancing proposals:

- *Garden of Optical Equality* by Tim Devlin, due to location and directed staff to invite the artist to submit a proposal at a later time for a different location.
- *Drive-Thru Vitawood* by Jocelyn Gradsetin, due to location.
- *Alternative Medium Selfie Mural* by Terry Konrath, due to location, aesthetic and materials.
- *We Stand Up* by Monte Marshall and Lara Mossler, due to artist qualifications and aesthetics.
- *Deposit* by Oscar Peña, due to aesthetics and location.
- *Separate/Together* by Nicole Rademacher, due to public safety (health) and directed staff to invite the artist to submit a proposal at a later time when the community is allowed to gather again.
- *The Ancient Art of Sound Healing* by Roxie Sarhangi, due to public safety (health) and directed staff to invite the artist to submit a proposal at a later time when the community is allowed to gather again.
- *Muralist Mentors* by Amy Smith, due to public safety (health).
- *Pop-Up Post Office of Love* by Don Tinling, due to public safety (health).

**Motioned by Commissioner Moreno-Freedman, seconded by Commissioner Faltz, and approved noting a “No” vote from Commissioner Gantman.**

8. Denial of the temporary art project proposal *When You See What I See, We See Differently* by artist Champ Daniels. **Motioned by Commissioner Gantman, seconded by Commissioner Williamson, and approved unanimously.**
9. Approval of the Subcommittee Workplans for the three Subcommittees ( Performing Arts and Cultural Affairs Subcommittee, Urban Art Subcommittee, and Art on the Outside Subcommittee) of the Arts and Cultural Affairs Commission. **Motioned by Commissioner Rackley, seconded by Commissioner Gantman, and approved unanimously.**

#### IV. NEW BUSINESS

##### **A. Election of Chair and Vice Chair FY2019-2020.**

The Commission elected a Chair to preside over the Arts and Cultural Affairs Commission (ACAC) based on seniority and in accordance with the ACAC Bylaws. The Commission also elected a Vice-Chair to preside over the Art and Cultural Affairs Commission in absence of the Chair and in accordance with the ACAC Bylaws.

##### **ACTION:**

1. Elected Commissioner Todd Williamson as Chair to the Arts and Cultural Affairs Commission based on seniority and in accordance with the ACAC Bylaws, and elected Commissioner Martin Gantman as Vice Chair to the Arts and Cultural Affairs Commission in accordance with the ACAC Bylaws. **Motioned by Commissioner Dishman, seconded by Commissioner Lee, and approved unanimously.**

##### **B. Arts and Cultural Affairs Commission Cultural Equity Statement**

The Commission received an update on the development of an Arts and Cultural Affairs Commission Cultural Equity Statement from staff and considered devoting the August 27, 2020 Commission meeting to the item.

Arts Coordinator Mike Che reported on this item, reminding the Commission that creating a Cultural Equity Statement is part of the Commission’s Workplan. He shared that the Aspire Group, an arts consultancy firm, has been selected to guide the Commission through the development of their Cultural Equity Statement. The Aspire Group has previously worked with the LA County Department of Arts and Culture and the City of West Hollywood’s Disabilities Advisory Board.

Staff requested that the Commission devote the entirety of the August 27 Commission meeting to begin the process of developing a statement. Such a meeting would likely incur an extension of the normal length of a Commission meeting and would feature roughly two hours of an interactive educational workshop and one hour of a values gathering workshop which will feed the creation of the Cultural Equity Statement. The values will be incorporated into a draft Cultural Equity Statement which will then be brought to the Performing Arts and Cultural Affairs

Subcommittee for wordsmithing, and finally to the full Arts and Cultural Affairs Commission for edits and approval vote.

The Commission briefly discussed the value and merits of such an exercise and statement.

**ACTION:**

1. Approved dedicating the August 27<sup>th</sup>, 2020 Arts and Cultural Affairs Commission meeting to drafting a Cultural Equity Statement with the help of arts consultancy firm Aspire. **Motioned by Commissioner Dishman, seconded by Commissioner Gantman, and approved unanimously.**

**V. EXCLUDED CONSENT**

None.

**VI. PUBLIC COMMENT**

JESSICA RICH, LOS ANGELES, gave public comment in general support of increasing payments to artists participating in the temporary video project program and in support of seeking artwork from diverse artists.

**VII. ITEMS FROM COMMISSIONERS**

Commissioner Lee expressed her concerns that there were two approved artists on the muralist roster that contained questionable artwork or otherwise seemed to lack experience.

Commissioner Gantman thanked Acting Arts Manager Rebecca Ehemann for her double duty as Acting Arts Manger and Public Art Administrator.

Commissioner Dishman thanked outgoing Commission Chair Dawn Moreno-Freedman for her hard work in leading the commission in the past year. He also expressed his discontent at the City's use of the word 'art' in the Sunset Boulevard Arts and Advertising Program. He expressed his intent to make a statement as a Commissioner, (though not on behalf of the Commission) that the program's title gives a false appearance that this is a major arts initiative.

Commissioner Rackley reported that the Metropolitan Master Chorale will be holding a free online concert on Saturday July 25th through Facebook live.

Commissioner Faltz thanked Arts staff for continuing to program art in spite of the pandemic.

Commissioner Moreno-Freedman thanked everyone for helping her grow as a Commissioner during her tenure as Chair of the Arts and Cultural Affairs Commission.

**VIII. ITEMS FROM THE STAFF**

Arts Coordinator Mike Che expressed his happiness that the Arts and Cultural Affairs Commissioners is meeting again. He reported on the success of this year's One City

One Pride LGBTQ Arts Festival which was transitioned very quickly into a virtual program, and shared that there are five recorded archived events still available to view at [weho.org/pride](http://weho.org/pride).

Arts Technician Joy Tribble shared with the Commission that the WeHo Live Concert Program is ongoing. WeHo Live is an online concert series with a variety of music and DJs hosted every Friday from 6-7pm at [weho.org/weholive](http://weho.org/weholive)

Grants Coordinator Eva Angeloff congratulated the new Chair and Vice Chair of the Arts and Cultural Affairs Commission. She shared that the Arts Grant applications will be offered for the first time in Russian and Spanish. She also encouraged the Commission to watch the video created by the City's Communications Department on the opening of the Arts Grant Program.

Acting Arts Manager Rebecca Ehemann congratulated the Commission on their first month of virtual meetings and thanked staff for all of their efforts to continue to provide high quality programming during this unusual time.

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission authorized staff to develop the agenda for the meeting on Thursday, August 27, 2020.

**X. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:45 PM to its special meeting scheduled August 27, 2020, at 5:00 p.m. via teleconference.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION ON THIS 27th DAY OF AUGUST, 2020.

DocuSigned by:  
  
MARTIN GANTMAN, VICE CHAIR

ATTEST:

DocuSigned by:  
  
MOYA MARQUEZ  
RECORDING SECRETARY