

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
SPECIAL MEETING MINUTES
THURSDAY, November 19, 2020 – 5:00 P.M.
*Teleconference Meeting***

I. CALL TO ORDER

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Williamson at 5:02 PM.

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

B. Roll Call:

Present:

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

Absent:

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:

ACTION: Approval of the November 19, 2020 meeting agenda was **motioned by Commissioner Moreno-Freedman, seconded by Commissioner Dishman, and approved unanimously.**

D. Approval of the October 22, 2020 Meeting Minutes

Commissioner Dawn Moreno-Freedman requested edits to address misspellings and to note that she requested for a status update on the financial status of the City's Historic Music Venues at the October 2020 meeting.

ACTION: Approval of the October 22, 2020 meeting minutes as amended was **motioned by Commissioner Moreno-Freedman seconded by Commissioner Dishman, and approved unanimously.**

E. Public Comment

None.

II. CONSENT CALENDAR

The following routine matter was acted upon by one motion.

ACTION: Approval of the Consent Calendar was motioned by Commissioner Rackley, seconded by Commissioner Lee, 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.

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 November 5, 2020 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Rackley reported that the Subcommittee reviewed and allocated funding to several programs under its purview.

Staff reported that the Subcommittee invited two members, one each, from the City's Transgender Advisory Board and the Lesbian and Gay Advisory Board to act as voting members on funding scenarios for the One City One Pride and the Transgender Arts Initiative grants, and reported on the Subcommittee's recommended scenarios for each grant category.

Staff indicated to the Commission that funding remained the same as it was last year. By making cuts in other areas of the Division, the Arts Division was able to preserve 100% of pre-pandemic budgeted grant awards.

Commissioner Rackley recused herself and exited the Zoom meeting call during the discussion and vote for the Arts Project Grants, due to her involvement with one of the applicants, Metropolitan Master Chorale.

During the discussion and vote for the Arts Project Grants, Commissioner Faltz explained that at the Subcommittee meeting, the group discussed the merits of both funding scenarios, and engaged in debate as to which scenario was more appropriate. Funding Scenario A delivers at least 50% of requested funds to all applicants who scored high enough to receive an award. Meanwhile, Funding Scenario B offers more grants, but compromises by delivering less than 30% of requested funds to the lowest scoring grantees. Staff explained to the Commission that granting organizations typically don't fund under 50% because a project cannot be realized at such low award amount. The Commission reviewed the budget scenarios as presented to the Subcommittee and voted to select a scenario on each item.

Commissioner Rackley rejoined the meeting to participate in the Organizational Development Grant funding discussion.

Finally, Commissioner Rackley spoke about the Subcommittee's review of the WeHo Reads RFP. She explained that all applications were exceptional and as such there was a struggle in deciding the winning applicant. Ultimately, the Subcommittee selected the applicant team Amanda Fletcher and Dare Williams's proposal for its focus on local, emerging authors, and inclusion of live music into the events. The Subcommittee selected their application with the caveats to revamp the Asian American Month proposed event in May, ensure that musicians are paid fairly, and that Book Soup should be the preferred bookseller.

ACTIONS:

- 1) Received and filed the Performing Arts & Cultural Affairs Subcommittee Report.
- 2) Approved funding scenario B as presented for the 2021 Transgender Arts Initiative Grants and forward the recommendation to the City Council for ratification. **Motioned by Commissioner Faltz, seconded by Commissioner Dishman, and approved unanimously.**
- 3) Approved funding scenario A as presented for the 2021 One City One Pride Grants and forward the recommendation to the City Council for ratification. **Motioned by Commissioner Moreno-Freedman, seconded by Commissioner Lee, and approved unanimously.**
- 4) Approved funding scenario A as presented for the 2021 Arts Project Grants, and forward the recommendation to the City Council for ratification. **Motioned by Commissioner Gantman, seconded by Commissioner Faltz, and approved, noting Commissioner Rackley's recusal during the discussion and vote.**
- 5) Approved funding scenario A as presented for the 2021 Organizational Development Grant and forward the recommendations to the City Council for ratification. **Motioned by Commissioner Williamson, seconded by Commissioner Moreno-Freedman, and approved unanimously.**
- 6) Approved producer/curator team Amanda Fletcher and Dare Williams for the WeHo Reads Spring 2021 virtual series, with the caveat that they revise their proposal for Asian-American Month in May, ensure fair payment of hired musicians, and include Book Soup as a preferred vendor. **Motioned by Commissioner Lee, seconded by Commissioner Dishman, and approved unanimously.**

B. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held November 19, 2020 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Lee reported that Arts Division received a grant to add an augmented reality component to the Mike Stilkey mural at City Hall. The component will likely go live in February or March 2021.

Commissioner Lee reported that the Subcommittee discussed a draft RFQ for the art in vacant storefront initiative, Windows of WeHo (WoW). She mentioned that staff will post a Request for Qualifications on December 1st and return to the Subcommittee in January with portfolio applications. Then, the list of qualified artists will be available for property owners and businesses who wish to host an artwork in their storefront. The project is expected to launch in May 2021 and last three

months. Staff will also talk to the Chamber and BIDS for additional involvement from the business community.

The Commission asked staff to make language changes to the application, including rephrasing the requirement for “clear written communication” to be more inclusive; to mention the award amount of \$1k in the opening statement; and to make translations of the application available upon request.

Finally, Commissioner Lee reported that the Subcommittee reviewed and approved a temporary art proposal for 8500 Sunset at Fred Segal. The Subcommittee heard a presentation from the CEO of Fred Segal. The artwork will be completely paid for by Fred Segal, including fabrication, installation and ongoing maintenance.

ACTIONS:

- 1) Received and file the Art on the Outside Subcommittee Report.
- 2) Approval of the temporary art project *Heavy Handed* (2019) by Nathan Mabry for installation at 8500 Sunset Boulevard (Fred Segal). **Motioned by Commissioner Dishman, seconded by Commissioner Gantman, and approved unanimously.**

IV. NEW BUSINESS

None.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Dishman mentioned that his term expires in February, and that he is unsure if the newly elected Councilmembers will re-appoint him or select new Commissioners. He wished well to the other Commissioners; in case he is asked to step down before the next meeting.

Commissioner Moreno-Freedman explained that she will be talking with Business Development Analyst Tara Worden about the status of the City’s historic music venues.

Commissioner Williamson announced that he has a new show in Downtown LA and asked interested people to reach out to him for information on the location.

Commissioner Faltz shared that he felt it was important that Commissioners should always feel free to speak out on artwork.

Commissioner Gantman spoke about his disapproval of the current status of the Pendry Hotel’s electronic signage. As it stands, the Pendry is not required to bring artwork to ACAC for approval.

VIII. ITEMS FROM THE STAFF

Arts Coordinator Mike Che thanked the Commission for their work and wished the Commission a happy holiday season. He asked the Commission to spread the word about the Arts Division's YouTube channel, available at www.bit.ly/wehoartsYT.

Arts Technician Joy Tribble mentioned that 6PM Friday is the first WeHo Sounds concert of the season with bluegrass/Americana band Murphy's Flaw.

Grants Coordinator Eva Angeloff thanked the Commission for their hard work. She reminded everyone that the WeHo Artists Bootcamp applications are up until December 14th - the application is at our opportunities page.

Acting Arts Manager Rebecca Ehemann wished the Commission a Happy National Rocky and Bullwinkle Day.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission authorized staff to develop the agenda for the special meeting on Thursday, December 17, 2020.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:27 PM to its special meeting scheduled December 17, 2020, at 5:00 p.m. via teleconference.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION ON THIS 17th DAY OF DECEMBER, 2020.

DocuSigned by:

Todd Williamson

TODD WILLIAMSON,
COMMISSION CHAIR

ATTEST:

DocuSigned by:

Moya Marquez

MOYA MARQUEZ,
RECORDING SECRETARY