

**CITY OF WEST HOLLYWOOD  
ARTS AND CULTURAL AFFAIRS COMMISSION  
MEETING MINUTES  
THURSDAY, OCTOBER 28, 2021 – 5:00 P.M.  
*Teleconference Meeting***

**I. CALL TO ORDER**

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Gantman at 5:01 PM.

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

**B. Roll Call:**

Present: Commissioner Mito Aviles  
Commissioner Lindsey Deaton  
Commissioner Catherine Lee  
Commissioner Dawn Moreno-Freedman  
Commissioner Todd Williamson  
Commission Vice Chair Dan Faltz  
Commission Chair Martin Gantman

Also Present: Arts Manager Rebecca Ehemann  
City Attorney, Jane Abzug  
Administrative Specialist IV/Recording Secretary Moya Márquez  
Arts Coordinator Michael Che  
Grants Coordinator Eva Angeloff  
Arts Technician Joy Tribble  
Public Art Contractor, Jessica Rich

**C. Approval of the Agenda:**

**ACTION:** Approval of the October 28, 2021 meeting agenda as amended was **motioned by Commissioner Williamson, seconded by Commissioner Aviles, and approved unanimously.**

**D. Approval of the September 23, 2021 Meeting Minutes**

**ACTION:** Approval of the September 23, 2021 meeting minutes was **motioned by Commissioner Moreno-Freedman, seconded by Commissioner Faltz, 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 as amended was **motioned by Commissioner Lee, seconded by Commissioner Deaton, 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. Temporary Art Project Proposal – “Lost Hollywood”**

The Commission will receive a presentation about the Temporary Art Project Proposal “Lost Hollywood” and approve or deny the application.

Rebecca Ehemann, Arts Manager shared that the Commission reviewed the item in January 2021 and directed the artist to resubmit for final consideration. The project, once re-submitted, was unanimously denied at the July 22 meeting. Following the meeting, the artist filed for an appeal hearing. The third party recommended that the project be returned to ACAC for a final review, after improper denial at the previous meeting.

Carl Hopgood introduced himself to the Commission and detailed his experience as an artist. He explained the project, “*Lost Hollywood*” which is a neon sculpture of names of West Hollywood bars and an accompanying QR code that will play recordings of the bars to visitors to the artwork.

Commissioner Gantman asked for clarification if the QR code recording aspect was included in the initial application. City Attorney Jane Azbug said that it was mentioned in the initial application.

Commissioner Moreno-Freedman asked if the project would need additional funds if it was extended beyond the 6 month trial. Artist Hopgood responded that it wouldn't need any additional funding if extended.

Commissioner Deaton asked if the neon will have a similar typeface as his previous artwork. Artist Hopgood responded in the affirmative.

Commissioner Aviles asked if the tenants of the building have received notice about the neon sign to be placed outside their window. Artist Hopgood responded that he has approval of the project from the owner of the building.

Commissioner Faltz asked how the artist selected the list. Artist Hopgood responded that it's a list of places that he's visited and have significance to him, personally, as well as the West Hollywood Community.

Commissioner Moreno-Freedman shared that she found the strength of the project to come from the multi-media aspect of the artwork in conjunction with the recordings.

Commissioner Lee shared that she does not support the project on the ground of aesthetics. She felt that the artwork signage was rendered in the same typography

and colors used in past works by Hopgood. She also mentioned that she felt the budget was too high based on the typical budget of the artwork approved by the Subcommittee. She also mentioned that the piece does not take into consideration of the context of the architect of the building, by including neon above the windows of the tenants.

Commissioner Williamson mentioned that he supports the project.

Commissioner Faltz shared his thoughts with the project, raising issues about the typeface. Faltz described other past works he felt were stronger by Hopgood.

Commissioner Gantman shared his opinion that he feels the project was not as strong as it needed to be.

Artist Hopgood shared that the color of the piece is based on the rainbow flag. The font is Hopgood's handwriting, and shared that the artwork is the decontextualized titles of the artwork.

Commissioner Williamson asked about the frame that will hold the artwork.

Commissioner Lee shared that the project was not supported by the budget.

**ACTIONS:**

- 1) Receive and file the September 23, 2021 Decision from the City Manager's Designee in the appeal of the July 22, 2021 Arts and Cultural Affairs Commission's decision to decline the project.
- 2) Approve the Temporary Art Project Proposal "Lost Hollywood" by artist Carl Hopgood. **motioned by Commissioner Williamson, seconded by Commissioner Moreno-Freedman, and failed 3-4, noting votes of "NO" from Commissioners Aviles, Deaton, Lee, and Faltz**

**The Commission took a break at 5:55PM and reconvened at 5:58PM.**

**B. Performing Arts and Cultural Affairs Subcommittee Report**

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held October 14, 2021 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Aviles reported that the Subcommittee reviewed the technical assistance grant.

Commissioner Aviles also reported on the thirteen second year projects, explaining that the Subcommittee reviewed the applications as presented by staff.

Finally, Commissioner Aviles reported that the Subcommittee selected BookSwell as the producer/curator for the 2022 WeHo Reads Series.

**ACTION:**

- 3) Receive and file the Performing Art Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.
- 4) Approve a roster of qualified technical assistants to provide consulting services to grantees in the Organizational Development Grant category. **motioned by Commissioner Faltz, seconded by Commissioner Lee, and approved unanimously.**
- 5) Approve the second year Arts Project Grant and second- and- third year Organizational Development Grantees 2022 project proposals. **motioned by Commissioner Faltz, seconded by Commissioner Deaton, and approved unanimously.**
- 6) Approve BookSwell (Cody Sisco) as the producer/curator for the 2022 WeHo Reads series. **motioned by Commissioner Moreno-Freedman, seconded by Commissioner Deaton, and approved unanimously.**

### **C. Urban Art Subcommittee Report**

The Commission received a report from the Urban Art Subcommittee on its meeting held October 21, 2021 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Lee reported that the Subcommittee discussed that the Beverly/Bonner gathering space as part of the Design District Streetscape Plan has gone back to the drawing board and is beginning a new process for a project with expanded community outreach.

She also reported that the Subcommittee reviewed the public art consultant prequalified list. The list will be used for both AOTO and UAS. She listed some concerns that were brought up at the meeting, and the final thoughts from the Subcommittee in response.

Commissioner Williamson shared that the merging of the list for both AOTO and UAS deserves a re-visit and recommended delaying the vote to next month.

Commissioner Deaton asked if delaying the list will affect staff. Manager Ehemann shared that the list is crucial in helping staff with capacity in programming public artwork.

**ACTION:** Recommend that the Arts and Cultural Affairs Commission approve the Public Art Consultant Prequalified List, and that staff includes a design that includes a comprehensive list of each Consultant's expertise when posted. **Motioned by Subcommittee Member Deaton, seconded by Subcommittee Member Faltz and approved, noting three votes of "No" from Commissioners Aviles, Moreno-Freedman, and Williamson.**

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

The Commission received a report from the Art on the Outside Subcommittee on its meeting held September 26, 2021 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Deaton shared that the Subcommittee received an analysis from the City Attorney on the two Commercial Business Murals from the last meeting. The first was deemed by the City Attorney to be compliant. The second requires approval, pending the removal of marijuana leaves and CBD bottle images.

Commissioner Deaton also reported that the Subcommittee approved the Community Quilt Project by artist Shelley Heffler.

**ACTIONS:**

- 1) Received and filed the Art on the Outside Subcommittee Report.
- 2) Approval of the Commercial Business Mural Application for 450 N. Doheny Drive (Doheny Dry Cleaners) featuring the artwork by Corie Mattie **motioned by Commissioner Lee, seconded by Commissioner Faltz, and approved unanimously.**
- 3) Approval of the Commercial Business Mural Application for 8285 Santa Monica Boulevard (Pure CBD), with direction to remove the marijuana leaves and CBD bottle images, featuring the artwork by Corie Mattie **motioned by Commissioner Williamson, seconded by Commissioner Lee, and approved unanimously.**
- 4) Approval of the Temporary Art Project Proposal from Shelly Heffler for the *West Hollywood Community Quilt Project*, **motioned by Commissioner Gantman, seconded by Commissioner Williamson, and approved unanimously.**

**IV. NEW BUSINESS**

None.

**V. EXCLUDED CONSENT**

None.

**VI. PUBLIC COMMENT**

**VII. ITEMS FROM COMMISSIONERS**

Commissioner Moreno-Freedman shared that she saw a mural that inspired her. She also reported that she heard at City Council meetings that Commissions may be hybrid in 2022.

Commissioner Deaton shared that was selected to receive a grant from the California Arts Council and felt like the Artist Bootcamp helped her in being able to get that grant.

Commissioner Faltz shared his appreciation for the Chair and Subcommittee Chairs.

Commissioner Williamson shared that he felt the meeting was not held in the spirit of the Commission's stated goals.

Commissioner Lee thanked the Commissioners for their comments and input and expressed her gratitude for everyone here.

Commissioner Aviles shared that this was a difficult meeting and expressed that he felt unheard and disrespected at the meeting.

Commissioner Gantman shared that he proud of every Commissioner for their work in this difficult meeting.

**VIII. ITEMS FROM THE STAFF**

Arts Technician, Joy Tribble, shared that the theatre program, Classical Theatre Lab and Infinite Jest theatre will be on YouTube until Dec 31.

Grants Coordinator, Eva Angeloff, thanked the Commission for their work.

Arts Coordinator, Mike Che, shared that next month, the One City One Pride LGBTQ Arts Festival grant applications will be reviewed.

Arts Manager, Rebecca Ehemann, thanked the Commission for their work today. She also shared that the Council has allocated funds for a new mural; on the side of City Hall to celebrate pride. She also shared that Council has also directed the Commission to select a new artwork for the aquatics center.

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission authorized staff to develop the agenda for the meeting on Thursday, November 18, 2021.

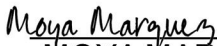
**X. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:57 PM to its regularly scheduled meeting on November 18, 2021, at 5:00 p.m. via teleconference.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION ON THIS 18th DAY OF NOVEMBER 2021.

DocuSigned by:  
  
MARTIN GANTMAN  
COMMISSION CHAIR

ATTEST:

DocuSigned by:  
  
MOYA MARQUEZ,  
RECORDING SECRETARY