

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MEETING MINUTES**  
**February 25, 2010**

**CALL TO ORDER:** The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Madeleine Rackley 5:02 p.m.

**A. Roll Call**

Present: Chair Madeleine Rackley  
Ken Sherman, Vice-Chair  
Beverly Denenberg  
Dallas Dishman  
Jon Bailey  
Peter Mays  
Whitney Weston

Staff Liaison: Andrew Campbell  
Recording Secretary: Prentis Bonds

Also Present: Tony Clark, Curator, The Affinity Gallery

**B. Posting of the Agenda**

The agenda was posted per proper noticing procedures at City Hall, West Hollywood Park Auditorium, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

**D. Staff Comments on the Agenda**

There were no staff comments on the agenda.

**E. Approval of the Meeting Agenda – February 25, 2010**

Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve the February 25, 2010 meeting agenda.

Commissioner Bailey seconded the motion and the motion carried unanimously.

**I. CONSENT CALENDAR**

The Commission reviewed the consent calendar and noted two typographical corrections to the Urban Art Subcommittee Action Report of February 18, 2010.

Following Commissioner Bailey moved that the Arts and Cultural Affairs Commission approve the Consent Calendar of February 25, 2010 that included the following items:

- A. Arts and Cultural Affairs Commission Meeting Minutes of January 28, 2010.
- B. Performing Arts and Cultural Affairs Subcommittee Action Report of February 11, 2010, including the following recommendations:
  - Arts Participation Grant in the amount of \$1,000 to the Russian American Business Council.
  - Arts Participation Grant in the amount of \$1,000 to the Los Angeles Association of Veterans of World War II for a Victory in Europe Day Concert.
- C. Urban Art Subcommittee Action Report of February 18, 2010 as amended including:
  - Urban Art Subcommittee's 2010-2012 Work Plan.

Commissioner Mays seconded the motion, and the motion carried unanimously.

## **II. ITEMS FROM THE PUBLIC**

Public comment was heard from Samuel Borelli of the Public Safety Commission. Mr. Borelli commented on the City's "Live, Work, Play and Be Safe" Identity Theft Awareness and Prevention Campaign. He distributed collateral that detailed specifics on how to recognize and prevent identity theft.

## **III. NEW BUSINESS**

### **A. The Affinity Galleries**

The Commission received a brief presentation from Tony Clark, new curator of the Affinity Galleries (formerly the Circus Gallery) on the City's Eastside.

Mr. Clark informed the Commission that The Affinity Galleries located at 7065 Lexington Avenue in West Hollywood features art works by established and emerging artists. The gallery will host an opening night reception on March 4, 2010, from 6 – 9 p.m. He commented that "Fractured Perspectives" (the gallery's first exhibition) will feature art works by Aldo Rossi, Dragan Mrdja, Fred Licht, Melanie Manos, Peter Shire, Philip Johnston, William Emboden, William Haugse and J. Reto. He extended an invitation to the ACAC to attend the opening night reception. In closing, he expressed considerable interest in working with the Commission to realize specific arts programs/projects.

### **B. Fiscal Year 2010-2011 Budget**

The Commission reviewed and discussed a preliminary draft of the Fiscal Year 2010-2011 budget and the Arts and Cultural Affairs Commission Revenue, Budget and Expenditure Report for the period 2000 – 2010 (to date).

Staff informed the Commission that the Arts and Cultural Affairs Commission's proposed budget appropriation for Fiscal Year 2010-2011 (*per the City's Finance Department*) totaled \$205,000. The Commission has the authority to allocate funds to its various line items to achieve its work plan objectives. Staff explained that \$190,000 of the \$205,000 would be appropriated from the Arts and Beautification Fund and suggested the following budget line item allocations:

<b>Account Name</b>	<b>Allocations 10-11</b>
Local Conference & Mtg.	500
Travel Conference & Mtg.	0
Special Materials	500
Printing & Binding	8,000
Professional Services	15,000
Contract Services	91,000
Art on the Outside	70,000
Special Events	5,000
<b>Total</b>	<b>190,000</b>

Staff also explained that \$15,000 of the \$205,000 for Summer Sounds programming would be appropriated from the City's General Fund.

Staff made note of programs/projects and initiatives that were currently not funded. The list included Pride Month; community cultural plan; public art master plan; conservation and maintenance of the urban art collection. Staff also noted that the current Arts and Beautification Fund balance is \$348,785 and that there has been no fund revenue.

In closing, staff informed the Commission that the proposed budget appropriation for FY 2010-2011 is approximately -6% than last year's budget.

Following expressed funding concerns, it was the consensus of the Commission as well as a direction to staff that the Commission's subcommittees review and discuss budget priorities and allocations at their March 2010 meetings. It was also the consensus of the Commission that funding methods and opportunities be discussed at the March 13, 2010 ACAC Retreat.

## **V. UNFINISHED BUSINESS**

### **A. 2010 ACAC Retreat**

Chair Rackley commented that commissioners have been interviewed in preparation for ACAC Retreat. She also commented that the agenda packet that will be available within a week would contain reading materials that will be of use at the retreat. She reminded commissioners that the retreat will be held Saturday, March 13, 2010 from 10 a.m. – 4 p.m. at Kings Road Park.

## **B. 2010-2012 ACAC Work Plan**

Chair Rackley commented that each of the Commission's subcommittees have reviewed, discussed and approved their 2010-2012 Work Plan and that the Commission would need to adopt its 2010-2012 work for implementation.

Commissioner Denenberg moved that the Arts and Cultural Affairs Commission adopt its 2010-2012 work plan.

Commissioner Dishman seconded the motion, and the motion carried unanimously.

## **C. 2010 Reception for the Arts**

The Commission debriefed the 2010 Reception for the Arts held Monday, February 22, 2010, and provided staff with the following suggestions for 2011 Reception for the Arts. The Commission requested that staff:

- Provide name badges for all grantees
- Explore the feasibility of:
  - permanent name pins for the commissioners,
  - honoring an artist in the City or an artists (s) that has completed projects in the City,
  - adding an awards component in addition to making it a "sit-down" event.
- Agendize 2011 Reception for the Arts as appropriate.

## **D. Art Selection Process for City Capital Projects**

The Commission received and filed the Art Selection Process for City Capital Projects.

Staff commented that the City Council will review and consider approving an art selection process for City capital projects at its March 1, 2010 meeting.

## **V. EXCLUDED CONSENT**

None.

## **VI. ITEMS FROM THE CHAIR**

Chair Rackley expressed condolences at the passing of Commissioner Denenberg's father. She announced that the Metropolitan Master Chorale will perform its concert *Welcome to the Pleasures* on March 21, 2010 at Congregation Kol Ami located 1200 N. La Brea Avenue in West Hollywood. There will be a pre-concert discussion at 2:15 followed by a post-concert reception and the concert will begin at 3 p.m.

## **VIII. ITEMS FROM THE COMMISSION**

Commissioner Mays reported on the Art on the Outside Subcommittee meeting held February 25, 2010 as follows:

- Received a presentation from art consultant Lonnie Lardner of Creative Voltage regarding proposed temporary environmental art project. As a result, the Subcommittee requested that Ms. Lardner provide the Subcommittee with a detailed proposal.
- Reviewed and discussed AOTO 2010-2011 Project Budget.
- Approved a video art installation for the Sunset Boulevard videotrons by Alex Israel entitled "Rough Winds" a project of LAXART.
- Approved in concept "Folk Art Everywhere" a project of the Craft and Folk Art Museum in which the City would host a work of art in conjunction with this project.
- Began developing a list of high profile artists for exhibition and collaborations.
- Received an update from staff on the Route 66/Neon Art Exhibition.
- Continued discussion on the 25<sup>th</sup> Anniversary Exhibition of West Hollywood based artists for fall 2010.

#### **IX. ITEMS FROM STAFF**

There were not items from staff.

#### **IX. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:55 p.m. to its next meeting scheduled March 25, 2010 at West Hollywood City Hall in the Community Conference Room.



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Madeleine Rackley, Chair



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Prentis Bonds, ACAC Secretary