

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**February 28, 2008**

**CALL TO ORDER:** The Arts and Cultural Affairs Commission meeting was called to order by Vice Chair Ken Sherman at 5:03 p.m.

**A. Roll Call**

Present: Ken Sherman, Vice Chair  
Michael Haibach  
Jon Bailey  
Madeleine Rackley  
Whitney Weston

Excused: Beverly Denenberg, Chair

Staff Liaison: Andrew Campbell, Cultural Affairs Administrator/Staff Liaison  
Recording Secretary: Prentis Bonds, Jr.

**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.

**C. Staff Comments on the Agenda**

There were no comments from staff on the agenda.

**D. Approval of the Agenda**

Commissioner Bailey moved that the Arts and Cultural Affairs Commission approve the February 28, 2008 meeting agenda.

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

**I. APPROVAL OF MINUTES – JANUARY 31, 2008**

The secretary noted corrections to the minutes of January 31<sup>st</sup> notably: Andrew Campbell, Arts and Cultural Affairs Administrator and Staff Liaison will lead a team in reviewing the general plan on art and culture.

Following, Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve the minutes of January 31, 2008 as amended.

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

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

Public comment was heard from Dan Berkowitz, West Hollywood resident and member of the West Hollywood Lesbian and Gay Advisory Board. Mr. Berkowitz reminded the Commission of a community screening of "10 More Good Years" a documentary addressing challenges of the LGBT senior community. The movie will screen at the Ed Gould Plaza on March 18<sup>th</sup>.

Public comment was also heard from Elizabeth Karr, Board Chair of Classical Theatre Lab who thanked the Commission for their generous grant and announced their March 11<sup>th</sup> performance of "The Cherry Orchard" by Anton Chekhov and directed by Michael Murray.

## **III. UNFINISHED BUSINESS**

### **A. Financial Report July 1, 2007 – December 31, 2007**

The Commission received and filed a reformatted, simplified copy of the July 1, 2007 – December 31, 2007 Art and Beautification Fund Revenue and Expenditure Status Report.

Following review of the report, members of the Commission requested that staff investigate increasing various line items in the budget and report back to them at a subsequent meeting.

### **B. General Plan Update**

The Commission received an update from staff on the General Plan, pursuant to Council's request that a standing item be added to all board and commission agendas.

Andrew Campbell, Arts and Cultural Affairs Administrator and Staff Liaison to the Commission reminded the Commission that he would lead a team of City staff from the Public Information and Prosecution Services Department, Human Services Department and Recreation/Special Events Division on art and culture in response to the Commission's inquiry that art and culture be included in the general plan.

Commissioner Rackley commented that she attended the General Plan Community Fair held February 23<sup>rd</sup> at Plummer Park. Approximately 200 persons attended the fair resulting in effective community outreach.

### **C. Art on the Outside Subcommittee**

The Art on the Outside Subcommittee scheduled for February 28<sup>th</sup> was canceled due to the lack of a quorum.

### **D. Performing Arts and Cultural Affairs Subcommittee**

The Performing Arts and Cultural Affairs Subcommittee scheduled February 14<sup>th</sup> was canceled due to the lack of a quorum.

**E. Urban Art Subcommittee**

The Commission received a report from Subcommittee Chair Michael Haibach on their meeting held February 20, 2008 at which the Subcommittee unanimously approved the final art plan for 1234 Hayworth as presented by art consultant Beatrix Barker, artist Brad Howe, and architect Liz Bernstein. The Subcommittee also approved the Public Art Conservation Study prepared by Sculpture Conservation Studio and the Economic Development Department. He reported that the Subcommittee received an update from staff on current and next step actions concerning the Public Art Conservation Study with respect to priority one and missing art. Members of the Subcommittee requested that staff copy the artist on "missing letters" that will be mailed to owners/homeowner associations in March and suggested that staff work with the City's Public Information Officer on a press release announcing the implementation of the City's Public Art Conservation Program. He also reported that the Subcommittee received an update from staff on the City's Urban Art (percent-for-art) ordinance modification study and discussed staff's suggestion that the Subcommittee not proceed in the direction of requiring developer projects below \$50,000 to pay the in-lieu fee, which would require the City to do a nexus study to determine the feasibility of implementing such a fee structure, but instead strengthening the Urban Art Guidelines to ensure that the installation of on-site art is in the best interest of the City and the community. He concluded his report commenting that the Subcommittee conducted a mid-year review of programs and projects identified in its 2007-2009 Work Plan and determined that the Subcommittee was proceeding in good order.

**F. 1234 Hayworth**

Commissioner Bailey moved that the Arts and Cultural Affairs Commission ratify the Urban Art Subcommittee's recommendation to approve the Final Art Plan for 1234 Hayworth as reported by Urban Art Subcommittee Chair Michael Haibach.

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

**G. Approval of Public Art Conservation Study ("Art Collection Survey")**

Commissioner Sherman moved that the Arts and Cultural Affairs Commission ratify the Urban Art Subcommittee recommendation to approve the Public Art Conservation Study ("Art Collection Survey") prepared and submitted by Sculpture Conservation Studio and the Economic Development Department.

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

**H. Review of ACAC 2007-2009 Work Plan**

The Commission conducted a mid-year review of its programs and projects as identified in its Work Plan as follows:

- **Phase II Cultural Facilities Needs Assessment**

Staff reported that the remodel of Fiesta Hall will be part of the City's 25<sup>th</sup> Capital Campaign and that lighting and sound improvements have already been made to the facility.

Commissioner Rackley expressed concerns regarding the demolition of Great Hall and the impact it will have on arts organizations and the community at large.

- **Arts Public Relations Initiative**

Staff announced that they will meet with the Public Information Officer to discuss various lead times in order that they can draft a PR strategy & timeline with respect to press releases, news briefs and media advisories and newsletter etc. for a variety of projects to be undertaken by the Commission to ensure the arts and West Hollywood are properly reported and promoted.

- **Arts Fund Initiative**

As reported at a previous meeting, staff consulted the City's Environmental and Public Safety Divisions on grant opportunities that might be available for collaborative projects and/or initiatives that could include an art (s) component (s). However, there is more to do on this initiative.

- **Eastside Arts Initiative**

As reported at a previous meeting, an adhoc committee was formed and met in November to discuss arts strategies for the Eastside. City staff is currently working to secure a consultant to create a public art master plan for the Eastside.

- **25<sup>th</sup> Anniversary Arts Initiative 2009**

Staff commented that the City 25<sup>th</sup> Anniversary celebration will most likely commence on November 2009 and will end in October 2010. However, the City has not formed an ad-hoc committee to address official anniversary plans. Staff will continue to follow-up with other city staff on this issue.

- **Commission Subcommittees**

Members of the the Art on the Outside Subcommittee and Subcommittee Chairs of the Performing Arts and Cultural Affairs Subcommittee and the Urban Art Subcommittee reported that they have conducted a mid-year review of their 2007-2009 work plan are moving forward in good order.

- **Retreat**

Staff will work with the Commission on this item.

## **I. Committee Appointments**

Commissioner Rackley expressed interest in serving on an ad-hoc committee that would review consultant submissions in response to the City's Sunset Museum Feasibility Study Request for Proposal.

Staff commented that six proposals have been received and that the review process would take place at the end of March.

Commissioner Bailey suggested that there be a non-staff/non-commissioner to assist with the review and further suggested Phil Hetteema who has experience in museum development.

## **V. ITEMS FROM THE CHAIR**

Vice Chair Sherman complimented staff on all their hard work and commented on the Corson project. He suggested that staff agendaize for discussion the implications of purchasing art for the City's Public Art collection.

The item was deferred to the Urban Art Subcommittee.

## **VI. ITEMS FROM THE COMMISSION**

Commissioner Bailey complimented staff on the 2008 Arts Grant Calendar and requested that staff provide the Commission with an update on the appointment of the new ACAC commissioner.

Staff replied that Councilmember Guarriello has yet to make an appointment. However, his office is in the process of reviewing and/or interviewing potential candidates.

Commissioner Weston reported that the Book Fair Committee has selected artist Ronald Kurnianwan to design collateral.

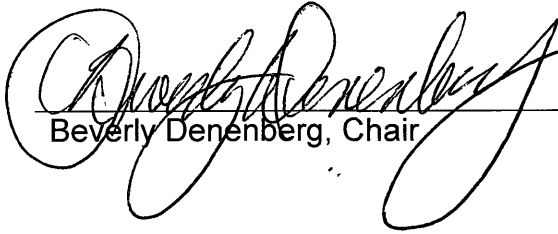
Commissioner Rackley commented that she and Andrew Campbell, ACAC Staff Liaison, attended the Vox Femina Concert "Spirit I Am" held February 24<sup>th</sup> at Congregation Kol Ami. She announced that the Women's Leadership Alliance Summit will be held March 15<sup>th</sup> at Plummer and that West Hollywood Women's Leadership Conference titled "It Is All About You" will Kick-off Friday, March 21<sup>st</sup> with a special performance by the Hollywood Master Chorale at 7 p.m. Additionally the Women's Leadership Conference Day will be March 22<sup>nd</sup> at the Hyatt West Hollywood from 9 a.m. – 5 p.m. She encouraged members of the Arts and Cultural Affairs Commission to attend.

## **VII. ITEMS FROM STAFF**

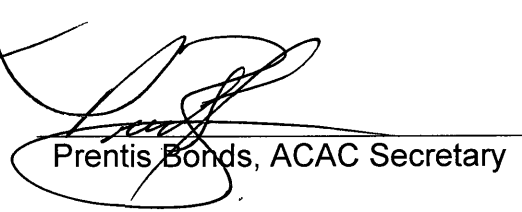
Staff announced that the United Arts Academy's performance of "Mr. Dog and Mr. Cat" will be April 5<sup>th</sup> at Fiesta Hall in Plummer Park.

## **VIII. ADJOURNMENT**

The Commission adjourned at 6:26 p.m. to its next meeting scheduled Thursday, April 24, 2008 at 5:00 p.m. in the Community Conference Room.



Beverly Deneberg, Chair



Prentis Bonds, ACAC Secretary