

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**December 18, 2008**

**CALL TO ORDER:** The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Beverly Denenberg at 5:05 p.m.

**A. Roll Call**

Present: Beverly Denenberg, Chair  
Madeleine Rackley, Vice Chair  
Michael Haibach  
Ken Sherman  
Jon Bailey  
Whitney Weston  
Peter Mays

Staff Liaison: Andrew Campbell, Cultural Affairs Administrator  
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 staff comments on the agenda.

**D. Approval of the Agenda – December 18, 2008**

Commissioner Mays moved that the ACAC approve the December 18, 2008 meeting agenda.

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

**I. APPROVAL OF MINUTES – NOVEMBER 20 , 2008**

Commissioner Denenberg moved that the ACAC approve the November 20, 2008 meeting minutes as amended.

Commissioner Sherman seconded the motion, and the motion carried unanimously

**II. ITEMS FROM THE PUBLIC**

Public comment was heard from Dan Berkowitz, Co-Chair of the Lesbian and Gay Advisory Board, West Hollywood resident Sue Sexton and Altadena resident Lynn Ballen.

**III. Unfinished Business**

## **A. City of West Hollywood 25<sup>th</sup> Anniversary Celebration**

The Commission continued its discussion of arts and cultural programming for the City's 25<sup>th</sup> Anniversary and reviewed a list of proposed events compiled by staff that would constitute a year long festival celebrating its arts, peoples, culture and commerce. The list included the following events:

### **New Events**

Cornerstone Theatre (Process starts Nov. 2009 and concludes with performances in October 2010)

Gay Men's Chorus, Culture Clash (Summer 2010)

### **City Sponsored and Partner Events**

Women's International Film and Television Showcase (December 2009)

Martin Luther King/Black History Month (January/February 2010)

Women's Leadership Conference/Women's History Month event (March 2010) [Include cultural component, e.g. Los Angeles Women's Theatre Festival? Vox Femina debut of West Hollywood commission work?]

Big Read (collaboration with the Library (March 2010)

Design and Architecture Tour (May 2010?)

Art & Design Walk (May/June 2010)

Russian Cultural Festival - Community (May/June 2010)

Pride Month (June 2010)

Sunset Strip Music Festival (June 2010)

Summer Sounds (June – September 2010)

Book Fair Sept/Oct 2010

Halloween Carnaval (October 2010)

### **Public Art Events**

Museum of Neon Art – Celebration of Route 66 and Neon Art and Driving Tour – temporary art on the median and celebration of permanent neon on buildings throughout WeHo (Jan/Feb 2010 – June/July 2010)

Michael McMillen installation (November 2009)

Public Art Brochure/Walking Tour (November 2009 for full anniversary year)

di Suvero "Peace Tower" project

Vertical Billboard Project(s)

Videotron Project(s)

Gallery 825 Anniversary Collaboration

### **Other Visual Arts/Performing Arts Events**

Collage Dance Theatre – Site Specific Dance

"Who's Hungry" tour

MOCA PDC Event

MAK Center Event

Red Building Opening (?)

EZTV Video Festival

Special arts grants for 25<sup>th</sup> anniversary projects

Arts Grants Events

Staff commented that Cornerstone would submit its project budget and make a presentation at the January Performing Arts and Cultural Affairs Committee meeting.

**B. Sunset Strip Museum**

The Commission received an update from staff on this projected and considered appointing a commissioner to participate in the charette to take place in January '09.

The Commission appointed Commissioner Jon Bailey to participate in the charette.

**C. Eastside Arts Initiative**

The Commission received an update on this project from Commissioners May and Weston and staff and on the Eastside Arts Initiative exhibition "Go to the Park."

They reported the project team selected four (4) artist teams and one (1) individual artist who will realize this playful yet intellectual, contemporary and environmental friendly art installation. The exhibition will open Saturday, February 14, 2009.

**D. Arts Public Relations, Communication and Marketing Strategy**

The Commission reviewed, discussed and considered implementation of the Arts Public Relations, Communications and Marketing Strategy Template for all future arts and cultural affairs program under its purview.

The template included the following:

- Project, program and/or event description
- Program Objectives
- Public Relations, Communications and Marketing Objective
- Target Groups
- Media Outlets and Collateral
- Key Message
- Stakeholders
- Special Events and Other Cross Promotional Opportunities
- Desired Results

As a result of their review, it was the consensus of the Commission that "event date, recommendations and feedback" be added to the template and that staff share the template with the City's Public Information Division and work with them on implementing the strategy.

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

The Commission received a report from Art on the Outside Subcommittee Chair Beverly Denenberg on their meeting held December 18, 2008.

Commissioner Denenberg reported that the Subcommittee:

- Received a presentation from artists Sharon Kagan and Dan Van Clapp and from Maryam Seyhoun of Seyhoun Gallery on artist Nasser Pirasteh with regards to their potential participation in the Art on the Outside Program. She commented that Kagan proposed an existing steel frame and knitted sculpture entitled "One, Two, Three, One Two Three", steel frame and Van Clapp proposed an aeronautical sculpture resembling an airplane engine mounted on a tower and that Seyhoun provided the Subcommittee with an overview and images of on stone & metal sculptures by artist Nasser Pirasteh.
- Reviewed a map of possible landscape sites that might be appropriate for temporary art installations.
- Received an update from staff on the Commission's participation in Los Angeles Art Month in conjunction with the Los Angeles Fine Arts Dealers Association and marketing exchange opportunities that will include a display advertisement that will feature the Pettibon vertical billboard and the Peter Shire Sculpture Exhibition.
- Receive an update from staff on artist Michael McMillen proposed projection project for the 25<sup>th</sup> Anniversary. Potential sites included the blank wall adjacent to Barney Beanery and the Emser Tile Building.

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

The Commission received a report from Performing Arts and Cultural Affairs Subcommittee Chair Madeleine Rackley on their meeting held December 3, 2008.

Commissioner Rackley reported that the Subcommittee:

- Reached consensus on recommending Arts Participation Grants to Alliance of Los Angeles Playwrights and Fairfax Parents & Friends Foundation in the amount of \$1,000.00.
- Received a presentation from the producer of Upright LA Cabaret for a potential Pride Month event.
- Approved the 2009 Arts Grant Final Report Form.
- Received update from staff on the 2009 Arts Grant Reception to be held February 5<sup>th</sup> from 6 – 8 p.m.
- Continued discussion on the strategy and timeline for Pride Month 2009.
- Continued discussion on a potential collaborative cultural event with the Lesbian and Gay Advisory Board.

- Reached consensus on recommending that the Arts and Cultural Affairs Commission co-sponsor the Los Angeles County Arts Commission Arts Tune Up in West Hollywood in the amount of \$1000.00.
- Discussed strategy, timetable and budget for arts and cultural affairs projects to be during the City's 25<sup>th</sup> Anniversary that included a brief discussion about creating a special 25<sup>th</sup> Anniversary Arts Grant Program.

Commissioner Rackley noted that a Russian speaking consultant would participate in the Arts Tune Up to assist Russian speaking arts organizations. She then moved that the Arts and Cultural Affairs Commission approve co-sponsorship of the Los Angeles County Arts Tune Up.

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

Commissioner Rackley moved that the Arts and Cultural Affairs Commission approve Arts Participation Grants in the amount of \$1,000 to Alliance of Los Angeles Playwrights and Fairfax Parents & Friends Foundation.

Commissioner Sherman seconded the motion, and the motion carried.

#### **G. Urban Art Subcommittee**

The Urban Art Subcommittee did not meet in December.

#### **H. Committee Appointments**

There were no committee appointments made at this meeting.

### **IV. ITEMS FROM THE CHAIR**

Commissioner Denenberg commented that she would not be present at the January 22, 2009 meeting.

She complimented Commissioner Weston on their production of "Good Bobby."

### **V. ITEMS FROM THE COMMISSION**

Commissioner Bailey provided an update on the Plummer Park/Fiesta Hall capital improvements.

Commissioner Haibach requested a status update on the same sex marriage plaque at West Hollywood Park and the art installation at Kings Road Park and Tonic.

Commissioner Sherman requested a status update on lighting for the Peter Shire Sculpture Exhibition and the art for the new library.

In response to request for status updates, staff will provide updates at the appropriate subcommittee meeting and/or at the January 22<sup>nd</sup> Commission meeting.

**VII. ITEMS FROM STAFF**

There were no additional items from staff.

**VIII. ADJOURNMENT**

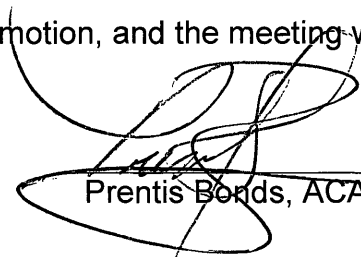
Commissioner Bailey moved that the Arts and Cultural Affairs Commission adjourn to its next meeting scheduled January 22, 2009 at 5:00 p.m. in the Community Conference Room.

Commissioner Sherman seconded the motion, and the meeting was adjourned at 6:35 pm.



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Madeleine Rackley, Vice Chair



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Prentis Bonds, ACAC Secretary