

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
August 26, 2004**

CALL TO ORDER: The Arts and Cultural Affairs Commission (ACAC) meeting was called to order by the Chair at 5:10 PM.

A. Roll Call

Present: Richard Kaléh, Chair
Ken Sherman
Lyn DeShields
Beverly Denenberg
Andrew Campbell

Excused: Michael J. Haibach
Jon Bailey

Liaison: Alison Maxwell
Recording Secretary: Prentis Bonds
Also present: Roz Helfand

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: None.

I. APPROVAL OF MINUTES

Commissioner Campbell moved that the Arts and Cultural Affairs Commission approve the minutes of July 22, 2004. Commissioner Sherman seconded the motion and the motion unanimously carried.

II. UNFINISHED BUSINESS

A. Urban Arts Subcommittee

The Urban Arts Subcommittee reported on its meeting of August 19, 2004 in which it continued discussion on possible sculpture installations along Santa Monica Boulevard. At the meeting, it was the consensus of the Committee to recommend to the Arts and Cultural Affairs Commission that the Commission pursue Robert Indiana's "Love" series as the Art on the Outside project. The Committee felt that the Indiana's "Love" series would provide the City with a major exhibition by a world renowned artist; satisfy Council's expectations; enhance public relations opportunities; and give the

Committee time to research other sculpture opportunities for future Art on the Outside exhibitions. Staff was directed to obtain a letter of commitment from the Indiana representative.

Following the report, Commissioner Denenberg moved that the Arts and Cultural Affairs Commission approve a recommendation to City Council for approval of the Robert Indiana's "Love" series as the Art on the Outside project with a direction that staff obtain a letter of commitment from Indiana's representative. Commissioner Campbell seconded the motion and the motion carried unanimously.

Staff recommended a 50/50 budget split with the Indiana's representatives from the Paul Kasman Gallery in New York and anticipates that the ACAC could successfully raise \$20,000.00 in sponsorships for the exhibition.

B. Book Fair

Roz Helfand of the Book Fair Committee provided the Commission with an update on the City's 3rd Annual Book Fair. She reported that there would be eight stages, 150 authors, entertainment and events for children. She distributed book fair collateral and asked commissioners to consider volunteering at the event.

Commissioner Campbell suggested that Ms. Helfand contact Los Angeles Cultural Net and the Los Angeles County Arts Commission should they need more volunteers.

Commissioner Sherman thanked Ms. Helfand for her work on the Book Fair Committee.

C. Study Session

Staff provided the Commission with an update on the study session and distributed a draft agenda prepared by Commissioners Haibach and Bailey for discussion. Upon review of the agenda, the Commission made several recommendations and directed staff to revise the agenda as follows:

- Presentation of mission statement by the Chair
- Report on economic impact of the arts by Commissioner Campbell
- Overview on public art by Commissioner Denenberg
- Include organizational chart in the visual presentation
- Reinforce relationships with City Council under #7
- Switch #3 and #4

The Chair suggested that each commissioner script their introduction and credentials.

D. Grants Update

Staff provided the Commission with an update on the Arts Grant process noting that approximately 200 grant packets were mailed to art organizations in and around Los Angeles County and a notification of the grant opportunity was advertised in the West Hollywood Independent, on the Internet and City Channel 10. Staff announced that a workshop would be held Tuesday, August 31, 2004, from 5:00 p.m. – 6:30 p.m. in the Community Conference Room of City Hall aimed at arts organizations applying for the 20th Anniversary Challenge Grants. The workshop would provide an opportunity for applicants to get answers to questions about the grant process.

Commission Campbell expressed interest in attending the workshop.

III. NEW BUSINESS

None

IV. ITEMS FROM STAFF

Staff announced that the City plans to photograph the Commission at their September meeting. Staff also reviewed agenda items with the Commission for the September meeting.

V. CHAIR'S REPORT

There was no report from the Chair.

VI. ITEMS FROM THE COMMISSION

Commissioner Campbell distributed postcards of the Santa Monica Pier Banners that were well received by the Santa Monica community and tourists. The banners were commissioned by the City of Santa Monica Percent for Art Program and the Santa Monica Arts Commission. He also distributed information and announced that the Arts Tune Up would be held Tuesday, October 5, 2004 from 6:00 p.m. to 9:00 p.m. in Santa Monica. He proposed that the 4th quarter Arts Tune Up day be held in West Hollywood.

VII. ITEMS FROM THE PUBLIC

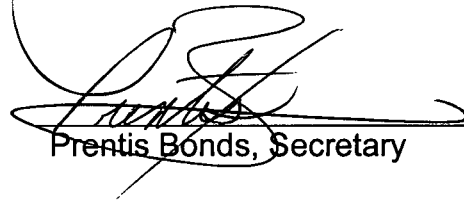
There were no additional items from staff.

IX. ADJOURNMENT

The Commission adjourned at 6:35 p.m. to its next meeting scheduled for Thursday, September 23, 2004.



R. Kaléh Chair



Prentis Bonds, Secretary