

**CITY OF WEST HOLLYWOOD**  
**Arts and Cultural Affairs Commission (ACAC)**  
**PERFORMING ARTS AND CULTURAL AFFAIRS SUBCOMMITTEE**  
**MEETING AGENDA**

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Written materials distributed to the Performing Arts and Cultural Affairs Subcommittee within 72 hours of the Performing Arts and Cultural Affairs Subcommittee meeting are available for public inspection immediately upon distribution in the Economic Development Department at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Performing Arts and Cultural Affairs Subcommittee meeting at the staff liaison's table.

**Thursday, March 10, 2011**

**5:00 p.m.**

*Location: **Plummer Park Community Center – Art Room 4**  
7377 Santa Monica Blvd., West Hollywood*

**I. CALL TO ORDER (5:00 pm)**

- A. Roll Call
- B. Posting of the Agenda
- C. Staff Comments on the Agenda
- D. Approval of the Agenda

**II. APPROVAL OF MINUTES**

The Subcommittee will review and approve the minutes of February 10, 2011.

**III. NEW BUSINESS (5:05 pm)**

**A. Arts Participation Grant – The Wall-Las Memorias Project (5:05 pm)**

The Subcommittee will receive a presentation from The Wall-Las Memorias Project, a non-profit organization dedicated to promoting wellness and preventing illness among Latino populations affected by HIV/AIDS. The Subcommittee will also review and consider approving an Arts Participation Grant in the amount of \$1,000.00 to support a production of "The Infection Monologues" in collaboration with Lambda Literary Foundation to be presented June 4<sup>th</sup> and 5<sup>th</sup> at the Renberg Theatre as part of the City Pride Month cultural arts programs.

**Recommendation:** Receive presentation and approve an Arts Participation Grant Award to The Wall-Las Memorias Project in the amount of \$1,000.00 to support the production of "The Infection Monologues."

**B. Arts Participation Grant – California LGBT Arts Alliance (5:15 pm)**

The Subcommittee will review and consider approving an Arts Participation Grant in the amount of \$1,000.00 to the California LGBT Arts Alliance to support a lecture by Dr. Jonathan Katz, co-curator of the Hide/Seek Exhibit at the Smithsonian, in June 2011 as part of the City's Pride Month cultural arts programs.

**Recommendation:** Receive presentation and approve an Arts Participation Grant Award to the California LGBT Arts Alliance in the amount of \$1,000.00 to support the presentation of a lecture by Dr. Jonathan Katz.

#### **IV. UNFINISHED BUSINESS (5:15 pm)**

##### **A. Pride Month – One City / One Pride (5:25 pm)**

The Subcommittee in collaboration with the Lesbian and Gay Advisory Board Subcommittee and representatives from Christopher Street West will finalize arts and cultural programming for Pride Month – One City / One Pride 2011 and seek ratification from the Arts and Cultural Affairs Commission at its March 24, 2011 meeting.

**Recommendation:** Finalize arts and cultural programming for Pride Month – One City / One Pride 2011 and seek ratification from the Arts and Cultural Affairs Commission.

##### **B. Public Relations, Communications and Marketing Strategies – Pride Month – One City / One Pride 2011. (5:55 pm)**

The Subcommittee in collaboration with the Lesbian and Gay Advisory Board Subcommittee and representatives from Christopher Street West will discuss public relations, communications and marketing strategies including potential revenue sources, in-kind support and marketing budget to promote Pride Month – One City / One Pride 2011.

**Recommendations:**

1. Discuss and recommend that the Arts and Cultural Affairs Commission seek funding from the Economic Development Division – Business, Retention and Attraction budget line item to assist with marketing/promotional activities for Pride Month – One City / One Pride.
2. Provide direction as applicable.

##### **C. PACA Meeting Schedule – April – July 2011 (6:05 pm)**

The Subcommittee will consider conducting a special meeting on Thursday, April 14, 2011 to accommodate time-sensitive projects to include finalizing public relations, community and marketing strategies for Pride Month – One City / One Pride 2011 with the City's Public Information Officer, Tamara White.

**Recommendation:** Approve a special meeting to be held Thursday, April 14, 2011.

##### **D. Summer Sounds (6:10 pm)**

The subcommittee will review and approve five artists for the 2011 Summer Sounds Concert Series and discuss strategy and funding for special summer programming.

**Recommendations:**

1. Review and approve five artists for Summer Sounds.
2. Discuss additional strategy and funding for special summer programming.
3. Forward decision and program strategy to the Arts and Cultural Affairs Commission for ratification.

##### **E. Performing Arts and Cultural Affairs Projects (6:25 pm)**

The Subcommittee will discuss as needed Performing Arts and Cultural Affairs projects under the Subcommittee's oversight.

- Arts Grant Program
- Summer Sounds/Winter Sounds
- Pride Month
- The Big Read

**Recommendation:** Discuss and provide direction as applicable.

**V. ITEMS FROM THE SUBCOMMITTEE (6:30 pm)**

**VI. ITEMS FROM THE STAFF**

**VII. ITEMS FROM THE PUBLIC (6:35 pm)**

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.

**VIII. ADJOURNMENT (6:40 pm)**

The Performing Arts and Cultural Affairs Subcommittee will adjourn to its next scheduled meeting on April 14, 2011 at 5 pm.

**AFFIDAVIT OF POSTING**

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I declare under penalty of perjury that I am employed by the City of West Hollywood, in the Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date: **March 4, 2011**

Signature: \_\_\_\_\_  
**Office of the City Clerk**