

CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission
MEETING MINUTES
January 26, 2012

I. CALL TO ORDER

Commission Chair Peter Mays called the meeting to order at 5:06

A. Roll Call:

Present: Commission Chair Peter Mays
Commission Vice-Chair Dallas Dishman
Commissioner Beverly Denenberg
Commissioner Madeleine Rackley
Commissioner Todd Williamson
Commissioner Yelena Zhelezov
Commissioner Candice Illoulian

Staff Liaison: Andrew Campbell, Cultural Affairs Administrator
Recording Secretary: Prentis Bonds, Administrative Specialist IV

B. Posting of the Agenda

The agenda was posted per proper noticing procedures.

C. Staff Comments on the Agenda

Staff requested that Consent Calendar items be continued to the February 23 meeting. Staff suggested tabling the Work Plan and Budget item.

The Commission concurred.

D. Approval of the Agenda

Commissioner Rackley moved that the Arts and Cultural Affairs Commission approve the January 26, 2012 meeting agenda.

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

II. CONSENT CALENDAR

The Commission will consider approval of the following consent calendar items at the February 23, 2012 meeting:

- A.** Arts and Cultural Affairs Commission special meeting minutes of December 13, 2012.
- B.** Performing Arts and Cultural Affairs Subcommittee actions of January 12, 2012.
- C.** Urban Art Subcommittee actions of January 19, 2012.

III. ITEMS FROM THE PUBLIC

There were no items from the public.

IV. NEW BUSINESS

A. West Hollywood Park Art Wall

The Commission discussed with the possibility of a new “art wall” at the renovated West Hollywood Park.

Staff Liaison Andrew Campbell spoke on the renovation of West Hollywood Park and the possibility of a new “Art Wall.” He commented that City Manager Paul Arevalo suggested the Commission consider programming the wall with art. The park is scheduled to open June 2012. He reminded the Commission that the art budget for Phase I and Phase IB of the West Hollywood Park Master Plan was spent on art at the West Hollywood Library.

The Commission expressed considerable interest in the “Art Wall” and suggested the following as potential strategies to program and finance the “Art Wall.”

- Obtain community support via West Hollywood’s businesses in the area to finance art programming on the “Art Wall.”
- Consider initiating a “Call for Artist” as a potential strategy to program the “Art Wall.”
- Consider emerging artists that haven’t had the opportunity to work in the public art realm to program the “Art Wall.”
- Consider financing of the “Art Wall” as a grant opportunity for individual artists and artist teams.

It was the consensus of the Commission to continue discussion of this item at the February 23, 2012 meeting.

V. UNFINISHED BUSINESS

A. Urban Art Ordinance

The Commission discussed next steps for the Urban Art Ordinance process with City Planning Manager John Keho.

Mr. Keho informed the Commission that the City’s Planning Commission is responsible for hearing proposed changes to City ordinances and that it would take a legislative item in order to change an ordinance. Two public hearings with the Planning Commission are required before the proposed ordinance change is forwarded to City Council. Pending adoption of the proposed change by City Council, Council would undertake a first reading and second reading of the ordinance. It takes approximately 4 months to change a City ordinance. Mr. Keho suggested that the Commission:

- Undertake meetings with the business community via the West Hollywood Chamber of Commerce Government Affairs Committee prior to submitting the legislative item.
- Provide a written recommendation and include data that supports the ordinance change.
- Attend public hearings conducted by the Planning Commission and speak in support of the ordinance change during public comment.
- Attend City Council readings of the proposed ordinance and speak in support of the change during public comment.

B. Pacific Standard Time Initiative

The Commission received an update from staff on the Pacific Standard Time Initiative that included the following projects.

Projects	Status
The Artist Protest Tower	Staff reported that the "Artist Protest Tower has been installed.
Perpetual Conceptual	Opened Thursday, January 26, 2012
One National Gallery " <i>Cruising the Archive...</i> "	Now through April 1, 2012 at the One National Gay and Lesbian Archives Gallery & Museum.
Decade of Dissent	Opens February 4, 2012 at the West Hollywood Library

Staff announced Denenberg Fine Arts participation in *West Hollywood Celebrates Pacific Standard Time* and its opening of its exhibit will be on March 5, 2012. Staff commented that all arts programming relative to Pacific Standard Time can be viewed on the City website or found in the brochure distributed to the Commission.

C. 2012 ACAC Retreat

The Commission received a report from the Retreat Ad-hoc Committee on the development of the Commission's 2012 Retreat.

Commissioner Rackley reported that the Retreat Ad-hoc Committee has been working with Karen Constine on the Commission's 2012 retreat. Ms. Constine will present results of the survey she conducted with members of the Commission to the ad-hoc committee the week of January 30. The ad-hoc committee will develop the agenda based on survey results for review and comments by the Commission.

Following, the Commission discussed potential dates for the retreat. It was the consensus of the Subcommittee to potentially hold the retreat on Saturday, April 28, Sunday, April 29, 2012 or the first weekend in May 2012.

D. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held January 26, 2012.

Commissioner Mays reported that the Subcommittee:

- Received a presentation from Sarah Cavallaro on the proposed three dimensional sculpture project “*Jelly Bean*”. The Subcommittee expressed interest in exploring the feasibility of this project.
- Received a “Temporary Art Project” application from Marco Bracamontes on the proposed photography exhibition “*Birth of the Mexico’s Oil Industry*.” The Subcommittee did not express interest in the project.
- Received a presentation from Klaus Moeller on the proposed three dimensional sculpture project “*Sweetlove*.” The Subcommittee expressed interest in exploring the feasibility of this project.
- Received a presentation from Tony Clark on the proposed three-tier project that celebrates the visual art of French multi-disciplinary artist Jean Cocteau. The Subcommittee expressed considerable interest in exploring the feasibility of this project.
- Continued Unfinished Business Item V.A – 2012-2014 Work Plan and Budget to the February 23, 2012 meeting.
- Discussed current and potential projects under the Subcommittee oversight as follows:

Projects	Status
Pacific Standard Time – <i>The Artist Protest Tower</i> by Mark di Suvero	Staff reported that the <i>Tower of Protest</i> by Mark di Suvero has been installed.
Elemental – Sculpture Foundation	Staff reported that some damaged signage has been removed.
Contemporary Art Encounter Project/One Day Residencies:	Staff reported that the Subcommittee would discuss the concept of <i>Contemporary Art Encounter Project/One Day Residencies</i> with a representative from MOCA and the Executive Director of The Avenues of Art, Fashion and Design at the February 23, 2012 meeting.
The Roxy Project:	Heather Kohos, Marketing Director and Nick Adler, owner of the Roxy, responded to questions from the Subcommittee and provided the Subcommittee with a copy of the final art work by James Haunt for installation on the east wall at the Roxy as part of a new initiative to install temporary murals at the Roxy.
Los Angeles Nomadic Division (LAND):	Staff commented that the exhibition “ <i>Perpetual Conceptual</i> ” by LAND

	opened Wednesday, January 25, 2012 at the pop-up gallery on Santa Monica Boulevard near Crescent Heights.
Tierra del Sol Collective Project:	No new information was reported on this project.

Commissioner Mays requested that the Commission ratify the Subcommittee's finding that the art work proposed for the Roxy Project is an art work and not creative signage so that the Roxy would not be subject to the City's creative sign permit requirements. Commissioner Denenberg moved that the Commission ratify the Subcommittee's finding that the project is an art work and not a creative sign. Commissioner Rackely seconded the motion and the motion was carried unanimously.

E. 2012-2014 Work Plan and Budget Priorities

The Commission tabled discussion of its 2012-2014 Work Plan and Budget Priorities to the February 23, 2012.

F. West Hollywood Library Arts and Cultural Programming

The Commission received an update from staff on arts and cultural programming at West Hollywood Library.

Staff Liaison Andrew Campbell commented that the committee established to develop guidelines and process for arts and cultural programming at the library has completed a draft of the guidelines and process. Review and signoff by the County of Los Angeles is pending. He also commented that the City has piloted several arts and cultural programs/events at the library. Once guidelines and process has been adopted by both entities (City of West Hollywood and County of Los Angeles) the programming of arts and cultural events at the library will be better facilitated.

He announced that Pacific Serenades will perform Wednesday, February 1, 2012. The price is \$35.00. A limited number of free tickets are available to low income persons.

VI. ITEMS FROM THE SUBCOMMITTEE

Commissioner Rackley requested an update on Plummer Park.

Commissioner Illouian announced that Illouian Contemporary will have its grand opening on Saturday, February 18, 2012.

VII. ITEMS FROM THE STAFF

In response to Commissioner Rackley's request, staff commented that Plummer Park construction is on hold and that Fiesta Hall is still open for programming. City Council has established a committee made up of two councilmembers and staff tasked with exploring mitigation efforts and providing recommendations to City Council on how best to move forward with park construction.

Staff Liaison Andrew Campbell commented that as a result of the Gibson Guitar project auction, the Arts and Cultural Affairs Commission would receive approximately \$20,000 for arts and cultural programming on the Sunset Strip. The Gibson Guitar project will continue with a new installment of guitars beginning March 2012. He also commented that the vintage *Zinke's Shoe Repair* neon sign suffered damage as the result of a car accident on New Year's Eve. Thus, the sign has been removed.

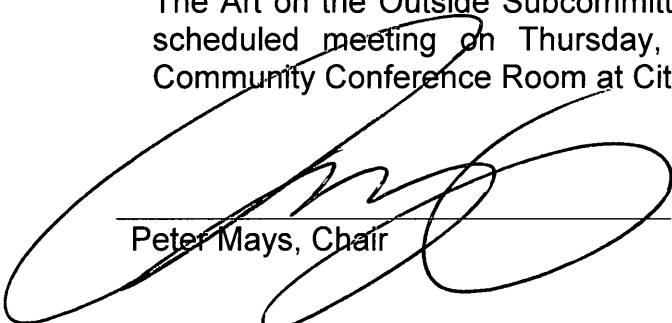
Staff confirmed that the Urban Art Subcommittee would meet Thursday, February 16, 2012 at 5 p.m. He noted that staff would provide Commissioner Denenberg with documents pertaining to Stage III – Review Final Art Plan for her review and comments. Although Commissioner Denenberg will not be present at the meeting, her comments will be entered into the record.

VIII. DEVELOPMENT OF NEXT MEETING AGENDA

Commission Chair Mays requested that commissioners advise staff on agenda items for the February 23, 2012 meeting.

IX. ADJOURNMENT

The Art on the Outside Subcommittee adjourned at 6:40 pm. to its next regular scheduled meeting on Thursday, February 23, 2012 at 5:00 p.m. in the Community Conference Room at City Hall.



Peter Mays, Chair



Prentis Bonds, Recording Secretary