

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
Thursday, March 28, 2013

**I. CALL TO ORDER**

The meeting was called to order by Commission Vice Chair Yelena Zhelezov at 5:02 p.m.

**A. Roll Call**

Present:

Commission Chair J. Dallas Dishman  
Commission Vice-Chair Yelena Zhelezov  
Commissioner Madeleine Rackley  
Commissioner Todd Williamson  
Commissioner Peter Mays  
Commissioner Candice Beroukhim

Commissioner Beverly Denenberg was absent

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

Staff: Michael Che, Economic Development and Cultural Affairs Coordinator  
Jane Shim, Cultural Affairs Intern

**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.

**D. Approval of the Agenda**

Commissioner Dishman moved that the Arts and Cultural Affairs Commission approve the March 28, 2013 meeting agenda.

Commissioner Mays seconded the motion and the motion carried unanimously.

**II. CONSENT CALENDAR**

The Commission reviewed, received and filed and/or considered approval of the following consent items including recommendations proposed by Commission subcommittees.

Commissioner Rackley noted her recusal on Item II.B.2 - Resident Company Pilot Program.

Commissioner Dishman moved that the Arts and Cultural Affairs Commission approve the Consent Calendar as follows:

- A. Arts and Cultural Affairs Commission minutes of February 28, 2013.
- B. Performing Arts and Cultural Affairs Subcommittee actions of March 14, 2013 including approval of recommendations proposed by the Subcommittee as follows:
  - 1. Arts Participation Grant award in the amount of \$1,000 to LA Association of Russian WWII Veterans to support the 68<sup>th</sup> Anniversary of the Victory in Europe.
  - 2. Resident Company Pilot Program participants including Classical Theatre Lab; Gay Men's Chorus of Los Angeles; Los Angeles Doctor's Symphony Orchestra; Metropolitan Master Chorale, Museum of Contemporary Art; Pacific Serenades; SASSAS; SST Productions; and Unity in Diversity Arts Foundation.
  - 3. Arts Participation Grant award in the amount of \$1,000 to the Lavender Effect to support the LGBTQ Oral History Project.
  - 4. Three arts organizations including Classical Theatre Lab; Rogue Artists Ensemble; and SST Productions and Bare Bones Theatre to present theatrical productions during July and August 2013 as part of the City's Free Theatre in the Parks performance series.
  - 5. Seven (7) artists/bands (Denise Donatelli; Incendio; Klezmer Juice; Jazz Bliss Brazil; Upstream; Mojacar Flamenco; and the Dale Fielder Quintet) and three (3) alternates (Sammy Miller and the Congregation; Great American Swing Band and Louie Cruz Beltran) to perform as part of the City's 2013 Summer Sounds music series with an authorization that staff program the music series as appropriate for West Hollywood Park, Plummer Park and Kings Road Park based on available funding to include operational expenses for furniture and sound.
- C. West Hollywood Library Programming (*receive and file*).

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

### III. ITEMS FROM THE PUBLIC

Mark Hauptert, Executive Director, West Hollywood Library Foundation spoke on a upcoming fundraiser and screening of "*How To Survive A Plague*," followed by a panel of experts who will discuss the West Coast activities at the start of the epidemic, and a perspective on how AIDS changed medicine. The evening will be a benefit for the Dr. Michael Gottlieb HIV/AIDS Information Center and the Foundation for the National AIDS Monument. The event will be held April 24, 2013 at the West Hollywood Council Chambers.

Kurt Swanson, Managing Director, SST Production and Burbank resident thanked the Commission for the opportunity to take part in the City's Free Theatre in the Parks performance series.

#### **IV. UNFINISHED BUSINESS**

##### **A. Urban Art Subcommittee Report**

The Commission received a report from Urban Art Subcommittee member Madeleine Rackley on its meeting held March 21, 2013 and considered ratifying recommendations proposed by the Subcommittee.

At the meeting the Subcommittee:

1. Tabled 7300 – 7328 Santa Monica Boulevard at the developer's request.
2. Received a presentation from Lorcan O'Herlihy (LOH) Architects on the City Council approved mixed-use development at 8100-8120 Santa Monica Boulevard. The project will consist of a three-story, 20 unit mixed-use project with 15,414 square feet of ground-level retail space including ground level and subterranean parking containing 86 parking spaces. The project is scheduled to break ground August 2013. Foreseeable public art opportunities included the pedestrian sky park.

The estimated percent for art budget per the developer is approximately \$60,000. However, the development value has not yet been determined by the City Building Official.

3. Received a presentation from Duane McLemore, Hodgetts + Fung Design and Architecture; art consultant Ann Gray; and artist Brad Bartlett on Stage II – Review Schematic Plan for the mixed use project at 8497-8499 Sunset Boulevard.

In developing the project and schematic plan for the public art component to be applied to the development's residential 4' x 16' folding sun screens, the architect and artist contextually considered West Hollywood as a cultural treasure and a contemporary and vibrant place to live. The team also considered West Hollywood's ecology, its visual aesthetics, vehicular and pedestrian movement.

Artist Brad Bartlett experimented with the modulation of various patterns refraining from anything figurative that would be broken upon operation of the screens. First, Bartlett connected the site to its larger place in the universe by plotting the stars over Sunset. By perforating the sun screens relative to the stars, the diffused pin size light would be a representation of stars seen throughout the course of the day. Second, the artist visualized how the sky would look over Sunset Boulevard every ten minutes throughout the year illustrated by a column graph made up of dots representing a single day. Third, the artist drew inspiration from West Hollywood's cultural and artistic heritage via iconic bands of the 1960s. Inspired by The Byrds' "Turn, Turn, Turn (to everything there is a season)," Bartlett experimented with transmediation of sound into pattern. Each letter comprising the lyrics was replaced with a strip of color based on the letter's frequency of occurrence. For example the letter "e" which occurs frequently was replaced with the color red while the letter "Q" less frequent was replaced with a bold blue to form a unique pattern that would be applied to the sun screens, in essence becoming a song that would play forever, improvising with the natural rhythms of the sun and earth and the movement of the sun screens.

The Subcommittee unanimously approved for ratification by the Arts and Cultural Affairs Commission Stage II – Schematic Plan for the urban art project at 8497-8499 Sunset Boulevard.

4. Received a progress report from consultant Alice Schock on collections maintenance and conservation of public art works throughout the City notably the Paul Tzanetopoulos video artwork at West Hollywood Gateway. Further adjustments are needed and new equipment and lights will need to be ordered. Ms. Schock continues to work with the City's Code Compliance Division on next steps concerning owners that have yet to respond.

Ms. Schock also provided an update on potential artworks for de-accession including:

- 1014 Hilldale (Serenity Fountain): A representative will attend the May 14 Urban Art Subcommittee.
- 8511 Santa Monica Boulevard (untitled mural by Bowman): The owner/manager has expressed interest in conserving the mural.
- The Billy Al Bengston bus stop bench, and "Tonic" by Bruce Odland are on hold until the City hires a conservator.

Upcoming maintenance and conservation includes restoring the City-owned artwork En Passant, a.k.a. Bus Stop Garden Project at Fairfax and Santa Monica.

March 27 is the deadline for conservators to submit proposals in response to the City's Urban Art Conservation and Maintenance RFP.

Following the Urban Art Subcommittee report, Commissioner Rackley moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve Stage II – Schematic Plan for the urban art project at 8497-8499 Sunset Boulevard.

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

**B. Art on the Outside Subcommittee Report**

The Commission received a report from the Art on the Outside Subcommittee on its meeting held March 28, 2013.

At the meeting the Subcommittee:

1. Reviewed a Temporary Art Project proposal submitted by artist Val West on a proposed installation of the "Glory of Life" billboard project. No action was taken on this item.
2. Reviewed a Temporary Art Project proposal submitted by Edoardo Schapira on a proposed visual art exhibition titled "*Book, Words, People.*" The Subcommittee recommended approval in concept of this project.
3. Discussed potential "art" programming on the videotron located at 9039 Sunset Boulevard (formerly The Key Club). The Subcommittee recommended approval of the allocation of time dedicated to "art" on the videotron located at 9039 Sunset Boulevard to support the Sunset Strip Music Festival and as a corresponding component to the Robert Landau "*Rock N' Roll Billboards of The Sunset Strip*" exhibition at the West Hollywood Library in mid-July.
4. Received an update on the William Sweetlove Project. Anticipated date of installation, June 2013.
5. Received an update from staff on the "Anchoring the Thread of Community" temporary mural project. Artist Sarah Chang (aka Sarah's Incognito) is amenable to revising her mural concept for the West Hollywood Park Pool.
6. Discussed and/or received updates on AOTO projects including:

PROJECT	STATUS
Alex Israel Vertical Billboard Project / LA><ART	Anticipated date of installation April 2013.
Anchoring the Threads of Community Mural Project	The artist will propose a revised mural concept for the West Hollywood Pool area at the April 2013 meeting.
Anna Sew Hoy Sculpture Project / LA><ART	Fall 2013
Contemporary Art Encounter Project/One Day Residencies (FY2013)	Staff anticipates that the art encounter would be realized late July or early August.
Cosimo Cavallaro's Jelly Bean (FY2014)	Anticipated date of installation FY 2014
Creative Voltage – Jennifer Cecere Project (FY2014)	Summer 2013
Illuminated Sculpture Project – Shana Mabari	April 2013 will return with updated information
LAND – Liz Craft Project (FY2013)	Anticipated date of installation April 2013
Sam Falls Sculpture Project / LA><ART	Anticipated date of installation November 2013
Sweetlove Sculpture Project (FY2013)	Anticipated date of installation June 2013.
The Roxy Project (on-going)	The Roxy will present its proposed new mural at the April 25, 2013 meeting.
Tierra del Sol Collective Project	This project is slated for 2015
Tsipi Mani Sculpture Project (FY2014)	This project is in fabrication.
Videotron-9039 Sunset Boulevard (formerly the Key Club)	Refer to Item V.A.

Following, Commissioner Mays moved that the Art and Cultural Affairs Commission ratify the following recommendations proposed by the Subcommittee and:

1. Approved in concept “*Books, Words, People*” Temporary Visual Art Exhibition.

2. Approved the allocation of minutes dedicated to "art" on the videotron located at 9039 Sunset Boulevard for period of four (4) weeks leading up to and in support of the Sunset Strip Music Festival.
3. Approved the allocation of minutes dedicated to "art" on the videotron located at 9039 Sunset Boulevard as a corresponding component to the Robert Landau "Rock N' Roll Billboards of The Sunset Strip" exhibition at the West Hollywood Library in mid-July.

Commissioner Rackley seconded the motion and the motion carried unanimously.

**V. EXCLUDED CONSENT**

None.

**VI. ITEMS FROM THE CHAIR**

Commissioner Vice Chair Zhelezov thanked the Commission for the opportunity to Chair the meeting.

**VII. ITEMS FROM THE COMMISSION**

Commissioner Williamson commented on the Laurel House Project Request for Proposal (RFP). To date seven marketing firms have responded to the RFP. He announced the March 28 opening of "Transparency" curated by Peter Frank at the Italian Cultural Center. The exhibition highlights the most distinctive trait of Salvatore Emblema's pictorial research.

Commissioner Beroukhim announced the March 28, 2013 "Canvas Cooler" street art event at The Factory West Gallery in West Hollywood.

**VIII. ITEMS FROM THE STAFF**

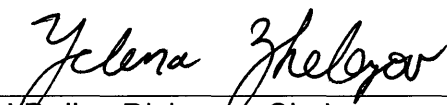
None.

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission directed staff to draft the April 25, 2013 meeting agenda as appropriate.

**X. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 5:27 p.m. to its meeting scheduled Thursday, April 25, 2013 at 5:00 p.m. in the Community Conference Room at City Hall.

  
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Dallas Dishman, Chair

  
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Prentis Bonds, Staff  
Liaison/Recording Secretary