

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
February 28, 2013**

I. CALL TO ORDER

The meeting was called to order by Commission Chair Dishman at 5:05 p.m.

A. Roll Call

Present:

Commission Chair J. Dallas Dishman
Commission Vice-Chair Yelena Zhelezov
Commissioner Beverly Denenberg
Commissioner Madeleine Rackley
Commissioner Todd Williamson
Commissioner Peter Mays
Commissioner Candice Illioulian (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 Williamson moved that the Arts and Cultural Affairs Commission approve the February 28, 2013 meeting agenda.

Commissioner Rackley seconded the motion and the motion carried unanimously.

II. CONSENT CALENDAR

The Commission will review, receive and file and/or consider approval of the following consent items that include recommendations proposed by the Commission subcommittees.

A. Arts and Cultural Affairs Commission special meeting minutes of January 31, 2013.

B. Performing Arts and Cultural Affairs Subcommittee actions of February 14, 2013.

- C. West Hollywood Library Programming (*receive and file*).
- D. Participatory Art-Making and Civic Engagement (*receive and file*).

Commissioner Mays moved that the Arts and Cultural Affairs Commission approve the Consent Calendar.

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

III. ITEMS FROM THE PUBLIC

None.

IV. UNFINISHED BUSINESS

A. Urban Art Subcommittee Report

The Commission received a report from Urban Art Subcommittee Chair Beverly Denenberg on the Urban Art Subcommittee meeting held February 21, 2013 and considered ratifying recommendations proposed by the Subcommittee.

At the meeting, the Subcommittee:

- Received a presentation from Kevin Southerland, Architect, Architecture 350 on a potential development of a 31 unit apartment complex at 1250 Fairfax Avenue and approved for ratification by the ACAC Stage I – Artist Cliff Garten as the artist for the Urban Art Project at this location.
- Discussed the potential de-accession of four public art works with art consultant Alice Shock and reached consensus on de-accessioning the following arts works should the City approve a de-accession policy for developer initiated Percent for Art projects. Arts works would include: “*Celebration of Life*” by artist Jeff Low; “*Serenity Fountain*” by artist Adam Leventahl; and the untitled mural by artist Bowman. It was also the consensus of the Subcommittee that Ms. Schock review restoration process and documents pertaining to the untitled artwork by Billy Al Bengston.
- Received an update from staff on Urban Art Projects under the Subcommittee’s oversight.
- Advised staff on the development of the March 21, 2013 Urban Art Subcommittee agenda. Agenda items shall include 1) Civic Art works review, 2) 8120 Santa Monica Boulevard Percent for Art Project, and 3) 7300 – 7328 Santa Monica Boulevard Percent for Art Project.

Following: Commissioner Denenberg moved that the Arts and Cultural Affairs Commission ratify the Subcommittee’s recommendation and approve Stage I – Artist Approval of Cliff Garten as the artist for the Urban Art Project at 1250 Fairfax Avenue.

Commissioner Mays 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 February 28, 2013 and considered ratifying recommendations proposed by the Subcommittee.

- Reviewed a Temporary Art Project Proposal submitted by artists Kiduck Kim and Mads Christensen on a proposed LED public bench project, *Ricochet* (*No action taken on the project*).
- Received a presentation from CBS Outdoor on the new Key Club videotron and approved for ratification by the ACAC a slate of images for the first installation of the art program for the Key Club videotron.
- Reviewed a Temporary Art Project Proposal submitted by artist Sarah Chang and received a presentation from the artist on the proposed mural project, *Anchoring the Threads of Community* for installation at West Hollywood Park Pool and approved the project in concept pending further exploration by Economic Development, Recreation and Facilities staff on the feasibility of the project for the West Hollywood Park Pool.
- Reviewed revised Temporary Art Project Proposals subcommittee by LA><ART and approved for ratification by the ACAC the following projects:
 1. Alex Israel vertical billboard installation
 2. Anna Sew Hoy sculpture project for installation in Kings Road Park
 3. Sam Fall sculpture project pending additional information on logistics, installation etc.
- Discussed as needed Art on the Outside projects under the Subcommittee's oversight with art consultant Rebecca Ansert and approved for ratification by the ACAC the William Sweetlove sculpture project for installation along Santa Monica Boulevard as part of the City's One City One Pride 6th Annual Festival of Art and Culture and expenditure in the amount not to exceed \$10,000 for installation/deinstallation and other logistical costs.

Commissioner Rackley moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve a slate of images as part of the "art" program component for the videotron.

Commissioner Williamson seconded the motion and the motion carried with one abstention. Commissioner Denenberg abstained.

Commissioner Mays moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve in concept the mural project,

"*Anchoring the Threads of Community*" pending further exploration by Economic Development, Recreation and Facilities staff on the feasibility of the project for the West Hollywood Park Pool.

Commissioner Dishman seconded the motion, and the motion carried five (5) to one (1).

Following, Commissioner Zhelezov moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve LAX Art projects: 1) *Alex Israel* vertical billboard installation; 2) *Anna Sew Hoy* sculpture project for Kings Road Park and 3) *Sam Fall* sculpture project pending additional information logistics, site verification and installation.

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

Finally, Commissioner Denenberg moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve the Sweetlove Sculpture project and expenditure in the amount not to exceed \$10,000 for installation/deinstallation and other logistical costs.

Commissioner May's seconded the motion, and the motion carried unanimously.

C. ACAC Mid-Year Work Plan Review

The Commission conducted a mid-year review of its FY 2012-2014 Work Plan and budget by reviewing its goals and objectives including the projects and priorities of Art on the Outside Subcommittee, Performing Arts and Cultural Affairs Subcommittee and the Urban Art Subcommittee.

The Commission overall is on target with its work plan goals and objectives. Increased revenue and staffing made possible by Council approved General Fund dollars to support arts and culture programs, special event programs and civic art collection maintenance has aided in the realization of arts programming, grant funds and the visibility of arts in the City. Approximately 61% has been expended from the Art and Beautification Fund while 52% has been expended from the General Fund. However, approximately 100% has been expended from the AOTO the Outside program budget. Funding adjustments to the AOTO line item might be required.

Commissioner Denenberg suggested the Art on the Outside Subcommittee review how art is selected for the Vertical Billboard.

Commissioner Mays suggested the Commission via the AOTO consider doing a formal RFP.

The Commission expressed interest in moving forward with the West Hollywood Cultural Resource Plan and the Percent for Art Ordinance Modification.

V. EXCLUDED CONSENT

None.

VI. ITEMS FROM THE CHAIR

Commission Chair Dishman spoke concerning the auction of guitars that were part of the Gibson Guitar Town Sunset Strip project. Funds raised would support arts education. He announced that Commission Vice Chair Zhelezov would chair the March 28, 2013 meeting.

VII. ITEMS FROM THE COMMISSION

The Commission thanked Jane Shim, Cultural Affairs Intern, who departs the City to continue final work on her master's program, for all her hard work in assisting the City and the Commission with its arts and cultural programs including its social media efforts.

Commissioner Williamson spoke concerning a potential funding opportunity via UCLA Corporate, Foundation and research Relations (CFPR). CFPR facilitates the relationship between the University and corporations and foundations.

Commissioner Rackley announced Metropolitan Master Chorale's upcoming concert, "*Letters from Home*" to be performed March 17, 2013 at 5 p.m., Los Angeles Theatre Center, 514 S. Spring St., Los Angeles.

Commissioner Denenberg announced "An Evening with Eloise Klein Healy" to be held Monday, April 22, 2013, 7:00pm at the West Hollywood Library.

VIII. ITEMS FROM STAFF

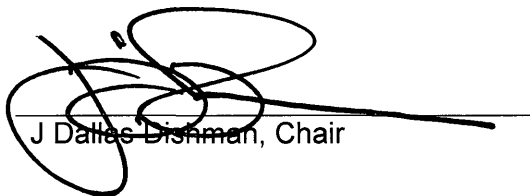
Jane Shim spoke on her internship with the City and thanked the City and Commission for the opportunity.

IX. DEVELOPMENT OF THE NEXT MEETING AGENDA

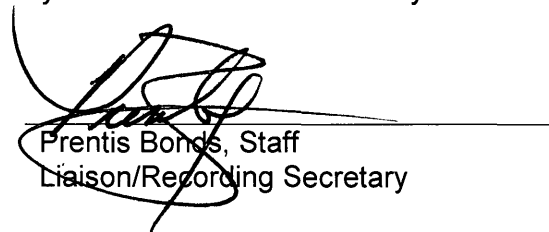
The Commission did not provide specific direction on the March 28, 2013 agenda and requested staff agendize items as appropriate.

X. ADJOURNMENT

The Commission adjourned at 6:25 p.m. to its next meeting scheduled Thursday, March 28, 2013 at 3:30 p.m., in the Community Conference Room at City Hall.



J Dallas Dishman, Chair



Prentis Bonds, Staff
Liaison/Recording Secretary