

**CITY OF WEST HOLLYWOOD  
Arts and Cultural Affairs Commission  
ART ON THE OUTSIDE SUBCOMMITTEE  
MEETING AGENDA**

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Written materials distributed to the Urban Arts Subcommittee within 72 hours of the Urban Art 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 Urban Arts Subcommittee meeting at the staff liaison's table.

**Thursday, January 23, 2014 – 4:00 P.M.**

Location: Community Room – West Hollywood Library  
625 San Vicente Boulevard, West Hollywood

- I. **CALL TO ORDER** (4:00 P.M.)
  - A. Roll Call
  - B. Staff Comments on the Agenda
  - C. Approval of the Agenda
  
- II. **CONSENT CALENDAR** (4:05P.M.)

The following routine matters can be acted upon by one motion. Individual items may be removed by the Subcommittee for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.

  - A. **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.

RECOMMENDATION: Receive and File.
  
  - B. **Approval of the Minutes**

The Subcommittee will review and consider approval of the minutes of the prior Subcommittee meeting.

RECOMMENDATION: Approve the special meeting minutes of December 19, 2013.
  
- III. **ITEMS FROM THE PUBLIC** (4:10 P.M.)

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.
  
- IV. **NEW BUSINESS** (4:15 P.M.)

**A. Temporary Art Project Proposal – “One Love” Mural Project (4:15 P.M.)**

The Subcommittee will review and consider approval of the temporary mural project, “*One Love*,” by artist Gregory Siff as “art” and not “creative signage” for installation on the front exterior of Woven Accents Showroom in the West Hollywood Design District.

**RECOMMENDATIONS:**

1. Discuss and consider approval of the temporary mural project “*One Love*” by artist Gregory Siff as “art” and not “creative signage” according to review criteria:
  - Overall excellence of the proposed project.
  - Potential of the art to enrich and diversify the City of West Hollywood while maintaining a high level of aesthetic quality and artistic integrity consistent with the mission of the Arts and Cultural Affairs Commission.
  - Relationship and relevance of the project to the West Hollywood community.
  - Educational opportunities associated with the project to broaden community participation, highlight or stimulate further interest in visual culture.
  - Appropriateness of qualifications of artist(s), curator(s), and/or other primary individuals involved in creating, producing or otherwise implementing the project.
  - Ability and willingness to collaborate with City staff, stakeholders and contractors.
  - Costs, including but not limited to shipping, fabrication and installation and staff resources.
  - Probability of successful execution.
  - Completeness of application.

**V. UNFINISHED BUSINESS (4:20 P.M)**

**A. Videotron – 9039 Sunset Boulevard (4:20 P.M.)**

The Subcommittee will receive a presentation from Andy Goodman, Special Project Manager, CBS Outdoor and Joanne Goodman, Videotron Curator, CBS Outdoor on proposed images for videotron art installations on the 9039 Sunset Boulevard videotron.

**RECOMMENDATION:** Approve videotron art installations and forward recommendation to the Arts and Cultural Affairs Commission for ratification.

**B. Art on the Outside Current, Upcoming and Potential Projects (4:35 P.M.)**

The Subcommittee will receive an update from staff and public art consultant Rebecca Ansert on current AOTO Projects and discuss as needed AOTO projects under the Subcommittee’s oversight:

100 Walkers – Richard Kraft (FY 2014-15)	Sweetlove Sculpture Project (FY2013)
Anna Sew Hoy Sculpture Project /	Three Horn Beast – Emily White (FY 2013-

LA><ART (FY 2013-14)	14)
Cosimo Cavallaro's Jelly Beans (FY2013-14)	Tierra del Sol Collective Project (FY 2014-15)
The Diver (FY 2013-14)	Tsipi Mani Sculpture Project (FY 2013-14)
Illuminated Sculpture Project – Shana Mabari (FY 2013-14)	Videotron – 9039 Sunset Boulevard
Lark Gallery On-Line Project (FY2014)	West Hollywood 30 <sup>th</sup> Anniversary Year of Cityhood
Ramiro Gomez Mural (FY 2013-14)	West Hollywood Mural Program
Sam Falls Sculpture Project / LA><ART (FY 2013-14)	

RECOMMENDATION: Provide direction as applicable.

**VI. EXCLUDED CONSENT CALENDAR (4:40 P.M.)**

**VII. ITEMS FROM THE SUBCOMMITTEE**

**VIII. ITEMS FROM THE STAFF**

**IX. DEVELOPMENT OF THE NEXT MEETING AGENDA**

The Subcommittee will advise staff on the development of the February 27, 2014 meeting agenda.

**X. ADJOURNMENT (4:45 P.M.)**

The Art on the Outside Subcommittee will adjourn to its next meeting scheduled Thursday, February 27, 2014 at 3:30 p.m. in Community Room – West Hollywood Library 625 San Vicente Boulevard, West Hollywood.