

**CITY OF WEST HOLLYWOOD**  
**Arts and Cultural Affairs Commission**  
**MINUTES**  
**February 27, 2014**

**I. CALL TO ORDER**

The meeting was called to order at 5:00 p.m. by Commission Chair Yelena Zhelezov.

**A. Roll Call**

Present: Commissioners Yelena Zhelezov, Candice Beroukhim, Beverly Denenberg, J. Dallas Dishman, Peter Mays, Madeleine Rackley and Todd Williamson.

Staff Liaison: Cultural Affairs Administrator Andrew Campbell

Recording Secretary: Administrative Specialist IV Prentis Bonds

Staff: Economic Development and Cultural Affairs Coordinator Michael Che

**B. Staff Comments on the Agenda**

None.

**C. Approval of the Agenda**

**ACTION: Motion by Commissioner Denenberg, seconded by Commissioner Beroukhim and approved unanimously.**

**II. CONSENT CALENDAR**

The following routine matters were acted upon by one motion. No items were removed from the Consent Calendar for separate discussion under Excluded Consent Calendar. **Motioned by Commission Mays, seconded by Commissioner Dishman and approved unanimously.**

**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.

**ACTION:** Receive and File.

**B. Approval of the Minutes**

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

**ACTION:** Approve the minutes of January 23, 2014. **Approved as part of the Consent Calendar.**

**C. Performing Arts and Cultural Affairs Subcommittee Actions Reports**

The Commission received and filed the Performing Arts and Cultural Affairs Subcommittee Actions Report of February 13, 2014, and considered ratifying recommendations proposed by the Subcommittee.

**RECOMMENDATION:** Receive and file report and ratify recommendations proposed by the Subcommittee including:

1. Approval of an Arts Participation Grant in the amount of \$1,000 to LA Association of Russian WWII Veterans to support arts and cultural programming in conjunction with the 69<sup>th</sup> Anniversary of the Victory in Europe day noting funds shall be used for artists and productions elements only. **Approved as part of the Consent Calendar.**
2. Approval of an Arts Participation Grant in the amount of \$1,000 to Lovely Bouquet of Flowers (under Pasadena Arts Council EMERGE fiscal sponsorship) to support a theatrical performance of “Lovely Bouquet of Flowers” in June or July 2014. **Approved as part of the Consent Calendar.**
3. Approve funding recommendations in the total amount of \$25,000 to support arts and cultural programming for the City’s One City One Pride 7<sup>th</sup> Annual LGBT Festival of Art and Culture to be held throughout Pride Month (June 2014). **Approved as part of the Consent Calendar.**

Organization Name/Name	Title of Program	Fund all proposals up to \$2500 (split the remainder excess between projects requesting more than \$2500)
Alvin Schnupp	Ivy Bottini, Portrait of a Crusader	\$420
APT 3F and Planet Queer	A Midsummer Afternoon’s Queer Wedding Reception	\$3,210
Queer Classics	The Importance of Being Earnest: An All-Male Performance	\$2,500
MULTIPLEX DANCE	INTERFACE: The Marriage Project	\$2,500
Alliance of Los Angeles Playwrights (ALAP)	Lesbian and Gay Play Reading Festival	\$1,500
Dante Alencastre	nelly queen: the life and times of jose sarria	\$2,500
Love Is Love (Love = Love)	Love Is Love: 5 Year Road To Marriage	\$2,500
Akabal Theatre Group	Under My Skin - Bajo La Piel	\$2,500
Jason Jenn	Behold the Bridegrooms Revisited	\$1,500
B-Nation (Miss Barbie-Q)	Rumor Has It - Part II: Not the Marrying Kind	\$1,950
Los Angeles Art Association	Out There - I DO	\$3,920
		\$25,000

#### D. Urban Art Subcommittee

The Commission received and filed Urban Art Subcommittee Actions Report of its special meeting held January 31, 2014 and considered ratifying recommendations proposed by the Subcommittee.

**ACTIONS:** Receive and file report and approve Green Public Art as the Public Art Consultant/Project Coordinator to provide administration and management of the public art project for the West Hollywood Park Phase II Master Plan Implementation.  
**Approved as part of the Consent Calendar.**

#### **E. West Hollywood Library Programming**

The Commission will receive and file a report of arts and cultural programs and events at the West Hollywood Library.

**ACTION:** Receive and file.

### **III. ITEMS FROM THE PUBLIC**

None.

### **IV. UNFINISHED BUSINESS**

#### **A. Fiesta Hall**

The Subcommittee reviewed, discussed and considered approval of a letter in support of renovations at Fiesta Hall as recommended by the Performing Arts and Cultural Affairs Subcommittee.

**ACTION:** Approve as amended a letter in support of renovations at Fiesta Hall with a request that staff inform the Commission when City Council will undertake discussion on Plummer Park Fiesta Hall. **Motioned by Commission Beroukhim, seconded by Commissioner Denenberg and approved 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 27, 2014 and considered ratifying recommendations proposed by the Subcommittee.

Subcommittee Chair Peter Mays reported that at the meeting, the Subcommittee:

- a. Reviewed and approved in concept the temporary sculpture project "*The Game*" by artist Wang Da Long for installation in West Hollywood Park with direction to staff to explore alternative locations in West Hollywood Park with the artist and/or artist representative and noting the plinth in West Hollywood as the default location for the art for ratification by the Arts and Cultural Affairs Commission.
- b. Received a presentation from CBS Outdoor and approved works by photographer Karen Bystedt for the first half of March and works by artists Torrez, Romo, Gomez and Saundu that pay homage to American farm worker, labor leader and civil rights activist Cesar Chavez for the second half of the month for the next Sunset Strip videotron art installation.

- c. Reviewed and discussed Art on the Outside Expenditure Status Report noting the Art on the Outside budget appropriation for FY2014 was \$66,681.43 of which \$46,102.50 has been expended and \$19,016.43 encumbered, leaving a remaining balance of \$1,562.50.
- d. Received a presentation from art consultant Rebecca Ansert and discussed Art on the Outside exhibition and programming opportunities for 2015, specifically along the Santa Monica Boulevard/Doheny median strip.
- e. Received an update from art consultant Rebecca Ansert and staff on the proposed West Hollywood Mural Program. Next steps include review and approval by Arts and Cultural Affairs Commission, and the Planning Commission. The Planning Commission would then provide its recommendation(s) to City Council for final approval. It is anticipated that final approval is approximately 12 months out.
- f. Received an update from art consultant Rebecca Ansert on current AOTO Projects. On exhibit are the following projects:
  - LAND/Liz Craft through March 31, 2014
  - Cosimo Cavallaro “*Jelly Beans*” through May 12, 2014
  - Gustavo Godoy through September 16, 2014
  - LA><Art “*Sam Falls Exhibit*” through October 15, 2014
  - Emily White and Lisa Little through October 15, 2014
  - Tsipi Mani through October 2014
  - Shana Mabari exhibition is scheduled for installation in April.

Following, Subcommittee Chair Mays requested that the Commission ratify the following recommendation proposed by the Subcommittee.

**ACTION:** Approval of works by photographer Karen Bystedt for the first half of the March and works by artists Torrez, Romo, Gomez and Saundu that commemorate the legacy of American farm worker, labor leader and civil rights activist Cesar Chavez for second half of the month for the next Sunset Strip videotron installation. **Motion by Commissioner Beroukhim, seconded by Commissioner Dishman and approved unanimously.**

**C. Arts and Cultural Affairs Commission Projects**

The Subcommittee will receive an update from staff on current Arts and Cultural Affairs Commission projects and discuss as needed projects under the Commission’s oversight:

<b>PROJECT</b>	<b>STATUS</b>
<ul style="list-style-type: none"> <li>▪ <i>Art on the Outside</i> <ul style="list-style-type: none"> <li>- <i>Temporary Project Projects</i></li> <li>- <i>Videotron and Vertical Billboard</i></li> <li>- <i>West Hollywood Library Exhibits</i></li> <li>- <i>West Hollywood Mural Program</i></li> </ul> </li> </ul>	Discussed under Item IV.B – Art on the Outside Subcommittee Report. Additionally, Dada Shapiro is now on exhibit at the West Hollywood Library.
<ul style="list-style-type: none"> <li>▪ <i>City of West Hollywood 30<sup>th</sup> Anniversary of Cityhood.</i></li> </ul>	Arts and Cultural Administrator Andrew Campbell will participate on the City’s 30 <sup>th</sup> Anniversary Ad Hoc Committee.

<ul style="list-style-type: none"> <li>▪ <i>Eastside Arts Initiative</i></li> <li>▪ <i>Laurel House</i></li> <li>▪ <i>Marketing &amp; Community Outreach</i></li> </ul>	<p>Staff provided a copy of a magazine featuring culture on the East Side. Staff also announced March 15 will kick-off WeHo East Arts, which focuses on providing more art and culture opportunities on the City's eastside.</p>
<ul style="list-style-type: none"> <li>▪ <i>Performing Arts and Cultural Affairs</i> <ul style="list-style-type: none"> <li>- <i>Arts Grant Program</i></li> <li>- <i>Free Theatre in the Parks</i></li> <li>- <i>One City One Pride</i></li> <li>- <i>Resident Company Program</i></li> <li>- <i>Winter &amp; Summer Sounds</i></li> </ul> </li> </ul>	<p>One Gallery will open its City Arts Grant funded project, EZTV exhibit. Free Theatre in the parks application is now available on-line at <a href="http://weho.org/arts">weho.org/arts</a>. The last Winter Sounds concert featuring <i>Brazilian Soul</i> will be held Saturday, March 15, 2014.</p>
<ul style="list-style-type: none"> <li>▪ <i>Plummer Park and West Hollywood Park Capital Projects</i></li> </ul>	<p>None.</p>
<ul style="list-style-type: none"> <li>▪ <i>Urban Art</i> <ul style="list-style-type: none"> <li>- <i>% for Art Ordinance Modification</i></li> <li>- <i>% for Art/Urban Art Program</i></li> <li>- <i>Public Art Conservation</i></li> </ul> </li> </ul>	<p>Refer to Item IID Urban Art Subcommittee Actions Report of February 20, 2014.</p>

**V. EXCLUDED CONSENT CALENDAR**

None.

**VI. ITEMS FROM THE CHAIR**

Commission Chair Zhelezov announced that her artist collective was selected for MADE IN LA.

**VII. ITEMS FROM THE COMMISSION**

Commissioner Rackley reported the West Hollywood Community Housing Corporation open house will be held Saturday, March 1, 2014 from 10 a.m. to 11:30 a.m.

Commissioner Denenberg requested that the Commission amend Item II.D – Urban Art Subcommittee Actions Report of January 31, 2014 and authorize the secretary to remove the third paragraph of Item VIII – Consultant Selection Deliberations.

It was the consensus of the Commission to amend for the record II.D – Urban Art Subcommittee Actions Report of January 31, 2014 and authorize the secretary to remove the third paragraph of Item VIII – Consultant Selection Deliberations.

**VIII. ITEMS FROM THE STAFF**

Cultural Affairs Administrator Andrew Campbell announced that he would not be in attendance at the March 27, 2014 meeting.

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff to develop the March 27, 2014 meeting agenda as appropriate.

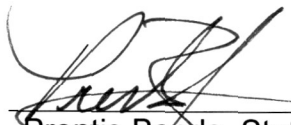
**X. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:45 p.m. to its next meeting scheduled Thursday, March 27, 2014 at 5:00 p.m. in the Community Room at the West Hollywood Library.



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Yelena Zhelezov, Chair



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Prentis Bonds, Staff Liaison/Recording Secretary