

**CITY OF WEST HOLLYWOOD**  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**APRIL 24, 2014**

**I. CALL TO ORDER**

The meeting was called to order at 5:00 p.m. by Commission Vice Chair Candice Beroukhim.

**A. Roll Call**

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

Absent: Commissioner Yelena Zhelezov

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 Dishman, seconded by Commissioner Denenberg 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 Commissioner Dishman seconded by Commissioner Denenberg 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 reviewed and considered approval of the minutes of the prior meeting.

**ACTION:** Approve the minutes of March 27, 2014.

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

The Commission received and filed as amended the Performing Arts and Cultural Affairs Subcommittee Actions Report of April 10, 2014 and considered ratifying recommendations proposed by the Subcommittee:

#### ACTIONS:

1. Approval of an Arts Participation Grant in the amount of \$1,000 to AIDS Project Los Angeles to support The Red Circle Project 4<sup>th</sup> Annual “Celebrating All Life and Creation” Pow Wow to be held June 28, 2014 at Plummer Park. **Approved as part of the Consent Calendar.**
2. Approval of a funding request in an amount not to exceed \$1,600 to support performing arts components associated with the 13<sup>th</sup> Annual Russian Cultural Festival and forward recommendation to the Arts and Cultural Affairs Commission. **Approved as part of Consent Calendar.**
3. Approval of four (4) theatrical companies (*Classical Theatre Lab; Invisible Umbrella; Rogue Artists Ensemble; and Schkapf*) to provide Free Theatre in the Parks from July through August 2014 authorizing staff to schedule performances as appropriate with each theatre company. **Approved as part of Consent Calendar.**
4. Approval of scope and implementation of the West Hollywood Poet Laureate Program. **Approved as part of the Consent Calendar.**
5. Approval of two (2) poster designs by artist Stefana Lapadat and artist Abraham Celaya authorizing staff to make the final selection based on marketing and promotional needs for the City’s One City One Pride 7<sup>th</sup> Annual LGBT Arts Festival. **Approved as part of the Consent Calendar.**

### D. Urban Art Subcommittee Report

The Commission received and filed Urban Art Subcommittee Actions Report of April 17, 2014, and considered ratifying recommendations proposed by the Subcommittee.

**ACTION:** Receive and file report and ratify recommendations proposed by the Subcommittee including Stage II – Review Schematic Plan for the Urban Art Project at 8120 Santa Monica Boulevard by artist Adam Silverman. **Approved as part of the Consent Calendar.**

### E. West Hollywood Library Programming

The Commission received and filed a report of arts and cultural programs and events at the West Hollywood Library.

**ACTION:** Received and filed.

## III. ITEMS FROM THE PUBLIC

None

#### IV. NEW BUSINESS

##### A. Visual Arts Programming West Hollywood Library Community Room

The Commission discussed the feasibility of visual arts opportunities for the West Hollywood Community Room.

**ACTION:** It was the consensus of the Commission not to take action on this item or consider it for further discussion.

##### B. Art and Cultural Affairs Commission Retreat

The Commission discussed scheduling a date and potential agenda items for the ACAC Fall 2014 Retreat in addition to the benefits of a retreat and study session of specific items.

**ACTION:** It was the consensus of the Commission to continue discussion of this item following election of the new Chair in July 2014.

##### A. Commission Name Change

The Commission discussed the possibility of recommending a name change of the Commission from West Hollywood Arts and Cultural Affairs Commission to the West Hollywood Arts Commission or the West Hollywood Cultural Commission or other possibilities in conjunction with the City's 30<sup>th</sup> Anniversary of Cityhood

**ACTION:** Approval of recommending a name change from West Hollywood Arts and Cultural Affairs Commission to West Hollywood Arts Commission. **Motion by Commissioner Denenberg seconded by Commissioner Dishman and approved unanimously.**

#### V. UNFINISHED BUSINESS

##### A. 1343 N. Laurel Vision Concepts Committee

The Commission considered appointing a member to serve on the 1343 N. Laurel Vision Concepts Committee. However, the Commission was unable to appoint a member to serve on the 1343 Laurel Vision Concepts Committee. The scheduled Wednesday meeting date presented challenges for some commissioners.

##### B. ACAC Work Plan and Budget Priorities 2014-2016

The Commission reviewed and continued discussion of its 2014-2016 Work Plan and budget priorities.

Staff provided an overview of the Commission 2014-2016 Work Plan and Budget Priorities noting the Commission's subcommittees had reviewed and approved its respective work plans.

During 2014-2016, the Commission will assume oversight for the following projects and priorities which lead strategically from the General Plan and the Commission's mission.

- Development of a Community Cultural Plan
- 30<sup>th</sup> Anniversary of Cityhood Programming and Projects
- WeHo East Arts
- BID Partnerships/Collaborations
- Arts & Culture Budget
- Marketing and public relations

Staff reminded the Commission that the bulk of the Commission's work plan will be realized within the subcommittee structure with review, approvals and ratification conducted by the full Commission.

**ACTION:** Approval of the Arts and Cultural Affairs Commission 2014-2016 Work Plan and Budget Priorities. **Motion by Commissioner Dishman seconded by Commissioner Rackley and approved unanimously.**

### C. Art on the Outside Subcommittee Report

The Commission received a report from Subcommittee Chair Peter Mays on the Art on the Outside Subcommittee meeting held March 27, 2014.

At the meeting, the Subcommittee:

1. Received a presentation from Andy and JoAnne Godman Curators, CBS Outdoor, and approved images by artists Burton Rein, Sada Sar, Hana Kaplunova and Fiana Kumpan for the May 2014 (Senior and Russian Cultural Month) videotron art installation.
2. Approved its 2014-2016 Work Plan and budget priorities.
3. Discussed AOTO exhibition and programming opportunities for 2015 noting potential review of a temporary art project proposal by artist Hacer for the Santa Monica Boulevard/Doheny median at its May 22, 2014 meeting.
4. Received an update on AOTO projects under the Subcommittee's oversight noting the May 2014 de-installation of the "Teepee" and "Hairy Guys" sculpture project by artist Liz Craft and the Jelly Beans sculpture project by artist Cosimo Cavallaro.

**ACTION:** Approval of visual arts works by artists Burton Rein, Sada Sar, Hana Kaplunova and Fiana Kumpan for the May 2014 (Senior and Russian Cultural Month) videotron art installation at 9039 Sunset Blvd noting Lark Gallery On Line as a potential resource for additional images and authoring staff to approve additional images for the month of May 2014 as appropriate. **Motion by Commissioner Denenberg seconded by Commissioner Dishman and approved unanimously.**

### D. Arts and Cultural Affairs Commission Projects

The Subcommittee received an update from staff on current Arts and Cultural Affairs Commission projects and discussed as needed projects under the Commission's oversight:

<ul style="list-style-type: none"> <li>▪ Art on the Outside <ul style="list-style-type: none"> <li>- Temporary Art Projects</li> <li>- Videotron and Vertical Billboard</li> <li>- West Hollywood Library Exhibits</li> <li>- West Hollywood Mural Program</li> </ul> </li> </ul>	Refer to Item V.C – Art on the Outside Subcommittee Report.
<ul style="list-style-type: none"> <li>▪ City of West Hollywood 30<sup>th</sup> Anniversary of City Hood</li> </ul>	This project is moving forward.
<ul style="list-style-type: none"> <li>▪ WeHo East Arts (Eastside Arts Initiative)</li> </ul>	Refer to Consent Calendar Item III.C – Performing Art and Cultural Affairs Subcommittee Report concerning the Commission’s approval of funding to support the City’s 13 <sup>th</sup> Annual Russian Cultural Festival.
<ul style="list-style-type: none"> <li>▪ 1343 N. Laurel Vision Concepts Committee</li> </ul>	The 1343 N. Laurel Vision Concepts committee will meet Wednesday, April 30, 2014 at 5 p.m.
<ul style="list-style-type: none"> <li>▪ Marketing &amp; Community Outreach</li> </ul>	Staff in the Economic Development Division and staff in the City’s Public Information Division continue to market and promote arts and cultural programs developed and sponsored by the Commission.
<ul style="list-style-type: none"> <li>▪ Performing Arts and Cultural Affairs <ul style="list-style-type: none"> <li>- Arts Grant Program</li> <li>- Free Theatre in the Parks</li> <li>- One City One Pride</li> <li>- Resident Company Program</li> <li>- Winter &amp; Summer Sounds</li> </ul> </li> </ul>	Refer to Consent Calendar Item III.C – Performing Arts and Cultural Affairs Subcommittee Report.  Staff requested that the Commission ‘save the date’ of Thursday, May 22, 2014 from 7 to 9 p.m. for the opening reception of the exhibit “ <i>Love = Love: 5 Year Road to Marriage</i> ” by photographer David McCoy. The event will officially kick off the City’s 7 <sup>th</sup> Annual One City One Pride LGBT Arts Festival.
<ul style="list-style-type: none"> <li>▪ Plummer Park and West Hollywood Park Capital Projects</li> </ul>	No new information reported on this project.
<ul style="list-style-type: none"> <li>▪ Urban Art <ul style="list-style-type: none"> <li>- % for Art Ordinance Modification</li> <li>- % for Art/Urban Art Program</li> <li>- Public Art Conservation</li> </ul> </li> </ul>	Refer to Unfinished Business Item III-D – Urban Art Subcommittee Report.

**VI. EXCLUDED CONSENT CALENDAR**

None.

**VII. ITEMS FROM THE CHAIR**

Commissioner Beroukhim announced that she would not be able to attend the October 2014 meeting of the Arts and Cultural Affairs Commission.

**VIII. ITEMS FROM THE COMMISSION**

None.

**IX. ITEMS FROM THE STAFF**

Staff commented on the City's budget process and proposed budget increases. Proposed budget increases include: \$10,000 for Collections Management; an additional \$72,000 for the City's Arts Grant Program; and an additional \$20,000 for Art on the Outside. Staff also commented on the April 25<sup>th</sup> Art Process Team meeting for West Hollywood Park Master Plan Phase II Implementation Project. At the meeting, the Team will review and consider approval of the case statement for the public art component.

**X. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff to develop the May 22, 2014 agenda as appropriate.

**XI. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:33 p.m. to its next meeting scheduled Thursday, May 22, 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