

CITY OF WEST HOLLYWOOD  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
May 22, 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 Candice Beroukhim, Beverly Denenberg, J. Dallas Dishman, Peter Mays, Madeleine Rackley, Todd Williamson and 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 Beroukhim, seconded by Commissioner Dishman 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 Mays 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 will review and consider approval of the minutes of the prior meeting.

**ACTION:** Approve the minutes of April 24, 2014. **Approved as part of the Consent Calendar.**

### **C. West Hollywood Library Programming**

The Commission received and filed 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. NEW BUSINESS**

#### **A. Introduction City of West Hollywood Public Information Division**

The Commission received an introduction and presentation from Public Information Officer Joshua Schare on the Public Information Division's three strategic initiatives.

The Public Information Division will focus on:

- a. Transforming the City's media database capacity and media monitoring to include expanded access to PRweb, analytics, metrics, and custom reports with new, cutting edge, web-based data technologies,
- b. Development and implementation of a proactive media relations program with emphasis on promotion and media pitching of City services, special events, arts and culture and other programs and initiatives.
- c. Integration of a strategic plan for the City's Communication and Civic Engagement programs in addition to organization branding exercises to develop tools for City staff and City officials to use when describing City programs and initiatives.

**ACTION:** Receive and file.

### **V. UNFINISHED BUSINESS**

#### **A. Art Process Team – West Hollywood Park Master Plan Phase II**

The Commission received a report from members of the Art Process Team – West Hollywood Park Master Plan Phase II Implementation Project on its meeting held May 15, 2014.

Commissioner Denenberg reported the Art Process Team received a presentation from public art consultant Rebecca Ansert, Green Public Art, who presented potential artists for West Hollywood Park Master Plan Phase II Implementation Project. As a result, the APT recommended four (4) artists or artist teams from the pool of artists to submit site-specific proposals/art concept plans for the site.

Artists selected for this phase of the project are:

**Luke Jerram** fuses his artistic sculptural practice with his scientific and perceptual studies. He is known worldwide for his large scale public engagement artworks.

**Adam Kuby** works are collaborations with the built and natural world that foster a sense of connectedness in our increasingly fractured environment. Each site offers the chance to explore how human and non-human ecologies can better coexist through parallel layers of meaning and purpose, and contemporary place-making. He studied and worked in the fields of landscape architecture, sculpture, urban forestry, zoo habitat design and landscape restoration.

### **Patricia Leighton, Del Geist and Taewook Cha (Artist Team)**

Patricia Leighton has been making art in the public realm for over 25 years, creating large-scale permanent commissions worldwide, which relate to the history of a given site and the relevant environmental and ecological conditions.

Del Geist has integrated art into the public realm for more than 30 years. As an artist, using the natural sciences as a palette, he has developed major site-specific artworks throughout the US and Europe. His environmental artworks elicit unique qualities inherent to a place, fostering a viewer's direct sensory experience.

Taewook Cha is a registered landscape architect and founding principal of Supermass Studio where he oversees all design process in the office. He has been playing a key role in coordinating a team of multidisciplinary consultants as well as leading and managing design and implementation of projects.

**Phillip K. Smith, III** continues to push boundaries and confront the ideas of modernist design. Drawing inspiration from the cold rigidity of the Bauhaus movement, the reductive geometries of minimalism, and the optic sensation of California's Light and Space movement, Smith attempts to resolve the complex challenge of finding a natural state of life and spirit within these ideological aesthetic constrictions, the results are deceptively simple and compelling objects that seem to breathe and move as you observe and interact with them.

**ACTION:** Receive and file.

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

The Commission received a report from the Art on the Outside Subcommittee on its meeting held May 22, 2014, and considered ratifying recommendations proposed by the Subcommittee.

At the meeting the Subcommittee

- a. Reviewed and discussed the three-dimensional sculpture project "The Fractured Heart" by artist Duane Paul for installation in West Hollywood Park from September 2014 through February 2014.

It was the consensus of the Subcommittee not to recommend this project to the full Commission.

- b. Reviewed and discussed a Temporary Visual Art Project Proposal submitted by LA><Art.

It was the consensus of the Subcommittee that LA><Art submit a revised proposal detailing its public art initiative to include artist bios, images and other supporting documentation that would aid the Subcommittee in making its decision.

- c. Reviewed a Temporary Art Project Proposal submitted by artist Hacer as part of its discussion on Art on the Outside exhibition and programming opportunities for 2015.

The Subcommittee approved in concept a three-dimensional sculpture project consisting of up to four (4) works by Hacer for installation on the Santa Monica Boulevard/Doheny median for a period of up to 18 months beginning December 2014 and noting direction for staff to explore with the artist the feasibility of extending the presence of the sculpture project along the Santa Monica Boulevard/Doheny median.

- d. Received a presentation by art consultant Rebecca Ansert on a proposed call for artist process that was conducted in Newport Beach that might serve as a template for a similar process in West Hollywood. It was the consensus of the Subcommittee that the Newport Beach call for artist was not a best fit for West Hollywood. The Subcommittee reiterated its interest in an invitational call for artists in collaboration with other art institutions.

- e. Received an update from staff and art consultant Rebecca Ansert on current AOTO Projects and discuss as needed AOTO projects under the Subcommittee’s oversight.

**ACTION:** Approval in concept of a three-dimensional sculpture project consisting of up to four (4) works by Hacer for installation on the Santa Monica Boulevard/Doheny median for a period of up to 18 months beginning December 2014 and noting direction for staff to explore with the artist the feasibility of extending the presence of the sculpture project along the Santa Monica Boulevard/Doheny median. **Motioned by Commissioner Denenberg seconded by Commissioner Beroukhim and approved unanimously.**

**C. 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</li> </ul>	
- Temporary Art Projects	Refer to Unfinished Business Item V.B
- Videotron and Vertical Billboard	No update on this item project
- West Hollywood Library Exhibits	“Love is Love” now on exhibit at the West Hollywood Library.
- West Hollywood Mural Program	Refer to Consent Calendar Item II.C
<ul style="list-style-type: none"> <li>▪ City of West Hollywood 30<sup>th</sup></li> </ul>	The “100 Walkers” project is moving

Anniversary of City Hood	forward and scheduled for April 17 or 18 2015
▪ WeHo East Arts (Eastside Arts Initiative)	No update on this project.
▪ 1343 N. Laurel Vision Concept Committee	No update on this project.
▪ Marketing & Community Outreach	Refer to New Business Item IV.A
▪ Performing Arts and Cultural Affairs	
- Arts Grant Program	Council will consider approval and funding of the City's Arts Grant Program on June 23, 2014.
- Free Theatre in the Parks	Staff is in the process of contracting with theatrical organizations selected to produce theatrical programs during the summer.
- One City One Pride	One City One Pride kicks off with the opening of the "Love is Love" photography exhibition by David McCoy.
- Resident Company Program	The PACA will discuss branding strategies for this program at its June 2014 meeting.
- Winter & Summer Sounds	No update on this item.
▪ Plummer Park and West Hollywood Park Capital Projects	No update on this project.
▪ Urban Art	
- % for Art Ordinance Modification	This project is part of the Urban Arts Subcommittee's Work Plan.
- % for Art/Urban Art Program	On going
- Public Art Conservation	On going

**VI. EXCLUDED CONSENT CALENDAR**

None

**VII. ITEMS FROM THE CHAIR**

None.

**VIII. ITEMS FROM THE COMMISSION**

Commissioner Beroukhim spoke concerning a screening of director Ryan Murphy's film, "The Normal Heart" about a gay activist who attempts to raise HIV/AIDS awareness during the early 1980s.

Commissioner Williamson spoke concerning his participation on the City's National AIDS Monument Design Committee.

Commissioner Mays announced the opening of the 7<sup>th</sup> Annual Out There exhibit on June 6, 2014 at Los Angeles Gallery 825. For more information, visit [www.laaa.org](http://www.laaa.org).

Commissioner Rackley announced Metropolitan Master Chorale's concert "All You Need is Love" Saturday, June 14, 2014 at 2 p.m. and 5 p.m. at the West Hollywood City Council Chambers.

**IX. ITEMS FROM THE STAFF**

Cultural Affairs Administrator Andrew Campbell announced that Cultural Affairs Intern Marci Ovadia will be moving to New York at the end of summer and that the City has hired intern Jawhara Tariq to assist with arts and cultural programming in the Economic Development Division.

**X. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff to develop the June 26, 2014 meeting agenda as appropriate.


**XI. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:26 p.m. to its next meeting scheduled Thursday, June 26, 2014 at 5:00 p.m. in the Community Meeting Room at the West Hollywood Library.



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Yelena Zhelezov, Chair



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Prentis Bonds, Staff Liaison/Recording Secretary