

**CITY OF WEST HOLLYWOOD  
ARTS AND CULTURAL AFFAIRS COMMISSION  
MEETING AGENDA  
MINUTES  
JULY 24, 2014**

**I. CALL TO ORDER**

The meeting was called to order at 5:02 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 Denenberg, 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 Rackley, seconded by Commissioner Beroukhim 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 Commission meeting.

**ACTION:** Approve the minutes of June 26, 2014. **Approved as part of the Consent Calendar.**

**C. Urban Art Subcommittee Actions Report**

The Commission received and filed the Urban Art Subcommittee Actions of July 17, 2014. The Commission will also consider ratifying recommendations proposed by the Urban Art Subcommittee.

**ACTIONS:**

1. Receive and file.
2. Approval of artist Janet Echelman for the urban art project at 8500 Sunset Boulevard in accordance with the City's Urban Art Policy and Guidelines.  
**Approved as part of the Consent Calendar.**

**III. ITEMS FROM THE PUBLIC**

None.

**IV. NEW BUSINESS**

**A. Election of Chair**

The Commission considered electing a Chair to preside over the Arts and Cultural Affairs Commission based on seniority and in accordance with ACAC Bylaws.

Commissioner Chair Zhelezov opened for floor for nominations for Commission Chair.

Commissioner Dishman nominated Commissioner Williamson.  
Commissioner Rackely seconded the nomination.

Following, Chair Zhelezov opened the floor for discussion on the motion.

Commissioner Beroukhim expressed interest in serving as Chair and Commissioner Williamson expressed interest in serving as Vice Chair.

Hearing no other, Chair Zhelezov closed the floor for nominations at which Commissioner Dishman resend his motion, and the Commission took the following action:

**ACTION:** Approval of Commissioner Candice Beroukhim as Chair of the Arts and Cultural Affairs for the term of one (1) year. **Motion by Commissioner Denenberg seconded by Commissioner Williamson and approved unanimously.**

**B. Election of Vice-Chair**

The Commission considered electing a Vice Chair to preside over the Arts and Cultural Affairs Commission in absence of the Chair and in accordance with ACAC Bylaws.

Commissioner Chair Zhelezov opened for floor for nominations for Commission Vice Chair.

Commissioner Denenberg nominated Commissioner Williamson.  
Commissioner Beroukhim seconded the nomination.

Following, Chair Zhelezov opened the floor for discussion on the motion. Hearing no other, Chair Zhelezov closed the floor for nominations, and the Commission took the following action:

**ACTION:** Approval of Commissioner Todd Williamson as Vice Chair of the Arts and Cultural Affairs for the term of one (1) year. **Motion by Commissioner Denenberg, seconded by Commissioner Berkouhim and approved unanimously.**

## **V. UNFINISHED BUSINESS**

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

The Commission received a report from Art on the Outside Subcommittee Chair Peter Mays on its meeting held July 24, 2014 and considered ratifying recommendations proposed by the Subcommittee.

Subcommittee Chair Mays reported that at the meeting the Subcommittee:

- a. Discussed AOTO's role concerning the City Council approved Trans-ient Art Exhibition and panel discussion in conjunction with Transgender Awareness Month (November 2014) and approved for ratification by the Arts and Cultural Affairs Commission artist and artistic content by LA-based performance artist Cassils; San Francisco ceramic and textile artist Nicki Green; New York-based movement and dance artist Niv Acosta; Chicago-based photographer and video artist Oli Rodriguez; and LA-based filmmaker, photographer and performance artist Zackary Drucker. **Motioned by Commissioner Williamson, seconded by Commissioner Beroukhim and approved unanimously.**
- b. Reviewed and discussed the temporary visual art project "Communal Dance" by artist Arotin Hartounian for installation on a city-owned utility box(es) for ratification by the Arts and Cultural Affairs Commission.

The Subcommittee took no action on this item and requested that the artist consider revising the proposal with more relevancies to the West Hollywood Community. Additionally, the Subcommittee requested that staff agendaize for discussion "Utility Box Art" for the AOTO September 25, 2014 meeting.

- c. Reviewed and discussed and approved the temporary mural project "Dance of the Butterfiles" by artist Marisabel Bazon for installation on the Modern Rug L.A. building located at 629 La Cienega Blvd for ratification by the Arts and Cultural Affairs Commission. **Motioned by Commissioner Williamson, seconded by Commissioner Beroukhim and approved unanimously.**
- d. Approved arts programming for the August 2014 installation on the Videotron at 9039 Sunset Boulevard featuring images from the "Risk" artist catalog and images from the "Music" catalog and approved the allocation of arts minutes on the videotron for the month of September in conjunction with the SSBA's Sunset Strip Music Festival for ratification by the Arts and Cultural Affairs

Commission. **Motioned by Commissioner Denenberg, seconded by Commissioner Dishman and approved unanimously.**

- e. Received updates from staff on current AOTO Project and discussed as needed AOTO projects under the Subcommittee's oversight.
- f. Approved the cancellation of the August 28, 2014 Art on the Outside Subcommittee meeting.

**B. 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> <li>- WEHO East Arts</li> </ul> </li> </ul>	<p>Refer to Unfinished Business Item V.A</p> <p>Staff is in the process of contracting with Venice Arts.</p>
<ul style="list-style-type: none"> <li>▪ City of West Hollywood 30<sup>th</sup> Anniversary of City Hood</li> </ul>	<p>More information will be forth coming on this project.</p>
<ul style="list-style-type: none"> <li>▪ 1343 N. Laurel Vision Concept Committee</li> </ul>	<p>No update.</p>
<ul style="list-style-type: none"> <li>▪ Marketing &amp; Community Outreach</li> </ul>	<p>On-going.</p>
<ul style="list-style-type: none"> <li>▪ West Hollywood Park Phase II Implementation Project</li> </ul>	<p>The Commission at its August 21, 2014 special meeting will receive a presentation from the Foundation of a National AIDS Monument (FAM) Design Committee and will consider ratifying the Committee's artist recommendation for West Hollywood Park Master Plan Phase II – Untitled National AIDS Monument.</p>
<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> <li>- WEHO East Arts</li> <li>- WEHO Reads</li> </ul> </li> </ul>	<p>The Commission was reminded about Free Theatre in the Park and Summer Sounds Concert series performances, and the anticipated completion of the One City One Pride report noting One City One Pride cultural programming was very well received by the community and people outside of West Hollywood.</p> <p>WEHO Reads – Noir will be held</p>

	Saturday, September 27, 2014 at West Hollywood Park and Library. A series of film screenings will open the event that will also include author/panel discussions and art exhibit of Noir posters in the West Hollywood Library.
<ul style="list-style-type: none"> <li>▪ Plummer Park and West Hollywood Park Capital Projects</li> </ul>	No update.
<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 Consent Calendar Item II.C

**VI. EXCLUDED CONSENT**

None.

**VII. ITEMS FROM THE CHAIR**

Commission Chair Zhelezov thanked the Commission for the opportunity to serve as Chair and thanked staff for its assistance during her tenure

**VIII. ITEMS FROM THE COMMISSION**

Commissioner Mays spoke concerning Los Angeles Art Association annual benefit auction to be held Saturday, July 26, 2014.

Commissioner Denenberg spoke concerning *Art Everywhere US* launch in New York City featuring giant reproductions of some of America's most iconic artworks. *Art Everywhere US* will run until August 31, 2014. Visit [arteverywhereus.org](http://arteverywhereus.org) for more information. She also spoke regarding Venice Arts 21<sup>st</sup> Anniversary Gala to be held Saturday, November 1, 2014.

**IX. ITEMS FROM THE STAFF**

Staff informed the Commission that Marci Ovadia has completed her internship with the City.

Ms. Ovadia thanked the Commission and arts staff for the experience of working with the City on its arts programming.


**X. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff on development of the August 21, 2014 special meeting agenda. Agenda Items shall include;

1. Foundation for a National AIDS Monument Artist Selection – Unfinished Business
2. WEHO Reads – Unfinished Business
3. Poet Laureate (City Poet)

**XI. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:37 p.m. to its special meeting scheduled Thursday, August 21, 2014 at 5:00 p.m. in the Community Meeting Room at West Hollywood Library located at 625 N. San Vicente.



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Candice Beroukhim, Chair



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Prentis Bonds, Staff Liaison/Recording Secretary