

**CITY OF WEST HOLLYWOOD  
ARTS AND CULTURAL AFFAIRS COMMISSION  
MINUTES  
APRIL 23, 2015**

**I. CALL TO ORDER**

The meeting was called to order at 5:01 by Commission Co-Chair Todd Williamson

**A. Pledge of Allegiance:** Co-Chair Williamson led the Pledge of Allegiance

**B. Roll Call:**

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

Absent: Commissioner Madeleine Rackley

Also Present: Arts Administrator Andrew Campbell, Administrative Specialist IV Prentis Bonds and Economic Development and Cultural Affairs Coordinator Michael Che.

**C. Approval of the Agenda: Motioned by Commissioner Dishman, seconded by Commissioner Denenberg and unanimously approved.**

**D. Approval of the February 26, 2015 Meeting Minutes: Motioned by Commissioner Peter Mays, seconded by Commissioner Zhelezov and unanimously approved.**

**E. Mayor Pro Tempore Lauren Meister administered the Oath of Office to the newly appointed Arts and Cultural Affairs Commissioner Cat (Catherine) Lee.**

Following, Commissioner Catherine Lee took her place at the dais and Mayor Pro Tempore Meister thanked the Commission for its hard work.

**F. Public Comment**

None.

**II. CONSENT CALENDAR**

The following routine matters were acted upon by one motion. Individual items may be removed by the Commission for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items. **Motioned by Commissioner Denenberg, seconded by Commissioner Zhelezov and unanimously approved.**

**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. Performing Arts and Cultural Affairs Subcommittee Actions Report**

The Commission will receive and file the Performing Arts and Cultural Affairs Subcommittee's Actions of March 12, 2015 and April 9, 2015 and consider ratifying recommendations proposed by the Subcommittee.

ACTIONS:

1. Receive and file report.
2. Approve a slate of eight musicians/music groups including Betty Bryant; Nutty; Klezmer Juice; Jeffrey Gimble; Paris Chansons; Scott Martin Latin Soul Band; Chuchito Valdes; New West Guitar Group and Paul McDonald for the City's 2015 Summer Sounds concert series to be held July 12 through August 23, 2015 in West Hollywood parks and authorize staff to program the concert series based on availability of selected musicians/music groups. **Approved as part of the Consent Calendar.**
3. Approve a funding request in an amount not to exceed \$ 2,500 to support arts programming in conjunction with the 14<sup>th</sup> Annual Russian Cultural Week (May 2 – May 9, 2015) and forward recommendation to the Arts and Cultural Affairs Commission for ratification. **Approved as part of the Consent Calendar.**
4. Approve an Arts Participation Grant in the amount of \$1,000 to fund the creation of "Room 13" a student-driven creative space that pairs young artists alongside a professional adult artist and/or artist in residence. **Approved as part of the Consent Calendar.**

#### **C. Arts Programming – Electronic Billboard – 9039 Sunset Boulevard – April 2015**

The Subcommittee will receive and file a report of approved artists and works selected for arts programming on the electronic billboard for the month of April 2015 (Environmental Awareness Month).

ACTION: Receive and file.

### **III. NEW BUSINESS**

#### **A. West Hollywood Park Phase II Implementation Project – West Hollywood Recreation Center**

The Commission discussed arts programming for the new West Hollywood Recreation Center.

ACTION: Continue to the May 28, 2015 meeting.

## IV. UNFINISHED BUSINESS

### A. Urban Art Subcommittee Report

The Commission will receive a report from the Urban Art Subcommittee on its meeting held April 16, 2015 and consider ratifying recommendations proposed by the Subcommittee.

Commissioner Denenberg reported that the Subcommittee:

- Received a presentation from architect Dean Larkin and art consultant Rebecca Ehemann on proposed artist Elena Manferdini for the four-story, seven-unit multi-family project at 1013 Genesee and approved Eleana Manferdini for the Urban Art Project in accordance with the City's Urban Art Policy and Guidelines.

Italian-born, Los Angeles-based architect Elena Manferdini has become adept at creating vibrant architectural installations that employ complex patterns, luscious colors, and rich textures to introduce new spatial and visual narratives to challenge the clean lines and abstract forms of architectural modernism.

The art budget for this project is approximately \$30,000.

- Received a project overview from architect Ric Abramson on the proposed three-story, four-unit townhouse project at 1035 Vista Street and discussed public art opportunities within the development. Public art opportunities include the 20' x 20' screen area in the front of the building that has an approximate 20' setback from the sidewalk. The architect expressed interest in a stylistic, kinetic art component reminiscent of typographic dingbats typically seen on Los Angeles apartment building architecture of the 1950's and 60's. The art budget for this project is approximately \$16,000.
- Received a presentation from associate vice president CIM Bradley Aaronson and art consultant Marc Pally on artist Janet Echelman's concept plan for the urban art project at 8500 Sunset Boulevard and approved Stage II Schematic Plan for the urban art project at 8500 Sunset Boulevard in accordance with the City's Urban Art Policy and Guidelines. The art budget for this approximately one million dollars.

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

1. Approval of Stage I Artist Approval of artist Elena Manferdini for the urban art project at 1013 Genesee as recommended by the Urban Art Subcommittee and in accordance with the City's Urban Art Policy and Guidelines. **Motioned by Commissioner Mays, seconded by Commissioner Zhelezov and unanimously approved.**

2. Approval Stage II Schematic Plan by artist Janet Echelman for the urban art project at 8500 Sunset Boulevard as recommended by the Urban Art Subcommittee and in accordance with the City's Urban Art Policy and Guidelines. **Motioned by Commissioner Dishman, seconded by Commissioner Zhelezov and unanimously approved.**

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

The Commission received a report from the Art on the Outside Subcommittee on its meeting held April 23, 2015, 2015 and consider ratifying recommendations proposed by the Subcommittee.

Subcommittee Chair Peter Mays reported that the Subcommittee:

- Approved as part of the Consent Calendar the temporary mural project "Leap of Faith" as a work of art and not creative signage by artist Robert Gomez for ratification by the Commission.
- Reviewed and approved a revised temporary art project proposal "Totem" by artist LA><Art and Lisa Williamson with the exception of a funding request in the amount of \$4,300 to support installation coast of the project for ratification by the Commission.
- Reviewed the temporary art proposal "Llamas with White Balloons" by photographer/artist Gray Malin for ratification by the Commission. Staff was asked to explore acknowledgment of City on the Billboard.
- Review and approved arts programming on the electronic billboard at 9039 Sunset Boulevard for the month of May 2015 (*Senior Month, West Hollywood Russian cultural Festival and Asian-Pacific Islander American Heritage Month.*)
- Conducted a mid-year review of its 2014-2015 Work Plan & Budget.
- Received updates from staff on current AOTO projects.

**ACTIONS:** Receive and file report and ratify the following commendations proposed by the Subcommittee.

1. Approval of the temporary mural project "Leap of Faith by artist Robert Gomez as recommended by the Art on the Outside Subcommittee. **Motioned by Commissioner Mays, seconded by Commissioner Lee and unanimously approved.**
2. Reviewed and approved the temporary art proposal "Llamas with White Balloons" by photographer/artist Gray Malin. **Motioned by Commissioner Dishman, seconded by Commissioner Mays and approved, noting the no vote of Commissioner Zhelezov.**
3. Approval of arts programming on the electronic billboard at 9039 Sunset Boulevard for the month of May 2015 (*Senior Month, West Hollywood Russian Cultural Festival*) featuring artists Barry Gordon; Dmitry-Demchenko; Ilya Schar; Kathryn Donatelli; Paulette Lust; Elena Beresnjak; Elize; Marylyn English; Roya Adjory; Faina Kumpan; Gen Vish; LoneCitrin; Iryna Lialko; Jenik Cook; Lisa Bahouth; Ruby Vartan; Sawa Kornyshev. **Motioned by Commissioner**

**Williamson, seconded by Commissioner Mays and unanimously approved.**

4. Approval of the temporary mural project “Let a Thousand Flowers Bloom,” by artist Mei Xian Qiu and funding in the amount of \$2,000 to support cost of mural panels and installation; authorize staff to finalize location of the mural, and narrative statement to accompany the art. **Motioned by Commissioner Williamson, seconded by Commissioner Denenberg and approved, noting Commissioner Mays’ recusal.**

**C. 2014-2015 Work Plan & Budget Mid-Year Review**

The Commission conducted a mid-year review of its 2014-2015 Work Plan and Budget provided direction as appropriate.

Arts Administrator Andrew Campbell provided an overview of the Commission work plan. Based on feedback from the Art on the Outside, Performing Arts and Cultural Affairs and Urban Art Subcommittee, the Commission is on target with its overall work plan and budget including collaboration with other agencies and significant progress on WeHo East Arts and WeHo@30.

**D. 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:

Project	Status
<ul style="list-style-type: none"> <li>▪ Art on the Outside               <ul style="list-style-type: none"> <li>- Temporary Art Projects</li> <li>- Electronic Billboard – 9039 Sunset Blvd.</li> <li>- West Hollywood Library Exhibits</li> <li>- West Hollywood Mural Program</li> </ul> </li> </ul>	Refer to Unfinished Business Item IV.B
<ul style="list-style-type: none"> <li>▪ West Hollywood Capital Projects – Plummer Park; West Hollywood Park; 1343 N. Laurel; City Hall Parking Structure</li> </ul>	The automated parking garage is under construction and the art component will be installed closer to completion of the garage.
<ul style="list-style-type: none"> <li>▪ WeHo East Arts (Eastside Arts Initiative)</li> <li>▪ Marketing &amp; Community Outreach</li> </ul>	Refer to Unfinished Business Item IV.C

<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>- Winter &amp; Summer Sounds</li> <li>- WeHo Reads</li> </ul> </li> </ul>	Refer to Consent Calendar Item II.B
<ul style="list-style-type: none"> <li>▪ City of West Hollywood 30th Anniversary of Cityhood</li> <li>▪ Art/AIDS/America</li> <li>▪ WeHo@30</li> <li>▪ WeHo@30 Festival &amp; Archive of Film and Digital Media Art</li> </ul>	
<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 IV.A

**V. EXCLUDED CONSENT**

None

**VI. ITEMS FROM THE PUBLIC**

None

**VII. ITEMS FROM COMMISSIONERS**

None

**VIII. ITEMS FROM THE STAFF**

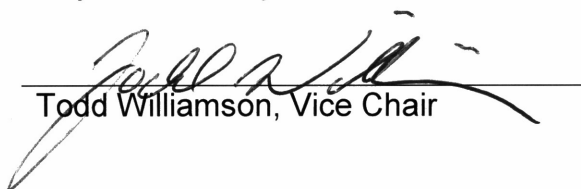
None

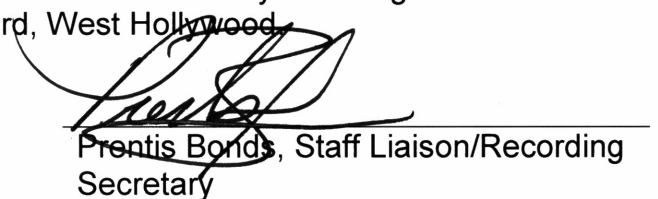
**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission requested that staff assign Library Programming Committee Representative for the June meeting and advised staff to develop the May 28 meeting agenda as appropriate.

**X. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:15 p.m. to its next meeting scheduled May 28, 2015 at 5:00 P.M. in the Community Meeting Room – West Hollywood Library 625 San Vicente Boulevard, West Hollywood.

  
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 Todd Williamson, Vice Chair

  
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 Prentis Bonds, Staff Liaison/Recording Secretary