

CITY OF WEST HOLLYWOOD  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**August 27, 2015**

**I. CALL TO ORDER:**

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Todd Williamson at 5:07 p.m.

**A. Pledge of Allegiance**

Commission Chair Williamson led the pledge of allegiance.

**B. Roll Call**

Present: Commissioners Todd Williamson, Madeleine Rackley, Candice Illouljian-Beroukhim, Catherine Lee and Rogerio Carvalho

Staff Liaison: Arts Administrator Andrew Campbell

Recording Secretary: Prentis Bonds

Absent: Commissioners J. Dallas Dishman and Yelena Zhelezov

**C. Staff From Staff on the Agenda**

Staff commented on the order of the agenda and noted the Art on the Outside Subcommittee meeting of August 27, 2015 was cancelled due to the lack of a quorum. Therefore, Item IIC-Temporary Art/Mural Proposal -"Kung Pao" by Luqman was agendized as part of the Commission's Consent Calendar.

**D. Approval of the Agenda**

**Motioned by Commissioner Rackley, seconded by Commissioner Beroukhim and unanimously approved.**

**D. Approval of the of the May 28, 2015 Meeting Minutes**

**Motioned by Commissioner Beroukhim, seconded by Commissioner Lee and unanimously approved.**

**E. Public Comment**

None.

**II. CONSENT CALENDAR**

The following routine matters were acted upon by one motion. There were no individual items removed by the Commission for separate discussion under Excluded Consent.

**Motioned by Commissioner Beroukhim, seconded by Commissioner Rackley 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: Received and filed.

**B. ACAC 2014-2016 Work Plan**

The Commission received and filed a staff update on its 2014-2016 Work Plan as preparation for its 2016-2018 (two-year) Work Plan.

ACTION: Received and filed.

**C. Temporary Art/Mural Proposal – “Kung Pao” by Luqman**

The Commission reviewed and considered approval of the Temporary Art/Mural Project Proposal, “Kung Pao” by Luqman, as “art” and not creative signage in accordance with the temporary art proposal review criteria.

ACTION: Approve the Temporary Art/Mural Project Proposal, “Kung Pao” by Luqman, as “art” and not creative signage. **Approved as part of the Consent Calendar.**

**D. Approval of 2016 Arts Grant and One City One Pride Review Panels**

The Commission considered approval of the staff recommendations for the 2016 Arts Grant Peer Review Panel and a list of potential One City One Pride Grant Review Panelists.

ACTION: Approve 2016 Arts Grant Peer Review Panel, a list of potential One City One Pride review panelists and authorize staff to make any modifications to the panels as needed. **Approved as part of the Consent Calendar.**

**E. Art on the Outside Subcommittee Special Meetings**

The Commission considered authorizing special meetings of the Art on the Outside Subcommittee to review first-round applications, and semi-finalist selections in conjunction with the “Can You Dig It” temporary art project.

ACTION: Authorize special meetings of Art on the Outside Subcommittee to review first-round applications, and semi-finalist selections in conjunction with the “Can You Dig It” temporary art project. **Approved as part of the Consent Calendar.**

**III. NEW BUSINESS**

**A. Election of Chair – FY2016**

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

According to The Office of the City Clerk Roster of City Officials August 2015 and in accordance with rotation of Arts and Cultural Commission Chair by seniority, the following is applicable:

**WILLIAMSON, TODD**

*Appointed 8/15/11*

*By Prang; At-large appointment effective 7-20-15*

*Term expires 5/31/17*

**RACKLEY, MADELEINE**

*Appointed: 6/18/07*

*at-large*

*Term expires: 05/31/17*

**DISHMAN, J. DALLAS**

*Appointed 7/13/09 by Duran*

*Term expires 5/31/17*

**ZHELEZOV, YELENA**

*Appointed: 5/2/11 by D'Amico*

*Term expires: 05/31/17*

**ILLOULIAN-BEROUKHIM, CANDICE**

*Appointed 6/20/11; Re-Appointed 7/20/15*

*By Heilman*

*Term expires 5/31/17*

**LEE, CATHERINE "CAT"**

*Appointed 4/6/15 by Meister*

*Term expires 5/31/17*

**CARVALHEIRO, ROGERIO**

*Appointed 07/20/15 by Horvath*

*Term expires: 05/31/17*

Commission Chair Williamson opened the floor for nominations of Chair and nominations were as follows:

Commissioner Beroukhim nominated Commissioner Rackley. The motion was not seconded and the motion failed.

Following a brief discussion on seniority and terms of service, Commissioner Rackley nominated Commissioner Williamson, seconded by Commissioner Beroukhim.

Hearing no other nominations and no further discussion, Commissioner Williamson closed the floor for nominations and called the question.

**ACTION:** Elect Commissioner Todd Williamson as Chair of the Arts and Cultural Affairs Commission based on seniority and in accordance with the ACAC Bylaws and noting the term of the Chair will expire July 2016. **Motioned by Commissioner Rackley, seconded by Commissioner Carvalho and unanimously approved.**

**B. Election of Vice-Chair – FY2016**

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

Commission Chair Williamson opened the floor for nominations of Vice Chair and nominations were as follows:

Commissioner Lee nominated Commissioner Rackley, seconded by Commissioner Carvalho

Hearing no other nominations or discussion, Commissioner Williamson closed the floor for nominations and called the question.

**ACTION:** Elect Commissioner Rackley as Vice Chair of the Arts and Cultural Affairs Commission in accordance with the ACAC Bylaws and noting the term of the Vice Chair will expire July 2016. **Motioned by Commissioner Lee, seconded by Commissioner Carvalho and unanimously approved.**

**C. ACAC Subcommittee Structure and Ad hoc Committee Appointments – FY2016**

The Commission reviewed and considered approval of its subcommittee structure and adhoc committee appointments for Fiscal Year 2016 to include the Art on the Outside, Performing Arts and Cultural Affairs, and Urban Art Subcommittees and discussed ad hoc membership on the Library Programming Committee and Laurel House Task Force.

Commissioner Carvalho expressed interest in serving as alternate on the Performing Arts and Cultural Affairs Subcommittee.

Commissioner Lee expressed interesting in serving on the Library Programming Committee and Commissioner Beroukhim expressed interest in serving as alternate on the Library Programming Committee.

Commission Chair Todd Williamson expressed interest in continuing his service on the Laurel House Task Force.

**ACTION:** Approve ACAC FY2016 Subcommittee Structure and Ad hoc Committee appointments detailed below noting appointment of Commissioner Carvalho as an alternate to the PACA; Commissioner Lee to the Library Programming Committee and the appointment of Commissioner Beroukhim as alternate to the Library programming Committee.

| <b>Subcommittee</b>   | <b>FY2016 Subcommittee Structure</b>   |
|---|--|
| <p><b>Performing Arts and Cultural Affairs Subcommittee</b><br/>(Meets the 2<sup>nd</sup> Thursday of each month)</p> | <p><b>Madeleine Rackley – Chair</b><br/>Cat Lee<br/>Rogerio Carvalho (Alternate)</p> |
| <p><b>Urban Art Subcommittee</b><br/>(Meets the 3<sup>rd</sup> Thursday of each month)</p>                            | <p><b>Candice Illouljian-Beroukhim – Chair</b><br/>Todd Williamson</p>               |
| <p><b>Art on the Outside Subcommittee</b><br/>(Meets the 4<sup>th</sup> Thursday of each month)</p>                   | <p><b>J. Dallas Dishman – Chair</b><br/>Cat Lee<br/>Yelena Zhelezov</p>              |

|  |  |
|--|--|
| <b>Library Programming Committee Liaison<br/>(Meets Quarterly – Appointee must be available for afternoon meetings at Library)</b> | Commissioner Lee<br>Commissioner Beroukhim (Alternate) |
| <b>Laurel House Task Force (Ad hoc)<br/>(Meets on an ad hoc bases)</b>   | Commissioner Williamson                                |

**Motioned by Commissioner Beroukhim, seconded by Commissioner Rackley and unanimously approved.**

**D. Large Screen Video Sign – 9039 Sunset Boulevard – September 2015 Installation**

The Commission did not receive a presentation from curators Andy and JoAnne Goodman, representing Outward Media (formerly CBS Outdoor) and One Oak nightclub due to their absence.

Staff recommended the Commission authorize staff to approve images of art work for the large screen video sign.

The Commission concurred.

**ACTION:** Authorize staff to approve images of art work for the large screen video sign at 9039 Sunset Boulevard during the month of September 2015 (*National Hispanic Heritage Month September 15 – October 15, 2015*). **Motioned by Commissioner Beroukhim, seconded by Commissioner Carvalho and unanimously approved.**

**E. Large Screen Video Sign – 8410 Sunset Boulevard**

The Commission received a presentation from persons representing the large screen video sign at 8410 Sunset Boulevard and considered approving proposed art work for the months of September 1 through November 30, 2015.

Staff provided an overview and noted the City's art requirement for large screen video signs in accordance with the development agreement. The City requires 9 minutes of each hour to be devoted to art programming and 4 minutes be used for public programming (such as PSAs, footage of community-based activities, etc.). Additionally, the developer shall engage the services of a media arts curator; provide 3 months of arts programming for review by the Commission and seek approval of arts programming by the Commission.

Wayne Avrashow, Esq. provided a brief overview of the development agreement and noted various “art” possibilities for the large screen video sign consistent with the development agreement. He commented five curators were interviewed and LA><ART was selected to curate the large screen video sign.

Jessica Rich, LA><Art, presented works by artist Jillian Mayer.

Jillian Mayer is a visual performance artist and filmmaker. Mayer's video works and performances have been displayed at galleries and museums internationally and film

festivals such as SXSW and Sundance. She was recently featured in Art Papers and in ArtNews discussing identity, Internet and her artistic practices and influences.

Following Commission questions, comments and suggestions on how to best feature the art on the large screen video sign in addition to deliverables for the September 24, 2015 Art and Cultural Affairs Commission, the Commission took the following action.

**ACTION:** Authorized staff to meet with the curator and discuss deliverables for the large screen video sign for the September 24, 2015 Art on the Outside Subcommittee meeting noting deliverables would be due no later than Thursday, September 14, 2015. **Motioned by Commissioner Rackley, seconded by Commissioner Beroukhim and unanimously approved.**

#### **F. West Hollywood City Hall Community Plaza Banner Project**

The Commission reviewed and considered approval of qualified West Hollywood artists to work with City Poet Steven Reigns to create an original artwork for the West Hollywood City Hall Community Plaza temporary art banners..

Staff spoke on the temporary art banner opportunity for West Hollywood City Hall Community Plaza. The project concept is to engage City Poet Steven Reigns and a City of West Hollywood visual artist(s) to collaborate on an image(s) to celebrate West Hollywood. The space allows for three vinyl banners, each measuring 8.5 x 22.9 feet.

**ACTION:** Approve the selection of visual artists Daniel Monteavaro to develop banner murals in collaboration with City Poet Steven Reigns to create murals for the West Hollywood City Hall Community Plaza. **Motioned by Commissioner Beroukhim, seconded by Commissioner Carvalho and unanimously approved.**

### **IV. UNFINISHED BUSINESS**

#### **A. Urban Art Subcommittee Report**

The Commission received a report from the Urban Art Subcommittee on its meeting held August 20, 2015.

Commissioner Rackley reported that the Subcommittee received a presentation from Jamie Ross, Associate, GPI Companies, on the proposed mixed-use project at 9001 Santa Monica Boulevard (formerly the old Palm Restaurant site) and considered approval of Stage I – Artist Approval.

The project consists of thirty-seven (37) condominium units and eight (8) affordable housing units in addition to 12,000 sq. ft. of commercial space. As part of Stage I- Artist Approval, the art consultant approached twelve (12) artists of which seven (7) were presented to GPI Companies. Of the seven (7), Merge Conceptual Design (Franka Diehnelt and Claudia Reisenberger) and Peter Wegner were selected (pending approval by the ACAC) to develop concepts for the public art component. GPI plans select the artist concept that best represents its vision and design aesthetics for the project. Public Art opportunities included the public plaza, walkway leading to the parking structure, ceiling area, and the Verde Glass windows.

**ACTION:** Receive report and ratify recommendations proposed by the Urban Art Subcommittee to approve Stage I Artist Approval of Merge Conceptual Design and Peter Wegner as potential artists for the Urban Art Project at 9001 Santa Monica Boulevard noting the Subcommittee’s expressed interest in viewing schematic designs by both artists. **Motioned by Commissioner Beroukhim, seconded by Commissioner Lee and unanimously approved.**

**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:

| SUBCOMMITTEE AND 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>- Large Screen Video Signs – 8410 and 9039 Sunset Blvd.</li> <li>- West Hollywood Mural Program</li> </ul> </li> </ul> | <p>The Art on the Outside Subcommittee did not meet. However, the Request for Qualifications for the “Can You Dig It” project closed Wednesday, August 26, 2015 and over sixty (60) applications were received. As approved by the Commission, staff will scheduled a special meeting of the Art on the Outside Subcommittee to review Requests for Qualifications and select up to ten (10) artists/artist teams to develop proposals.</p> <p><b>Robert Landau “The Sunset Strip’s Greatest Billboards.”</b> Staff requested the Commission consider an additional fund allocation of \$2,000 for a total of \$7,150 to support the Robert Landau “The Sunset Strip’s Greatest Billboards” project. <b>Motioned by Commissioner Lee, seconded by Commissioner Carvalheiro and unanimously approved.</b></p> |
| <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>  | <p>Installation of Ned Khan’s public art work for the City Hall Municipal Parking Structure will begin the week of September 7, 2015. It is anticipated that the parking structure will be completed by November.</p>  |
| <ul style="list-style-type: none"> <li>▪ WeHo East Arts Marketing &amp; Community Outreach</li> </ul>   | <p>No status update.</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>- Winter &amp; Summer Sounds</li> </ul> </li> </ul> | <p>The Performing Arts and Cultural Affairs Subcommittee did not meet. However, the deadline to submit City Arts, Cultural Resource Development and One City One Pride grant applications is 3:00 p.m. Thursday, September 10, 2015.</p> |
| <ul style="list-style-type: none"> <li>▪ City of West Hollywood 30th Anniversary of Cityhood</li> <li>▪ Art/AIDS/America</li> <li>▪ WeHo@30 Digital Time Capsule Film and Archival Project.</li> </ul>  | <p>No status update.</p>   |
| <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>   | <p>Refer to Unfinished Business Item IV.A</p>  |

**V. EXCLUDED CONSENT**

None.

**VI. PUBLIC COMMENT**

None.

**VII. ITEMS FROM THE CHAIR**

None.

**VIII. ITEMS FROM THE COMMISSION**

None.

**IX. ITEMS FROM THE STAFF**

Staff announced the Mauro Perucchetti opening and reception – Thursday, September 10, 2015 from 5:30pm-6:45pm at West Hollywood Park.

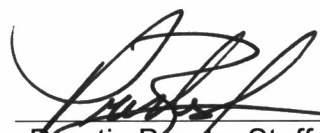
**X. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff to develop the September 24, 2015 meeting agenda as appropriate.

**XI. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:35 p.m. to its next meeting scheduled Thursday, September 24, 2015 at 5:00 p.m. in the West Hollywood Library Community Meeting Room located at 625 N. San Vicente, West Hollywood, CA.

  
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 Todd Williamson, Chair

  
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 Prentis Bonds, Staff Liaison/Recording Secretary