

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES**

Thursday, October 22, 2015 – 5:00 P.M.

*Location: Community Room – West Hollywood Library
625 San Vicente Boulevard, West Hollywood*

I. CALL TO ORDER

The meeting was called to order at 5:03 p.m. by Commission Chair Williamson.

A. Pledge of Allegiance: Commission Chair Williamson led the Pledge of Allegiance

B. Roll Call:

Present: Commissioner Candice Beroukhim, Commissioner J. Dallas Dishman, Commissioner Catherine Lee, Commissioner Madeleine Rackley, Commissioner Rogerio Carvalheiro, Commissioner Todd Williamson and Commissioner Yelena Zhelezov.

Also Present: Arts Administrator Andrew Campbell
Administrative Specialist IV Prentis Bonds, Jr.

C. Approval of the Agenda:

Motion by Commissioner Dishman seconded by Commissioner Carvalheiro and approved.

D. Approval of the of the September 24, 2015 meeting minutes

Motion by Commissioner Dishman seconded by Commissioner Zhelezov and approved.

E. Public Comment:

None.

II. CONSENT CALENDAR

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

Motion by Commissioner Dishman seconded by Commissioner Rackley and approved.

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

ACTION: Receive and file.

B. Art Participation Grant - Los Angeles LGBT Center

The Commission reviewed and considered approval of an Arts Participation Grant in the amount of \$1,000 to the Los Angeles LGBT Center to support the Senior Youth Photo Project.

ACTION: Approve an Arts Participation Grant in the amount of \$1,000 to the Los Angeles LGBT Center to support the Senior Youth Photo Project. **Approved as part of the consent calendar.**

C. Performing Arts and Cultural Affairs Subcommittee Actions Report

The Commission received and filed the Performing Arts and Cultural Affairs Subcommittee's Actions of October 8, 2015, and will consider ratifying recommendations proposed by the Subcommittee:

RECOMMENDATIONS:

1. Receive and file report.
2. Approve the award of an Arts Participation Grant in the amount of \$900.00 to Ecos de Espana to support an interactive multicultural presentation of Spanish classical and flamenco music and dance for West Hollywood Elementary School. **Approved as part of the consent calendar.**
3. Approve eight (8) musicians/bands including: 1) Blue-Eyed Son; 2) Dawn Norfleet; 3) Garretson & Gorodetsky; 4) Honey Whiskey Trio; 5) Ireesh Lal; 6) Jack's Cats; 7) Logan Hone's Similar Fashion; and 8) Zetz Klezmer Ensemble to perform during the City's 2016 Winter Sounds concert series and authorize staff to program the concert series based on budget and artist availability.
Approved as part of the consent calendar.
4. Approve the award of grant funds totaling \$63,000 to the following City Art Project and Cultural Resource Development Grants: City Art Project Grants – Greenway Arts Alliance; Pen Center USA West (conditioned upon a public presentation of works by WeHo Writing Craft Scholarship recipients); Los Angeles Women's Theatre Festival; Hatchery Arts (dba Hollywood Fringe); Rogue Artists Ensemble; Macha Theatre and Film; and Women in Film (conditioned upon providing a more significant art component in conjunction with its lecture series); and Cultural Resource Development Grants – Classical Theatre Lab, Chad Michael Hall Dance, Inc./Multiplex Dance; IAMA Theatre Company; and Critical Mass Dance Company; and forward recommendation to City Council for approval.
Approved as part of the consent calendar.

D. Art on the Outside Current, Upcoming and Potential Projects Status Update

The Commission received and filed a status update of Art on the Outside current, upcoming and potential projects.

ACTION: Receive and file report.

II. NEW BUSINESS

A. Street Media Needs Assessment Project

The Commission received a presentation from Innovation Analyst Kate Mayerson and Innovation and Strategic Initiatives Manager Francisco Contreras on the Street Media Needs Assessment Project and considered appointing a member of the Arts and Cultural Affairs Commissioner to serve on the Street Media Design Ad Hoc Committee.

Ms. Mayerson spoke on the project and indicated Selbert Perkins Design would conduct a comprehensive study of public assets and wayfinding signage within the city's public right-of-way and open spaces to assist the City with creating a unified pedestrian wayfinding/street media system that uses technology to integrate mapping, signage, and information throughout the City for enhanced urban design, promotion of public transit use and increased revenue generation. She also shared that Council approved the formation of the West Hollywood Street Media Design Ad Hoc Committee to provide guidance in the design development of Citywide Street Furniture, Wayfinding, and Gateway Entry program.

It is anticipated the West Hollywood Street Media Design Ad Hoc Committee would consist of the following:

- Council Subcommittee(2 Councilmembers)
- Planning Commissioner
- Transportation Commissioner
- Public Facilities Commissioner
- Arts and Cultural Affairs Commissioner
- Disability Advisory Board Member
- Senior Advisory Board Member
- Chamber of Commerce
- Visit West Hollywood
- Community Development Department staff
- Public Works Department staff
- Arts and Economic Development staff
- Innovation and Strategic Initiatives staff
- Finance Department staff
- Communications Division staff

The ad hoc committee would meet once a month of a period of up to ten (10) months.

ACTION: Appoint Commissioner Beroukhim to serve on the West Hollywood Street Media Design Ad Hoc Committee.

Motion by Commissioner Dishman seconded by Commissioner Rackley and approved.

III. UNFINISHED BUSINESS

A. 2016 Arts Grant Funding Recommendations – One City One Pride

The Commission reviewed scores provided by the peer review panel for One City One Pride Grant applicants and recommended funding allocations based on those scores for approval by City Council

Commissioner Rackley provided an explanation as to why the item was referred to the Arts and Cultural Affairs Commission.

Arts Coordinator Michael Che provided an overview of the application and review process and indicated twelve applications were received of which nine (9) arts organizations and individual artists were recommended for funding based on peer review panel scores. He indicated the peer review panel rated applications using the following criteria:

- Excellence and Artistic Quality of Project Proposal (0-35 points)
- Budget and Project Feasibility (0-35 points)
- Ability to illustrate this year's theme "Into The Streets" (0-30 points)

Arts organizations, individual artists, and projects considered for funding included:

Organization or Individual Artist	Title of Work, Project or Program	Project Synopsis	Funding Scenario 2
Alliance of Los Angeles Playwrights	Pride Play Reading Festival	Pride Play Reading Festival, a series of rehearsed readings of new LGBT-themed plays, which will be written especially for the Festival, and will incorporate the theme "Into the Streets."	\$2,375
APT 3F	Art Out!	Art Out! a one hour series of performances celebrating the relationship between art and protest. Featuring monologues, drag, art and dance by artists of diverse backgrounds and perspectives, our show will demonstrate the role of artists in producing political change both historically and in the 21st century.	\$5,725
Felice Picano	Gay Hollywood in the 1930's in Words and Pictures	Gay Hollywood, in the 1930s in Words and Pictures, a stand alone lecture between 45-55 minutes length plus Q&A. with selected readings and a presentation of many public domain photos by famed artist Ansel Adams of 1930s LA and West Hollywood and of many promotional photos and other visuals prepared by studios, agencies, magazines and other promotional sources	\$770
GOT FRAMED! by NiNO	GOT FRAMED!	GOT FRAMED!, an installation of a life size frame intended to engage the public at the LA Pride Festival.	\$5,475
Ian MacKinnon	The Army of Lovers Project	The Army of Lovers Project, an outdoor interactive experience where participants engage with a small group of artists who lead them through a fun process where they are encouraged to write their own LGBT liberationist manifestos, paint their own protest signs, don costumes and make-up, march around a public intersection (at safe times only), and at the end, read their manifesto publicly on a small decorated platform.	\$2,210
Jason Jenn & Stuart Timmons	Stuart Timmons City of West Hollywood LGBTQ History Mobile Tour 2016	Stuart Timmons City of West Hollywood LGBTQ History Mobile Tour 2016 where participants embark on a specially designed experience which educates and entertains about some of the local LGBTQ history of West Hollywood.	\$6,640

New Stages	New Stages presents the songs from Working, the Musical	New States adapts songs from "Working" the musical to explore how queer stories fit into this notion of the American dream and how we as gay people have reached a place in society where our contributions are recognized, where we are no longer closeted but out, in the streets, living our lives, working our jobs, building our communities.	\$6,075
REACH LA (Realistic Education in Action Coalition to foster Health)	"Dancin' In The Streets"	Dancin' In the Streets, a series of "spontaneous" dance and music performances at various outdoor locations in West Hollywood. The artists will all be members of the REACH LA/Ovahness program, and will perform various genres of dance including Vogue performance, runway, drag, and hip-hop.	\$6,710
Ruben Esparza	From the Archives to the Archives/Queer Signs of the Times	FATA (From the Archives to the Archives - Queer Signs of the Times 1965-2016) Reproduction of LGBTQ cultural signposts and ephemera from the last 50 years with a public performance and exhibit as part of the Queer Biennial.	\$6,220

The following organizations, which all scored below 80 points for their merit score, were not recommended for funding:

Celebration Theatre	THE BOY FROM OZ	THE BOY FROM OZ, illuminates Peter Allen's friendship with Judy Garland, marriage to Liza Minelli and subsequent love story with male model Gregory Connell) and climaxes with a dancing-in-the-streets production number set to Allen's calypso song "I Go to Rio."	\$0
Pony Box Dance Theatre	Dancing in the Streets	Dancing in the Streets offers one hour of dance in the streets, on followed by a short performance of excerpts of our all male Nutcracker, "Just Nuts."	\$0
Queer Classics	Best of the Classics: A Queer Art and Performance Party in the Park (working title)	Queer Classics will produce an approximately 1-Queer Art and Performance Party, an hour series of performances of classical works re-imagined through a queer lens. The show will be a "best of the classics" with queer interpretations of the most famous classical scenes. Pieces may include monologues, scenes, music, performance art, drag, and dance. QC aims to take classic works off the shelf and into the streets.	\$0

ACTION: Approve the award of One City One Pride Grants to various arts organizations and individual artists and forward recommendations to City Council.

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

B. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held October 22, 2015 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Dishman reported that the Subcommittee:

- Declined extending the Alex Israel vertical billboard art exhibition on the Sunset Strip noting direction to staff to work with LA Art to deinstall the art, if the art is no longer representative of the artist due to environmental deterioration.
- Discussed temporary art/sculpture project proposals by Jeremy Thomas ("Old Route 66") and by Yi Hwan Kwon. It was the consensus of the Subcommittee to refer this item back to staff noting that the more abstract figurative artwork proposed by Kwon exhibited recently. The Subcommittee expressed interest in viewing a sample of Kwon's proposed art work in bronze and understanding how the artist plans to add color to the bronze. The Subcommittee requested that staff follow up on additional questions regarding engineering specifications and maintenance of the work.
- Reviewed temporary art/sculpture project, "The Chase," (4 sculptures) by Gerardo Hacer and recommended the Arts and Cultural Affairs Commission approve the project for installation on the Santa Monica Boulevard/Doheny median from June 2016 through the end of 2017, at a budget not to exceed \$20,000 and authorize staff to communicate its interest in color differentiations for the coyote and rabbit sculptures.
- Recommend the Arts and Cultural Affairs Commission approve the Temporary Art/Sculpture Project Proposal, "The Chase" (4 sculptures) by Gerardo Hacer, for installation on the Santa Monica Boulevard/Doheny median from June 2016 through the end of 2017 and authorize staff to communicate its interest in a secondary color to distinguish the coyote and rabbit works.

ACTION: Approval of the temporary art/sculpture project, "The Chase" (4 sculptures) by Gerardo Hacer for installation on the Santa Monica Boulevard/Doheny median from June 2016 through the end of 2017, at a budget not to exceed \$20,000, and authorize staff to communicate its interest in a secondary color to distinguish the coyote and rabbit works.

Moved by Commissioner Beroukhim, seconded by Commissioner Lee approved.

C. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held October 15, 2015 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Beroukhim reported the Subcommittee received a presentation from Art Consultant Jody Russell and artist team MERGE Conceptual Design (Franka Dienhelt

and Claudia Reisenburger) on the concept plan for the urban art project at 9001 Santa Monica Boulevard.

The project calls for the construction of a new mixed use building of 37 units and 69,833 sq. ft., with decks 8453 sq. ft. and commercial space of 9587 sq. ft. with underground parking of 52,268 sq. ft.

The public art component focuses on the main entrance of the building consisting of a large two-story public space at the ground level, as well as a two-story open space at the upper level. The art concept consists of selected lyrics from songs that are connected to the West Hollywood music industry and inscribed on sculptural elements. By combining the lyrics in a cloud-like installation, highlighting and fading them individually in a specific sequence, a new poem emerges that tells the story of how music was shaped and how it helped shape the City and its inhabitants.

The percent for budget is approximately \$154,679.19

ACTION: Approve Stage II Schematic Plan by MERGE Conceptual Design (Franka Dienhelt and Claudia Reisenburger) for the urban art project at 9001 Santa Monica Boulevard.

Motioned by Commissioner Lee, seconded by Commissioner Carvalheiro and approved noting the no vote of Commissioner Dishman.

D. Arts and Cultural Affairs Commission Projects

The Commission will receive an update from staff on current Arts and Cultural Affairs Commission projects and discuss as needed projects under the Commission’s oversight:

ACAC PROJECTS	UPDATE
<ul style="list-style-type: none"> ▪ Art on the Outside <ul style="list-style-type: none"> - Temporary Art Projects - Large Screen Electronic and Video Signs – 8410 Sunset Blvd. and 9039 Sunset Blvd. - West Hollywood Mural Program 	<ul style="list-style-type: none"> ▪ Refer to Unfinished Business Item III.B – Art on the Outside Subcommittee report.
<ul style="list-style-type: none"> ▪ City of West Hollywood 30th Anniversary of Cityhood ▪ Art/AIDS/America ▪ WeHo@30 Film Festival: A Digital Time Capsule 	<ul style="list-style-type: none"> ▪ WeHo@30 Film Festival: A Digital Time Capsule October 23 – 24, 2015. Friday 4 p.m. Opening Reception 8:30 p.m. ▪ Saturday, October 24 3:00 p.m., Reception 7:00 p.m. <p>Art Administrator Andrew Campbell spoke concerning the Art AIDS America Catalog</p>
<ul style="list-style-type: none"> ▪ Performing Arts and Cultural Affairs <ul style="list-style-type: none"> - Arts Grant Program - Free Theatre in the Parks - One City One Pride - Winter & Summer Sounds 	<p>Refer to Consent Calendar Item II.C</p>
<ul style="list-style-type: none"> ▪ Urban Art <ul style="list-style-type: none"> - % for Art Ordinance Modification 	<p>Refer to Unfinished Business Item III.C – Urban Art Subcommittee Report</p>

<ul style="list-style-type: none"> - % for Art/Urban Art Program - Public Art Conservation 	
<ul style="list-style-type: none"> ▪ WeHo East Arts (Eastside Arts Initiative) 	No new information reported on this project.
<ul style="list-style-type: none"> ▪ West Hollywood Capital Projects – Plummer Park; West Hollywood Park; 1343 N. Laurel; City Hall Parking Structure 	

IV. EXCLUDED CONSENT

None.

V. PUBLIC COMMENT

None.

VI. ITEMS FROM COMMISSIONERS

Commissioner Lee encouraged commissioners to experience Killjoy's Kastle: A Feminist Lesbian Haunted House.

Commissioner Williamson spoke concerning his upcoming exhibition and indicated he would be out of the county from November 9th through November 30th.

Commissioner Zhelezov thanked staff for organizing the dinner/reception for artist Ivan McLean.

VII. ITEMS FROM THE STAFF

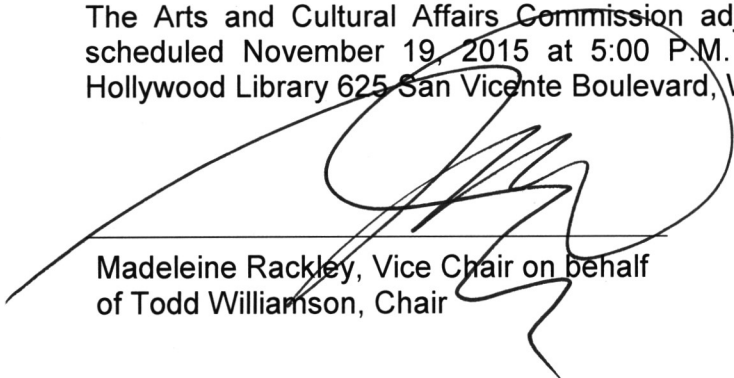
Public Art Coordinator Rebecca Ehemann requested commissioners save the date regarding the opening of Phillip K. Smith III: *Light + Shadow Works* November 21 at the new Royale Projects LA Gallery. Reception: Saturday, Nov. 21, 2015 at 4:00 p.m. She noted invitations would come from the gallery.

VIII. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff to develop the November 19, 2015 special meeting agenda as appropriate.

IX. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:24 p.m. to its special meeting scheduled November 19, 2015 at 5:00 P.M. in the Community Meeting Room – West Hollywood Library 625 San Vicente Boulevard, West Hollywood.



Madeleine Rackley, Vice Chair on behalf of Todd Williamson, Chair



Prentis Bonds, Staff Liaison/Recording Secretary