

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

THURSDAY, MARCH 24, 2016 – 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 5:00 p.m. by Commission Chair Todd Williamson

A. Pledge of Allegiance: Commissioner Williamson led the Pledge of Allegiance

B. Roll Call:

Present: Commissioner Todd Williamson, Commissioner Catherine Lee, Commissioner Madeleine Rackley, Commissioner Candice Beroukhim, and Commissioner Dawn Moreno-Freedman

Absent: Commissioner J. Dallas Dishman and Commissioner Rogerio Carvalheiro

Also Present: Administrative Specialist IV Prentis Bonds, Jr.
Arts Coordinator Michael Che
Public Art Coordinator Rebecca Ehemann

C. Approval of the Agenda:

Motion by Commissioner Beroukhim seconded by Commissioner Rackley and approved.

D. Brown Act Presentation

The Commission received a brief training from City Clerk Yvonne Quarker on the Brown Act that included establishment of a quorum, legal requirements for public meetings and basic motions in addition to commissioner decorum and public engagement.

E. Approval of the February 25, 2016 Special Meeting Minutes.

Commissioner Rackley noted one correction to the minutes under Item III.B – Urban Art Subcommittee Report and change the address from 151 Larrabee to 1511 Larrabee.

Motion by Commissioner Rackley, seconded by Commissioner Beroukhim and approved as amended.

F. Public Comment

None.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion and there were no items removed for separate discussion under excluded consent.

Motion by Commissioner Lee, seconded by Commissioner Beroukhim 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: Received and filed.

B. 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: Received and filed.

C. Performing Arts and Cultural Affairs Subcommittee Actions Report

The Commission received and filed the Performing Arts and Cultural Affairs Subcommittee's Actions of February 11, 2016 and March 10, 2016, and considered ratifying recommendations proposed by the Subcommittee:

ACTIONS:

1. Approval of a grant in the amount of \$1,000 to Pony Box Dance Theatre under the category Arts Participation Grant to support a free dance workshop for boys ages 5-12 from July 11-15, 2016 at Fiesta Hall in Plummer Park, culminating in a community performance with members of the Pony Box Dance Theatre as recommended by the Performing Arts and Cultural Affairs Subcommittee at its February 11, 2016 meeting.

Approved as part of the Consent Calendar.

2. Approval of five (5) artists (*Arohi Ensemble; California String Quartet; Other Mother Brother Band; Solmaaz Adeli performs with Bill Cantos; and The Alex Snyderman Quartet*) and five (5) alternates (*K8 Stewart Experience Jazz Band; Kathleen Grace; Cynthia Jones; Alison Lewis and Graham Dechter*) for the City's 2016-2017 Winter Sounds concert series as recommended by the Performing Arts and Cultural Affairs Subcommittee at its March 10, 2016 meeting. **Approved as part of the Consent Calendar.**

D. ACAC Subcommittees and Ad hoc Committee Structure

The Commission reviewed and considered approval of its revised subcommittee and ad hoc committee structure that included the Art on the Outside, Performing Arts and Cultural Affairs, and Urban Art Subcommittees and ad hoc membership on the Library Programming Committee and Laurel House Task Force.

ACTION: Approve the revised ACAC subcommittee and ad hoc committee structure.
Approved as part of the Consent Calendar.

E. Street Media Update

The Commission will receive and file an update compiled by Selbert Perkins Design Collaborative on the West Hollywood Street Media (gateways and wayfinding) meeting held March 1, 2016.

ACTION: Received and filed report.

F. 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: Received and filed report.

G. West Hollywood Park Mural Program

The Commission received and filed an update from staff on the West Hollywood Park Mural Program.

ACTION: Received and filed.

H. West Hollywood Mural Program – Art on Construction Fences

The Commission received an update from staff on the Council-directed item for an Art on Construction Fence program.

ACTION: Received and filed.

I. Electronic Billboard – 9039 Sunset Boulevard – May 2016 “Adam Mars”

The Commission reviewed and considered recommending approval of images by artist Adam Mars, provided by curator Jessica Rich, LA><ART, for the month of May 2016 for exhibition on the electronic billboard at 9039 Sunset Boulevard.

ACTION: Approve images by artist Adam Mars for the month of May 2016 for exhibition on the electronic billboard at 9039 Sunset Boulevard. **Approved as part of the Consent Calendar.**

J. WeHo Muralist Roster Application

The Commission reviewed and considered approval of artist Milena Iliina (Blikeme) for inclusion on the WeHo Muralist Roster.

ACTION: Approve the muralist application from Milena Iliina (Blikeme) for inclusion on the WeHo Muralist Roster. **Approved as part of the Consent Calendar.**

K. Commercial Business Mural Application – 8500 Santa Monica Boulevard

The Commission reviewed a Commercial Business Mural Application submitted by AI & Ed’s Auto Sound at 8500 Santa Monica Boulevard and considered approval of the mural, “Freddy Mercury,” by artist Milena Iliina (Blikeme).

Commissioner comments focused on the overall scope, intent and content of The Plan including language, typography and imagery.

ACTIONS:

By consensus, the Commission recommended that the Plan:

- include an executive summary for each “white paper;”
- not contain language that is overly academic, text heavy or repetitive;
- utilize typography and imagery as a tool to make the Plan more user-friendly;
- format as a brochure rather than a textbook or formal report.

It was also the consensus of the Commission that the Performing Arts and Cultural Affairs Subcommittee review specific documents related to the Cultural Plan, provide recommendations and report back to the Commission for its approval.

C. 2016-2018 Arts and Cultural Affairs Commission Work Plan

Tabled to the April 28, 2016.

D. Arts and Cultural Affairs Commission Projects

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

Arts Coordinator Michael Che spoke concerning confirmation of the City's 2016 Summer Sounds concerts series. Information about the performance series is available on line at weho.org/art.

III. NEW BUSINESS

A. 8120 Santa Monica Boulevard – Temporary Art Opportunity

The Commission received a report from staff on an art opportunity at 8120 Santa Monica Boulevard.

Public Art Coordinator Rebecca Ehemann spoke briefly concerning the process by which to realize an exhibit at the south west corner of Santa Monica Boulevard and Crescent Heights. She indicated that the City via its Department of Public Works has expressed considerable interest in placing at this location. The Commission would need to identify the art opportunity/theme, budget and process.

Potential opportunities/themes included:

- Temporary art exhibited on a plinth
- A permanent urban artwork
- Art & Landscape
- Art & Environment
- Painted Mural

ACTION: Approve the mural, “Freddy Mercury,” by artist Milena Ilina (Blikeme) as art and not creative signage for installation at 8500 Santa Monica Boulevard. **Approved as part of the Consent Calendar.**

L. Commercial Business Mural Application – 7750 Santa Monica Boulevard

The Commission reviewed a Commercial Business Mural Application submitted by Yev’s Jewelry & Loan at 7750 Santa Monica Boulevard and consider approval of the mural, “David Bowie,” by artist Milena Ilina (Blikeme) as art and not creative signage.

ACTION: Approve the mural, “David Bowie,” by artist Milena Ilina (Blikeme) as art and not creative signage for installation at 7750 Santa Monica Boulevard. **Approved as part of the Consent Calendar.**

II. UNFINISHED BUSINESS

A. City Hall Parking Structure – Murals in the Parking Bays

The Commission received presentations from artists Bron, Kim West, Chase and MONCHO1929 and considered approving the mural concept proposals for the City Hall Parking Structure parking bays.

ACTION: Approve the artists’ mural concept proposals for the City Hall Parking Structure parking bays including “Business Park” by artist Bron; “Untitled” by artist Kim West; “We Are All One” by artist Chase; and “Flight Plan” by artist MONCHO1929.

Motion by Commissioner Beroukhim, seconded by Commissioner Lee and approved.

B. West Hollywood Cultural Plan

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee (PACA), art consultant Amanda Carlson, and staff on the development of *WeHo Arts: The Plan*, a cultural plan for the City of West Hollywood and authorized the PACA Subcommittee to approve specific documents related to The Plan to be submitted to City Council.

Ms. Carlson spoke concerning the planning process that would include a series of “white papers” on Cultural Facilities and Creative Space (May); Arts Business Partnerships (June); Arts and Cultural Affairs Public Programming (July); Public Art (September); One City One Pride (October); and Aging in Place Initiative (November 2016). She indicated the Plan is intended to celebrate West Hollywood’s diverse cultural identity, commemorate its achievements in the arts to date, articulate a shared vision for the future, and secure the artistic, cultural and creative legacy of West Hollywood.

Ms. Carlson also spoke concerning community input and participation that would include involvement with the social practice artist; arts and culture pop-ups; online engagement; commissioner office hours; living room sessions; arts posse/volunteer corps; and small group meeting with stakeholders.

Staff anticipates that the art would be installed for a period of three to five years and that funding would come from the Department of Public Works.

ACTION: By consensus, the Commission recommended "Art and Environment" as the theme of the exhibit.

B. Temporary Art Project Proposal – Community Arts Resources (CARS)

This item was referred to the Art on the Outside Subcommittee.

IV. EXCLUDED CONSENT

None.

V. PUBLIC COMMENT

Kate McClain spoke in support of the artist registry and the West Hollywood Cultural Plan and thanked the Commission for its support of individual artists.

VI. ITEMS FROM COMMISSIONERS

Commissioner Williamson spoke of his upcoming exhibit in Houston Texas.
Commissioner Beroukhim spoke concerning her visit to an artist studio.

VII. ITEMS FROM THE STAFF

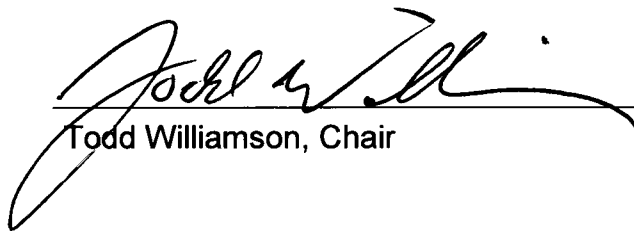
Arts Coordinator Michael Che spoke concerning activities planned during National Poetry Month. He indicated a writing workshop conducted by City Poet Steven Reigns would be held April 21, 2016 at 7:30 p.m. in the Community Meeting Room, West Hollywood Library.

VIII. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission requested that staff develop the April 28, 2016 meeting agenda as appropriate.

IX. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:44 p.m. to its meeting scheduled April 28, 2016 at 5:00 P.M. in the Community Meeting Room – West Hollywood Library, 625 San Vicente Boulevard, West Hollywood.



Todd Williamson, Chair



Prentis Bonds, Staff Liaison/Recording Secretary