

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MEETING MINUTES

Thursday, July 28, 2016 – 5:00 P.M.

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

I. CALL TO ORDER

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Todd Williamson at 5:00 p.m.

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

B. Roll Call:

Present: Commission Chair Todd Williamson, Commission Vice Chair Madeleine Rackley, Commissioners Candice Beroukhim, Rogerio Carvalheiro, Catherine Lee, and Dawn Moreno-Freedman

Absent: Commissioner J. Dallas Dishman

Also Present: Arts Administrator Andrew Campbell
Administrative Specialist IV Prentis Bonds
Arts Coordinator Michael Che
Public Art Coordinator Rebecca Ehemann

C. Approval of the Agenda:

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

D. Approval of the June 23, 2016 Meeting Minutes

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

E. Public Comment

None.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. Item IIC was removed from the Consent Calendar by Commissioner Moreno-Freedman for separate discussion under the Excluded Consent Calendar.

Motioned approval of the July 28, 2016 Consent Calendar by Commissioner Beroukhim, seconded by Commissioner Moreno-Freedman and approved.

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.

A. 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.

B. Public Art Network Pre-Conference, Americans for the Arts 2016 Annual Convention

The Commission received and filed a report from Public Art Coordinator, Rebecca Ehemann about her experience at the Public Art Network Pre-Conference, Americans for the Arts 2016 Annual Convention.

ACTION: Receive and file.

C. 21st Century Community Visions Pre-Conference, Americans for the Arts 2016 Annual Convention

The Commission received and filed a report from Economic Development and Cultural Affairs Coordinator, Mike Che, regarding the 21st Century Community Visions (How Can Local Arts Agencies Transform Communities through the Arts?) Pre-Conference, Americans for the Arts 2016 Annual Convention.

ACTION: Receive and file.

D. Approval of 2017 Arts Grant and One City One Pride Grant Review Panel Pools

The Commission considered ratifying a recommendation proposed by the Performing Arts and Cultural Affairs Subcommittee to approve a pool of potential panelists to review applications to the 2017 Arts Grants and One City One Pride Grants.

ACTION: Ratify the recommendation of the Performing Arts and Cultural Affairs Subcommittee to approve the list of potential review panelists and authorize staff to make modifications to the panels as needed. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held July 28, 2016 and considered ratifying recommendations proposed by the Subcommittee.

ACTION: Ratify recommendations proposed by the Subcommittee including:

- Approval of the temporary art project proposal by LA><ART for an exhibition featuring works by artist Martine Syms for installation on the electronic billboard at 10AK, 9039 Sunset Blvd from September 1 – October 31, 2016 in accordance with the temporary art proposal review criteria.

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

- Approval of the temporary art project proposal by LA><ART for an exhibition featuring works by artist Amy Jorgensen for installation on the electronic billboard at 8410 Sunset Blvd from September 1 – October 31, 2016. **Motioned by Commissioner Beroukhim, seconded by Commissioner Carvalho and approved.**
- Approval of the temporary art project proposal by LA><ART for an exhibition featuring works by artist Basma Alsharif for installation on the electronic billboard at 8410 Sunset Blvd from November 1 – December 31, 2016 to the Arts and Cultural Affairs Commission. **Motioned by Commissioner Beroukhim, seconded by Commissioner Carvalho and approved.**
- Approval of a Commercial Business Mural Application submitted by The Stand on Sunset at 8224 W. Sunset Blvd featuring a work by an unknown artist as art and not creative signage. **Motioned to approve by Commissioner Williamson, seconded by Commissioner Rackley and approved.**

B. Performing Arts and Cultural Affairs Subcommittee Report

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held July 14, 2016 and considered ratifying recommendations proposed by the Subcommittee.

Subcommittee Committee Chair Rackley reported at the meeting the Subcommittee:

- Continued discussion on marketing and programming opportunities in association with The Getty's 2017 initiative PST: LA/LA (see Item III.D).
- Continued discussion on the development of the cultural planning process with Social Practice Artists Alyse Emdur and received a status update from consultant Amanda Carlson. It is anticipated that the social practice component would take place in September – October with a much larger event in November.
- Reviewed and recommend that the Arts and Cultural Affairs Commission approve panelists and list of potential panelists for the City's 2017 Arts Grant Program and One City One Pride grant program and authorize staff to make modifications to the panels as needed.
- Discussed Performing Arts and Cultural Affairs projects under the Subcommittee's oversight.
- Discussed potential partnership/collaboration opportunities between the Arts and Cultural Affairs Commission/City with the Wallis Annenberg Center for the Performing Arts in Beverly Hills. As a result, Arts Administrator Andrew Campbell suggested a meeting with Commissioner Moreno-Freeman, City staff and Debra Pasquerette, Manager of Community Engagement at the Wallis Annenberg Center for the Performing Arts. It was also suggested that the Commission invite Ms. Pasquerette to a Commission meeting.

ACTIONS:

- Ratify the Subcommittee's recommendation and approve a list of potential panelists for the City's 2017 Arts Grant Program and One City One Pride grant program and authorize staff to make modifications to panels as needed.
Motioned to approve by Commissioner Lee, seconded by Commissioner Moreno-Freedman and approved.

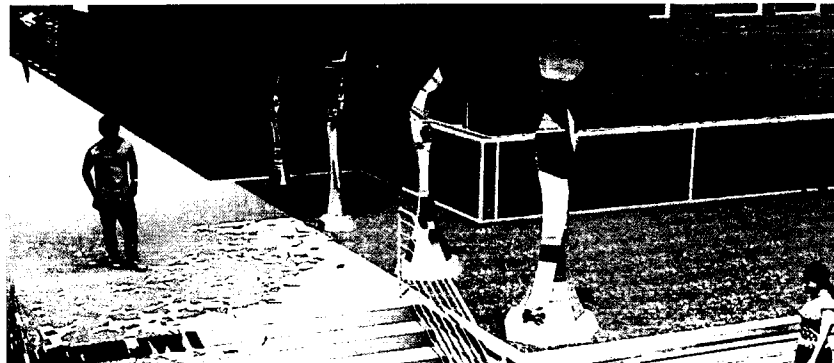
C. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held July 21, 2016 and considered ratifying recommendations proposed by the Subcommittee.

Subcommittee Chair Beroukhim reported the Subcommittee reviewed Stage II Schematic Plan for the urban art project at 8017 Norton Avenue; 563 Alfred Street and 8350 Santa Monica Boulevard and recommended that the Commission ratify the following recommendations:

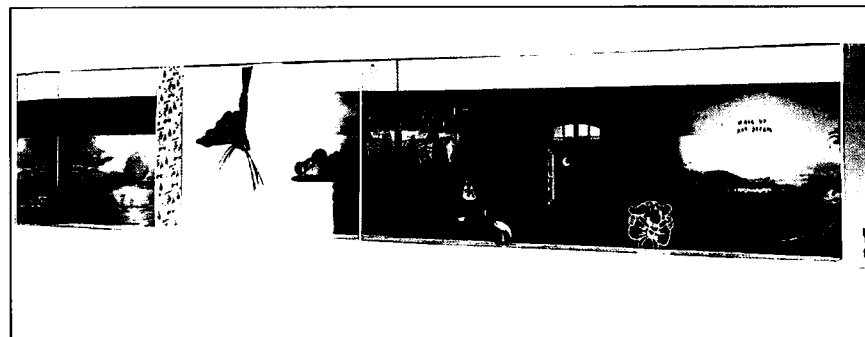
ACTIONS:

- Approve Stage II Schematic Plan by artist Heath Satow for the urban art project at 8017 Norton Avenue.



Motioned by Commissioner Lee, seconded Carvalho and approved.

- Approve Stage II Schematic Plan by artist Frederich Kunath for the urban art project at 563 Alfred Street.



Motioned by Commissioner Beroukhim seconded by Commissioner Moreno-Freedman and approved, noting the no vote of Commissioner Rackely.

- Approval Stage II Schematic Plan by artist Monique Van Genderen for the urban art project at 8350 Santa Monica Boulevard.



Motioned by Commissioner Beroukhim and seconded by Commissioner Williamson and approved.

D. PST: LA/LA

The Commission continued its discussion on marketing and programming opportunities in association with The Getty's 2017 initiative PST: LA/LA, and consider awarding a grant not to exceed \$20,000 during fiscal year 2016-17 to Rogue Artists Ensemble to begin work on "Senor Plummer," a multidisciplinary theatrical work to be presented as part of PST: LA/LA in West Hollywood in September 2017. The Commission will consider an additional award of \$20,000 for fiscal year 2017-2018, upon evaluation of the first year grant progress.

Commissioner Rackley reported the Subcommittee discussed the theatre/performance project "Senor Plummer" with Rogue Artists Ensemble Artistic Director Sean Cawelti and staff to be presented as part of the PST LA/LA project in fall 2017.

As a result of its discussion, the Subcommittee requested Rogue Artist Ensemble draft a proposal detailing thoughts, theme and ideas to be expressed through the work including genre, structure and overall framework of the play in addition to character development as well as visual and environmental elements of the work. Additionally, the Subcommittee requested production budget scenarios at various levels and scope. The Subcommittee also recommended that at minimum there be a public performance deliverable at the \$20,000 level, should the Commission elect not to provide the second year grant.

ACTION:

Ratify the Subcommittee's recommendation and approve \$20,000 from FY2017 Budget to support the development of the original theatrical production about "Senor Plummer" based on the book Senor Plummer: The life and laughter of an Old-Californian and other historical documents in collaboration with Rogue Artist Ensemble to include a draft proposal detailing thoughts, theme and ideas to be expressed through the work; genre, structure and overall framework of the play; character development; visual and environmental elements of the work; and production budget scenarios at various levels and scope noting that at minimum there must be a public performance deliverable at the \$20,000 level.

Motioned by Commissioner Williamson, seconded by Commissioner Lee and approved.

E. WeHo Arts: The Plan – West Hollywood Cultural Planning Process

The Commission received a report from staff on the development of WeHo Arts: The Plan, the cultural planning process for the City of West Hollywood. Upcoming living room sessions include:

- Saturday, August 6, 2016, 9-10:30 a.m. Starbucks (General)
- Sunday, August 7, 2016, 10-11:30 a.m. Plummer Park (Public Art)
- Wednesday, August 10, 2016, 6-7:30 p.m. TBD Design District
- Sunday, August 21, 2016, 9:30-11 a.m. William S. Hart Park (General)
- TBD August Plummer Park Teen Program
- Wednesday, August 17, 2016 WEHO U Presentation (City Hall)

Commissioners Beroukhim, Rackley, Lee and Moreano-Freedman spoke on various aspects of their community engagement experiences around WeHo Arts: The Plan.

F. WeHo Arts Projects

The Commission received an update from staff on current WeHo Arts Projects under the Arts Division and/or the Arts and Cultural Affairs Commission's oversight.

IV. NEW BUSINESS

A. Election of Chair – FY2017

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

ACTION: Elect Commissioner Rackley as Chair to the Arts and Cultural Affairs Commission based on seniority and in accordance with the ACAC Bylaws.

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

B. Election of Vice-Chair – FY2017

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 the ACAC Bylaws.

ACTION: Elect Commissioner Lee as Vice Chair to the Arts and Cultural Affairs Commission in accordance with the ACAC Bylaws.

Motion by Commissioner Rackley, seconded by Moreno-Freedman and approved.

V. EXCLUDED CONSENT

A. Public Art Network Pre-Conference, Americans for the Arts 2016 Annual Convention

The Commission received and filed a report from Public Art Coordinator, Rebecca Ehemann about her experience at the Public Art Network Pre-Conference, Americans for the Arts 2016 Annual Convention.

Commissioner Rackly requested staff include as part of the cultural planning process the topic of decommissioning and permanency of public art as it pertains to the City's Percent for Art Ordinance.

Commissioner Lee requested that the Commission consider exploring the feasibility of working and/or providing opportunities for public art grad students to further their education while assisting the City with its strategies around public art and community engagement.

VI. ITEMS FROM THE PUBLIC

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Moreno Freedman spoke concerning naming opportunities for the West Hollywood Library that reflect West Hollywood's art and culture.

Commissioner Chair Williamson spoke concerning artists talks at Cecconi's. He indicated the talks are private, but interested individuals can inquire with Cecconi's about getting on their mailing list to receive its newsletter and notifications on artist talks. He also suggested that the Commission agendaize an artist festival.

Commissioner Lee commented on 'social practice art' and how it is changing the dynamics and focus of the art and artists.

VIII. ITEMS FROM THE STAFF

Staff provided the Commission with a copy of the City's Aging in Place Strategic Plan. Staff also spoke concerning the Museum of Neon Art participation in the Downtown Los Angeles Neon Tour.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

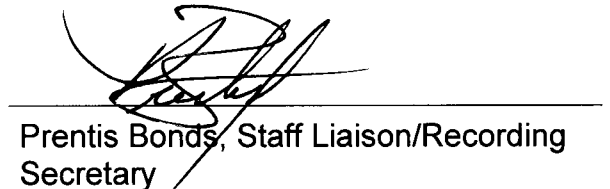
The Commission advised staff to develop the September 22, 2016 meeting agenda as appropriate and requested that staff include a discussion item concerning artist festival.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:27 p.m. to its next meeting scheduled September 22, 2016 at 5:00 P.M. in the Community Meeting Room – West Hollywood City Hall, 8300 Santa Monica Boulevard West Hollywood.



Madeleine Rackley, Chair



Prentis Bonds, Staff Liaison/Recording Secretary