

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
ADJOURNED MEETING MINUTES
THURSDAY, NOVEMBER 17, 2016 – 5:00 P.M.
Location: Community Meeting Room – West Hollywood City Hall
8300 Santa Monica Boulevard, West Hollywood

I. CALL TO ORDER

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Madeleine Rackley at 5:10 pm.

A. Pledge of Allegiance: Commission Chair Madeleine Rackley led the Pledge of Allegiance.

B. Roll Call:

Present: Commission Chair Madeleine Rackley, Commission Vice Chair Catherine Lee, Commissioner Candice Beroukhim, and Commissioner Dawn Moreno-Freedman.

Absent: Commissioner Rogerio Carvalheiro
Commissioner J. Dallas Dishman
Commissioner Todd Williamson

Also Present: Arts Administrator Andrew Campbell
Administrative Specialist IV Prentis Bonds
Economic Development and Cultural Affairs Coordinator Mike Che
Public Art Coordinator Rebecca Ehemann

C. Approval of the Agenda:

Motioned approval of the November 17, 2016 adjourned meeting agenda by Commissioner Beroukhim, seconded by Vice Chair Lee and approved.

D. Approval of the October 27, 2016 Meeting Minutes

Motioned by Commissioner Beroukhim, seconded by Vice Chair Lee and approved as amended noting correction of a misspelling of Commissioner Rackley's name.

E. Public Comment

DAN MORIN, WEST HOLLYWOOD, spoke in support of the City's Art on the Outside Program and expressed concerns regarding securement and protection of art works in the City.

II. CONSENT CALENDAR

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

Motioned by Vice Chair 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.

III. UNFINISHED BUSINESS

A. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its adjourned meeting held November 17, 2016 and ratified recommendations proposed by the Subcommittee.

Art on the Outside Subcommittee Chair Catherine Lee reported the Subcommittee took the following actions for ratification by the Arts and Cultural Affairs Commission:

ACTIONS:

1. Approval of Commercial Business Mural Application for 8532 Melrose Avenue a work by CYRCLE as art and not creative signage.
Motioned by Commissioner Beroukhim, seconded by Chair Rackley and approved.
2. Approval of CYRCLE (artists David Leavitt (Davey Detail) and David Torres (Rabi)) for inclusion on the WeHo Muralist Roster.
Motioned by Commissioner Beroukhim, seconded by Commissioner Moreno-Freedman and approved.
3. Approval of temporary art project proposal "A Script" submitted by Public Fiction and funding not to exceed \$30,000 split between Fiscal Year 2017 (\$15,000) and Fiscal Year 2018 (\$15,000), and noting the Subcommittee's suggestion that the Agreement for Services with Public Fiction include within the scope of work specific benchmarks and periodic reviews by the Subcommittee as appropriate as the project progresses.
Motioned by Commissioner Beroukhim, seconded by Chair 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 adjourned meeting held November 3, 2016 and considered ratifying recommendations proposed by the Subcommittee including Revised Year II (2017) City Arts Project Grants and Cultural Resource Development Grants and Revised Year III (2017) Cultural Resource Development Grants.

ACTION: Ratify the recommendations proposed by the Performing Arts and Cultural Affairs Subcommittee including:

1. Award of Year II (2017) City Arts Project Grants to the following arts organizations:

Greenway Arts Alliance	\$7,500
Hatchery Arts (dba Hollywood Fringe)	\$7,000
Los Angeles Women's Theatre Festival	\$7,000
Macha Theatre and Film	\$6,000
Rogue Artists Ensemble	\$6,500
Women In Film	\$6,000

2. Award of Year II (2017) Cultural Resource Development Grants to the following arts organizations:

Chad Michael Hall Dance, Inc. / MULTIPLEX DANCE	\$4,000
Classical Theatre Lab	\$4,000
Critical Mass Dance Company (CMDC)	\$4,000

3. Award of Year III (2017) Cultural Resource Development Grants to the following arts organizations:

Saturday Night Bath Concert Fund	\$4,000
Unity In Diversity Arts Foundation	\$4,000

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

C. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its adjourned meeting held November 10, 2016 and considered ratifying recommendations proposed by the Subcommittee including Stage III Final Art Plan for the Urban Art Project at 1041 Formosa (The Lot).

Commissioner Beroukhim reported Stage III Final Art Plan by artist Michael McMillen titled "Back Lot: Mythology and Technology" acknowledges the City of West Hollywood as the site of one of the earliest studios in operation and its continuous service to the industry to the present. It is a celebration of the mythos of movie making and a tribute to the creative genius "behind the scenes" and in garages everywhere.

As detailed in the supporting documentation, the project consists of the 11' x 50' strip of pavement sandwiched between the city sidewalk and historic wall and adjacent to the Howard Hughes garage as a portion of a once active "back lot". A boulder strewn sandscape features a movie camera focused on the remains of an abandoned set that appears to be settling into the strata of history.

Seen from the street, the monumental camera perched atop a 12' tripod beckons as an iconic symbol of movie making technology. The viewer who ventures off the sidewalk to explore will experience the delightful disorientation of scale shift.

Visitors feel small as they walk through the legs of the tripod beneath the towering camera and giant as they examine the richly textured surfaces of a miniaturized set and a precariously tilted derrick, the background for an imagined drama. A third element, an oversize Klieg light mounted on the garage completes the triad; Lights, Camera, Action and draws attention to three mysterious viewing ports in the long sealed garage door.

The curious, who venture to look through a viewer will be rewarded with clues as to who might have occupied this forgotten space. A writing desk topped with a vintage typewriter, telephone and heaped with scripts suggests a persona we never see. Surrounding this tableau is an array of salvaged scientific equipment. The enigmatic occupant appears to have been a storyteller, inventor and dreamer who has envisioned and conjured the prototype for the astonishing *Optitronic'Visualizer*, a device that was designed to screen his story in perpetuity.

Anticipated date of completion is May 2017.
Percent for Art Budget is \$450,000

ACTION: Approval of Stage III Final Art Plan by artist Michael McMillen for the Urban Art Project at 1041 Formosa (The Lot) as recommended by the Urban Art Subcommittee.

Motioned by Vice Chair Lee, seconded by Commissioner Moreno-Freedman and approved.

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

The Commission received a report from Performing Arts and Cultural Affairs Subcommittee Chair Madeleine Rackley, consultant Amanda Carlson and staff on the development of WeHo Arts: The Plan, the cultural planning process for the City of West Hollywood.

Performing Arts and Subcommittee Chair Rackley reported on the Subcommittee's review and progress of the social practice engagement element of The Plan.

The proposed social practice engagement element consists of three art-making workshops with targeted groups of approximately 10-12 unique participants representing diverse age groups and gender to explore artistic and cultural identities in which the narrative, stories and recorded interviews become the inspiration for art-making culminating in an event in which the community can experience the art and audio recordings.

The Subcommittee suggested that artist Alyse Emdur consider incorporating collage as a visualization technique alongside hand-rendered illustrations as a way to engage participants who have little to no artistic experience. The Subcommittee also expressed concerns regarding the audio element of the social practice art component and suggested that recordings should be of the highest quality for archival purposes. Finally, the Subcommittee suggested that the artist document art-making workshops via video and/or photography.

Next steps: Ms. Emdur will consult with staff to finalize the social practice art engagement proposal for The Plan for review and recommended approval by the Subcommittee at its December 1, 2016 adjourned meeting.

Consultant Amanda Carlson indicated the cultural planning process is nearing completion of the survey phase. As a result, 200+ long form and 400+ short form surveys have been completed to date.

Upcoming arts and culture pop-ups include a survey of West Hollywood night life on Santa Monica Boulevard between San Vicente Boulevard and Robertson Boulevard area on November 18th and 19th. Arts Intern Elizabeth (Eli) Manzanero and members of UCLA student body will assist with the survey.

E. Arts and Cultural Affairs Commission Projects

No reportable updates on this item.

IV. EXCLUDED CONSENT

None.

V. PUBLIC COMMENT

None.

VI. ITEMS FROM COMMISSIONERS

Commissioner Beroukhim spoke concerning work with her synagogue and progress made towards inclusion of the LGBTQI community.

Chair Rackley announced that Metropolitan Master Chorale will present its holiday concert "Light" Saturday, December 4, 2016 at 7:00 p.m. at The Hollywood Lutheran Church is located at 1733 N. New Hampshire Ave., Los Angeles, CA 90027.

VII. ITEMS FROM THE STAFF

None

VIII. DEVELOPMENT OF NEXT MEETING AGENDA

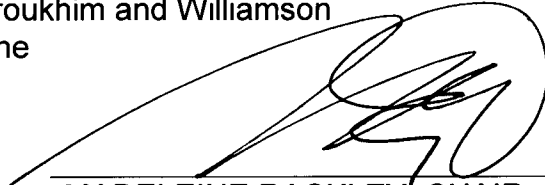
The Commission advised staff to develop the December 15, 2016 adjourned meeting agenda as appropriate.

IX. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:33 p.m. to its adjourned meeting scheduled December 15, 2016 at 5:00 p.m. in the Community Meeting Room – West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood.

PASSED, APPROVED AND ADOPTED by the Arts and Cultural Affairs Commission at an adjourned meeting held this 15th day of December, 2016.

AYES:	Commissioner:	Dishman, Moreno Freedman and Commission Chair Rackley and Vice Chair Catherine Lee
NOES:	Commissioner:	None
ABSENT:	Commissioner:	Beroukhim and Williamson
ABSTAIN	Commissioner:	None



MADELEINE RACKLEY, CHAIR

ATTEST:



PRENTIS BONDS, RECORDING SECRETARY