

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

**THURSDAY, FEBRUARY 23, 2017 – 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 p.m.

**A. Pledge of Allegiance:** Commissioner Lee led the Pledge of Allegiance.

**B. Roll Call:**

Present: Commission Chair Madeleine Rackley, Commission Vice Chair Catherine Lee, Commissioner Candice Beroukhim, Commissioner J. Dallas Dishman, Commissioner Rogerio Carneiro, Commissioner Dawn Moreno-Freedman and Commissioner Todd Williamson

Also Present: Arts Manager Andrew Campbell  
Administrative Specialist IV Prentis Bonds  
Arts Coordinator Mike Che  
Temporary Administrative Specialist II Moya Marquez

**C. Approval of the Agenda:**

**Motioned approval of the February 23, 2017 meeting agenda by Commissioner Williamson, seconded by Commissioner Dishman and approved.**

**D. Approval of the January 26, 2017 Meeting Minutes**

**Motioned by Vice Chair Lee, seconded by Commissioner Carneiro and approved.**

**E. Public Comment**

None

**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.

**ACTION: Motioned by Commissioner Beroukhim, seconded by Vice Chair Lee 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.

### 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 February 23, 2017 and considered ratifying recommendations proposed by the Subcommittee.

Subcommittee Chair Lee reported the Subcommittee:

- a. Recommended approval of the temporary video art project proposal by IF, Innovation Foundation for "AES+F- The Feast of Trimalchio" for installation on the electronic billboard at 8410 Sunset Boulevard from March 1 – April 30, 2017 for ratification by the Arts and Cultural Affairs Commission.
- b. Recommended approval of the temporary video art project proposal by IF, Innovation Foundation for "Barry Anderson" for installation on the electronic billboard at 9039 Sunset Boulevard from March 1 – April 30, 2017 for ratification by the Arts and Cultural Affairs Commission.

**ACTION: Motioned approval of Items a. & b. by Commissioner Beroukhim and seconded by Commissioner Moreno-Freedman and approved.**

- c. Continued its review and discussion of the "Review and Approval Process for Temporary Art Projects, Programs, Exhibits and Events" and recommended approval for ratification by the Arts and Cultural Affairs Commission.
- d. Recommended approval of the temporary mural project, "Love & B Loved" by artist Nina Palmoba in accordance with the temporary art proposal review criteria.

**ACTION: Motioned approval by Commissioner Beroukhim and seconded by Commissioner Williamson and approved.**

- e. Recommended approval of visual art installation "KISS" featuring the image of a mixed race couple for the billboard at 8430 Sunset Boulevard from February 2017 – August 2017 for the ratification by the Arts and Cultural Affairs Commission

**ACTION: Motioned approval by Commissioner Carvalheiro and seconded by Commissioner Beroukhim and approved**

- f. Recommended approval of Art Production Fund neon sculpture installation "Champ" by artist Zoe Buckman proposed for the corner of Sunset and Sweetzer near The Standard hotel for ratification by the Arts and Cultural Affairs Commission (for a minimum of six months).

**ACTION: Motioned approval by Commissioner Beroukhim, seconded by Commissioner Dishman and approved noting the Everlast logo should not be visible on the boxing gloves. Suggested that they come up with a fictitious name on the gloves.**

- g. Continued review of the MAK Center for Art and Architecture proposed visual art installation "How to Read El Pato Pascual: Disney's Latin America and Latin America's Disney" by artist Arturo Herrera on the vertical billboard exhibition at 8430 Sunset Boulevard from September 2017 – January 2018, in conjunction with PST LA: LA.
- h. Recommended approval of a proposed installation by Banu Cennetoglu presented by REDCAT to be installed in March, 2017 for ratification by the Arts and Cultural Affairs Commission.

**ACTION: Motioned approval by Commissioner Dishman and seconded by Commissioner Carvalheiro and approved noting authorization for staff to site the work as appropriate**

- i. Deferred public art installation *Regard*. by artist Rebecca Lowery to the Urban Art Subcommittee for its review and assessment as part of the City's permanent collection.

**B. Ratification Of The "Review And Approval Process For Temporary Art Projects, Programs, Exhibits And Events" As Reviewed By The City Attorney.**

This item was continued to the March 23, 2017 meeting for staff to provide some additional clarification from the City Attorney.

**C. Urban Art Subcommittee Report**

The Commission received a report from the Urban Arts Subcommittee on its meeting held February 16, 2017 and considered ratifying recommendations proposed by the Subcommittee as follows:

**ACTIONS:**

- a. Approval of Stage III – Final Art Plan by artist Sterling Ruby for the urban art project at 9040 Sunset Boulevard consisting of a large-scale kinetic sculpture, a mobile that will hang from the ceiling of the lobby. The mobile is a three-dimensional manifestation of his collage works, bringing his surprisingly elegant formal arrangements into the round. The mobile sculpture will provide a playful and powerful counterpoint to the minimalist architecture of John Pawson. The design provides for the unique opportunity to situate a public artwork in the lobby of the hotel viewable from Sunset Boulevard.

**Motioned by Vice Chair Lee and seconded by Commissioner Beroukhim and approved, noting the no vote of Commissioner Dishman.**

**Commissioner Williamson was excused at 6:17 p.m.**

- b. Approval of Stage II – Schematic Design concept plan for the urban art project at 9060 Santa Monica Boulevard consisting of a vertical line of wind-activated elements made of extruded polycarbonate with a 360 degree turn radius and colored to match the glass fins. The elements measuring 4"x4" on the outer edge of the yellow glass fins that punctuate the facade of the gateway building. The intent is to dissolve the outer edge of these glass fins into the atmosphere and create a dynamic gateway into West Hollywood that will change from moment to moment, day to day, and season to season. The moving parts require no lubrication, are easy to remove and replace and naturally cleaned by rain.

**ACTION: Motioned by Commissioner Beroukhim, seconded by Commissioner Moreno-Freedman and approved.**

#### **D. Performing Arts and Cultural Affairs Subcommittee Report**

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held February 9, 2017 and will consider ratifying recommendations proposed by the Subcommittee.

Subcommittee Chair Rackley reported that the Subcommittee:

- a. Received presentations from Consultant Amanda Carlson and Social Practice Artist Alyse Emdur, reviewed sample images for the SPA zine/booklet, continued discussion on data sets captured over a period of nine (9) months, and presented next steps for the cultural planning process for West Hollywood. Living Room Session notes will be provided at the March 9, 2017 meeting.
- b. Received and filed updates on Performing Arts and Cultural Affairs projects under the Subcommittee's oversight.
- c. Recommended approval of a Community Enrichment Grant in the amount of \$1,000 to Los Angeles Diversity Film Festival to support a weekend event showcasing local and global works of cinema for ratification by the Arts and Cultural Affairs Commission.

**ACTION: Motioned by Commissioner Beroukhim and seconded by Commissioner Carvelheiro and approved**

- d. Received an update from staff on the Council-initiated Transgender Arts Initiative Grant Program. As a result, the Subcommittee requested testimonials with regards to the impact of the grant as part of the grantee's final report.
- e. Received an update from staff on the Council-initiated Hatch Grant Program for digital/video art. As a result, the Subcommittee requested that artists receiving funding participate in a one-time screening and requested that staff indicate in the guidelines that the applicant must develop the project by a certain date.

- f. Discussed development of an artist emergency grant program including scope and funding possibilities. As a result, it the consensus of the Subcommittee that the grant provide some public benefit, and that the City explore other possibilities for this grant opportunity.
- g. Recommended approval of an Arts Participation Grant Application submitted by LACER Afterschool Programs in the amount of \$1,000 to support student Hip Hop dance instruction classes for a period of four days per week taught by a professional dancer and choreographer.

**ACTION: Motioned by Commissioner Beroukhim and seconded by Vice Chair Lee and approved**

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

Consultant Amanda Carlson provided updates on The Plan and the March 5, 2017 *Art to Us* event at Kings Road Park. She indicated that the Performing Arts and Cultural Affairs Subcommittee would review Living Room Sessions notes and a draft of Commission study sessions items. Commissioners were encouraged to email specific questions to Ms. Carlson.

**IV. EXCLUDED CONSENT**

None

**V. PUBLIC COMMENT**

None

**VI. ITEMS FROM COMMISSIONERS**

Commissioner Moreno Freeman suggested the Commission consider inviting KPCC to the March 5, 2016 event.

Commissioner Lee requested that the Art on the Outside Subcommittee discuss measures and remedies to address temporary art projects that are not realized as proposed.

Commissioner Rackley announced Metropolitan Master Chorale’s concert “Love and War” be to held Saturday, March 18, 2017, 8:00 p.m. at the West Hollywood Council Chambers.

**VII. ITEMS FROM THE STAFF**

Staff commented on the de-install of “Can You Dig It?” and spoke on the Robert Landau exhibit and the public talk on April 26, 2017.

**VIII. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff on development of the March 23, 2017 meeting agenda. The March 23 agenda will consist of good of the order and study session items.

**IX. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:45 p.m. to its meeting scheduled March 23, 2017 at 5:00 p.m. in the Community Meeting Room – West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood.

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



MADELEINE RACKLEY, CHAIR

ATTEST:



PRENTIS BONDS, RECORDING  
SECRETARY