

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

**THURSDAY, MARCH 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 Vice Chair Catherine Lee at 5:05 p.m.

**A. Pledge of Allegiance:** Vice Chair Lee led the Pledge of Allegiance.

**B. Roll Call:**

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

Absent: Commission Chair Madeleine Rackley

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

**C. Approval of the Agenda:**

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

**D. Approval of the February 23, 2017 Meeting Minutes**

**Motioned by Dishman, seconded by Commissioner Williamson and approved.**

**E. Public Comment**

DORSAY DUJON, WEST HOLLYWOOD, spoke concerning "Make Music LA," a cross-cultural celebration of the power of music and art through musical performances by amateurs, students and professionals. The event will be held June 21, 2017, (Summer Solstice) throughout the greater Los Angeles area and communities around the world.

**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 Commissioner Dishman, seconded by Commissioner Moreno-Freedman 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.

**B. Performing Arts and Cultural Affairs Subcommittee Report**

The Commission received and filed a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held February 9, 2017 and considered ratifying its recommendation to approve LA><Art's revised grant project for 2017.

**ACTION:** Ratify the Performing Arts and Cultural Affairs Subcommittee's recommendation to approve LA><Art's revised grant project for 2017. **Approved as part of the Consent Calendar**

**C. Review and Approval Process for Temporary Art Projects, Programs, Exhibits, and Events**

The Commission adopted the guidelines and review process titled "Review and Approval Process for Temporary Art Projects, Programs, Exhibits, and Events under the Purview of the Art on the Outside Subcommittee On behalf of the Arts and Cultural Affairs Commission," under which the Art on the Outside Subcommittee shall recommend or decline temporary art projects proposed for the City.

**ACTION:** Adopt the Review and Approval Process for Temporary Art Projects, Programs, Exhibits and Events. **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 March 23, 2017 and considered ratifying recommendations proposed by the Subcommittee.

Vice Chair Lee reported that the Subcommittee:

- a. Reviewed and recommended approval of the mural application submitted by English pop artist Sir Peter Blake for the installation of an artwork on the retaining wall at West Hollywood Elementary School (corner of San Vicente Boulevard and Harratt Street) in accordance with the City's Art on the Outside Review Criteria for ratification by the Arts and Cultural Affairs Commission.
- b. Reviewed and recommended approval of applications submitted by artists between September 2017 and February 2017 for inclusion on the West Hollywood Muralist Roster in accordance with the City's muralist review criteria for ratification by the Arts and Cultural Affairs Commission.
- c. Heard a presentation from Temporary Senior Planner Sarah Lejeune regarding a City ordinance to approve electronic billboards on the Sunset Strip that will require digital art to be programmed as part of the approval process, the art of which will be reviewed and approved by the Arts and Cultural Affairs Commission.

- d. Reviewed high resolution prints provided by photographer Maggie West for the approved billboard installation "KISS."

**ACTIONS:**

1. Approval of the mural application submitted by English pop artist Sir Peter Blake for the installation of an artwork on the retaining wall at West Hollywood Elementary School (corner of San Vicente Boulevard and Harratt Street) in accordance with the City's Art on the Outside Review Criteria  
**Motioned by Commissioner Beroukhim, seconded by Commissioner Moreno Freedman and approved.**
  
2. Approval of applications submitted by artists between September 2017 and February 2017 for inclusion on the West Hollywood Muralist Roster in accordance with the City's muralist review criteria for ratification by the Arts and Cultural Affairs Commission.  
**Motioned by Commissioner Beroukhim, seconded by Commissioner Moreno Freedman and approved.**

**B. Urban Art Subcommittee Report**

The Commission received a report from the Urban Arts Subcommittee on its meeting held March 16, 2017, and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Beroukhim reported the Subcommittee received a presentation from public art consultant Patrick Ela on artist Ned Khan's final art plan for the urban art project at 9060 Santa Monica Boulevard.

There were no significant changes to the proposed wind-activated elements on the outer edge of the yellow glass fins that will punctuate the facade of the gateway building. The yellow polycarbonate leaves will be mounted onto vertical runs of 1/8" diameter stainless steel cables with very low friction plastic bearings. Each leaf will be 4" tall and 4" wide with gaps of about 1" between each moving panel. The cables will attach to stainless steel rig points bolted to the concrete slabs of the building. The artwork will be fabricated in 13'-3" tall long cable modules. Each 13'-3" tall module will have 30 moving vanes for a total of 9450 moving panels for the entire project. The kinetic element arrays will be integrated into each glass fin on the third and fourth floors of the facades facing Santa Monica Blvd and Melrose and on the upper floors of the building where there is the most wind and greatest visibility. The proposed artwork will be virtually maintenance-free. The panels are naturally cleaned by the rain. The moving parts require no lubrication.

**ACTION:** Approve Stage III Final Art Plan for the urban art project at 9060 Santa Monica Boulevard (Melrose Triangle) by artist Ned Khan.

**Motioned by Dishman, seconded by Commission Vice Chair Lee and approved.**

**IV. STUDY SESSION**

The Arts and Cultural Affairs Commission convened to a study session. As part of the study session, the Commission received comments from artists Alyse Emdur + Rosten Woo as well as reviewed, discussed and determined next steps in the cultural planning process for West Hollywood.

Next steps in the cultural planning process include review and discussion of collective priorities and opportunities for inclusion in cultural plan.

**V. EXCLUDED CONSENT**

None

**VI. PUBLIC COMMENT**

None

**VII. ITEMS FROM COMMISSIONERS**

Commissioner Williamson commented that he would not be in attendance at the April 27, 2017 commission meeting.

**VIII. ITEMS FROM THE STAFF**

None.

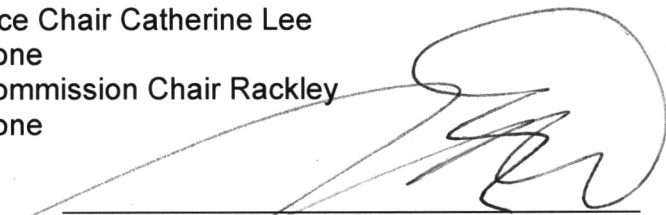
**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff to develop the April 27, 2017 meeting agenda as appropriate.

**X. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:45 p.m. to its meeting scheduled April 27, 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 Vice Chair Catherine Lee
NOES:	Commissioner:	None
ABSENT:	Commissioner:	Commission Chair Rackley
ABSTAIN	Commissioner:	None



MADELEINE RACKLEY, CHAIR

ATTEST:



PRENTIS BONDS, RECORDING  
SECRETARY