

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

**THURSDAY, JUNE 22, 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 5:03 p.m.

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

**B. Roll Call:**

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

Also Present: Arts Administrator Andrew Campbell  
Administrative Specialist IV/Recording Secretary Prentis Bonds  
Arts Coordinator Mike Che  
Public Art Coordinator Rebecca Ehemann

**C. Approval of the Agenda:**

**Motioned approval of the June 22, 2017 meeting agenda by Commissioner Dishman, seconded by Vice Chair Lee and approved.**

**D. Approval of the May 25, 2017 Meeting Minutes**

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

**E. Public Comment**

None

**II. CONSENT CALENDAR**

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

**Motioned by Commissioner Beroukhim, 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.

**ACTION:** Receive and file.

## **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 June 8, 2017 and considered ratifying recommendations proposed by the Subcommittee.

### **ACTIONS:**

1. Receive and file Performing Arts and Cultural Affairs Subcommittee Report of June 8, 2017.
2. Approval of a HATCH – Digital Filmmaker Incubator Pilot Program Grant of \$1,000 to support the scripted film project “L” by Max Landwirth in accordance with program guidelines and review criteria. **Approved as part of the Consent Calendar.**
3. Approval of an Arts Participation Grant of \$1,000 to Valentina Quezada to support “Senior Studio,” a series of six (6) art-making classes and waive the fiscal sponsor requirement for the grant. **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 June 22, 2017 and considered ratifying recommendations proposed by the Subcommittee.

**ACTION:** Ratify recommendations proposed by the Art on the Outside Subcommittee including:

1. Approval of the Commercial Business Mural Application for 668 N. La Peer Drive featuring a work by Louis Carreon as art and not creative signage.  
**Motioned by Commissioner Beroukhim seconded by Commission Chair Rackley and approved.**
2. Approval of the temporary video art project proposal by IF, Innovation Foundation for “Theo Triantafyllidis – PROMETHEUS” for installation on the electronic billboard at 8410 Sunset Boulevard from July 1 – August 31, 2017.  
**Motioned by Commission Chair Rackley seconded by Commissioner Dishman and approved.**
3. Approval of the temporary video art project proposal by IF, Innovation Foundation for “Gareth Walsh- GLITCH” for installation on the electronic billboard at 9039 Sunset Boulevard from July 1, 2017 – August 31, 2017, to the Arts and Cultural Affairs Commission.  
**Motioned by Commissioner Williamson, seconded by Commissioner Moreno Freedman and approved.**

4. Approval of extending the temporary mural installation “Let a Thousand Flowers Bloom, 8990” by artist Mei Xian Qiu through the end of the year (2017).

**Motioned by Commissioner Dishman seconded by Commissioner Beroukhim and approved.**

**B. Presentation from Charles Flowers, Deputy Director of Arts for LA**

The Arts and Cultural Affairs Commission heard a presentation from Charles Flowers, Deputy Director of Arts for LA, on Arts for LA’s recent strategic planning process and its outcomes.

**C. Report from the Americans for the Arts Conference**

The Arts and Cultural Affairs Commission received a report from Arts Coordinator Mike Che, Public Art Coordinator Rebecca Ehemann, and Cultural Plan Consultant Amanda Carlson regarding learnings, new ideas and practices gleaned from their participation at the Americans for the Arts Conference in San Francisco from June 15-18, 2017.

**D. WeHo Arts: The Plan**

The Commission continued its discussion the draft WeHo Arts: The Plan with Consultant Amanda Carlson.

Community engagement activities for The Plan through the end of June included:

- **Sunday, June 25 *Living Room Session / Feedback on The Draft***, Kings Road Park, 12:30pm – 2:00pm
- **Monday, June 26 *Living Room Session / Feedback on The Draft***, Plummer Park Community Center, Room #3, 7:00pm-8:30pm, with Russian translation
- **Tuesday, June 27 *Living Room Session / Feedback on The Draft***, Plummer Park Community Center, Room #3, 7:30pm – 9:00pm

Ms. Carlson indicated two artists Maria Del Carmen Lamadrid and Sean Noyce and one artist team YoMeryl (Bronwyn Lundberg + Sarah Zucker) were selected to abstract data from WeHo Arts the Plan to create visual images for The Plan.

**E. Selection of Urban Art Subcommittee Chair**

The Commission considered ratifying Chair Rackley’s appointment of Commissioner Todd Williamson of the Urban Art Subcommittee to serve as chair of the Subcommittee.

**ACTION:** Approval of Commissioner Williamson to serve as chair of the Urban Art Subcommittee. **Motioned by Commissioner Beroukhim seconded by Commissioner Dishman and approved.**

**IV. EXCLUDED CONSENT**

None

**V. PUBLIC COMMENT**

None

**VI. ITEMS FROM COMMISSIONERS**

Commissioner Williamson suggested that the Commission agendaize an informational session on the how to professionally and respectfully decline art proposals within the context of Commission policy, procedures and guidelines.

**VII. ITEMS FROM THE STAFF**

None

**VIII. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission advised staff on development of the July 27, 2017 meeting agenda and requested that staff agendaize the following items.

- West Hollywood Demographic Overview
- West Hollywood Mural Fees (Discussion item on the feasibility of charging an administrative fee for murals installed without prior approval by the Art and Cultural Affairs Commission)
- Public Art Conservation Status Update

**IX. ADJOURNMENT**

Motion to adjourn to the Arts and Cultural Affairs Commission meeting scheduled July 27, 2017, at 5:00 p.m. in the Community Meeting Room – West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood by Commissioner Dishman, seconded by Commission Beroukhim, and the meeting was adjourned at 6:46 p.m.

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



MADELEINE RACKLEY, CHAIR

ATTEST:




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PRENTIS BONDS, RECORDING  
SECRETARY