

CITY OF WEST HOLLYWOOD  
Arts and Cultural Affairs Commission  
**ART ON THE OUTSIDE SUBCOMMITTEE**  
**MEETING AGENDA**

**THURSDAY, OCTOBER 26, 2017 – 3:30 P.M.**

Location: Community Meeting Room – City Hall  
8300 Santa Monica Boulevard, West Hollywood

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, call 323.GO.METRO (323/466-3876) or go to [www.metro.net](http://www.metro.net).

Written materials distributed to the Arts and Cultural Affairs Commission within 72 hours of the Arts and Cultural Affairs Commission meeting are available for public inspection immediately upon distribution in the Arts Division at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Arts and Cultural Affairs Commission meeting at the staff liaison's table. For a complete listing of arts and cultural program, events and opportunities, please visit [weho.org/arts](http://weho.org/arts).

**I. CALL TO ORDER**

- A. Pledge of Allegiance
- B. Roll Call
- C. Approval of the Agenda
- D. Approval of the September 28, 2017 Meeting Minutes
- E. Public Comment

*The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.*

**II. CONSENT CALENDAR** The following routine matters can be acted upon by one motion. Individual items may be removed by the Subcommittee for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.

**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.

RECOMMENDATION: Receive and File.

**B. 9039 Sunset Electronic Billboard – Temporary Public Art Opportunity**

The Subcommittee will review and consider recommending to the Arts and Cultural Affairs Commission approval of the temporary video art project proposal from IF, Innovation Foundation, for "Goldfoss-Episodes" by artist Síta Valrún for installation on the electronic billboard at 9039 Sunset Boulevard from November 1, 2017 – December 31, 2017.

RECOMMENDATION: Recommend that the Arts and Cultural Affairs Commission approve the temporary video art project proposal from IF, Innovation Foundation, for "Goldfoss-Episodes" by artist Síta Valrún for installation on the electronic billboard at 9039 Sunset Boulevard from November 1, 2017 – December 31, 2017.

### III. UNFINISHED BUSINESS

#### A. WeHo Arts: The Plan

The Subcommittee will continue its review of cultural plan priorities and recommendations and provide direction on the implementation of *WeHo Arts: The Plan* through its 2018-2020 Work Plan and discuss the following questions:

1. How would the Commission like to continue over the next several months in developing its implementation strategy?
2. What are the Commission's implementation expectations?
3. How would the Commission like to receive information, communicate its decisions and continue its engagement with the community?
4. How does the Commission envision *The Plan* influencing City policies, procedures and initiatives, and work plans of other City departments?
5. What could we do better?

RECOMMENDATION: Provide staff direction on the implementation of *WeHo Arts: The Plan* through its 2018-2020 Work Plan and forward to the Arts and Cultural Affairs Commission for discussion.

### IV. NEW BUSINESS

#### A. Santa Monica Boulevard/Doheny Drive Sculpture Park Curator Proposals

The Subcommittee will review proposals submitted for the Santa Monica Boulevard at Doheny Sculpture Park Request for Proposals (RFP) and consider recommending to the Arts and Cultural Affairs Commission approval of one of the curator's proposals.

RECOMMENDATION: Recommend that the Arts and Cultural Affairs Commission approve the Santa Monica Boulevard at Doheny Sculpture Park curator's proposal as identified by the Subcommittee.

#### B. Review of 9x9 Mural (West Hollywood Park) Request for Proposals

The Subcommittee will review a Request for Proposals for the 9x9 Mural located on the ground floor of the West Hollywood Park Parking Structure.

RECOMMENDATION: Provide direction and authorize staff to make the final edits as applicable to the 9x9 Mural (West Hollywood Park) Request for Proposals.

### V. EXCLUDED CONSENT CALENDAR

**VI. PUBLIC COMMENT**

*The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.*

**VII. ITEMS FROM THE SUBCOMMITTEE**

**VIII. ITEMS FROM THE STAFF**

**IX. DEVELOPMENT OF THE NEXT MEETING AGENDAS**

The Subcommittee will advise staff on the development of November 16, 2017 meeting agenda.

**X. ADJOURNMENT**

The Art on the Outside Subcommittee will adjourn to its next adjourned meeting scheduled Thursday, November 16, 2017 at 3:30 p.m. in the Community Meeting Room of the West Hollywood City Hall at 8300 Santa Monica Boulevard, West Hollywood.

**AFFIDAVIT OF POSTING**

State of California )  
County of Los Angeles )  
City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: October 20, 2017  
Signature: Alycia T. Potholm