

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

THURSDAY, SEPTEMBER 28, 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 Catherine Lee at 5:05 p.m.

A. Pledge of Allegiance: Commissioner Rackley led the Pledge of Allegiance.

B. Roll Call:

Present: Commission Chair Catherine Lee
Commissioner Martin Gantman
Commissioner Dawn Moreno-Freedman
Commissioner Madeleine Rackley
Commissioner Todd Williamson

Absent: Commissioner Candice Beroukhim
Commission Vice Chair J. Dallas Dishman

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

C. Approval of the Agenda:

Motioned approval of the September 28, 2017 meeting agenda by Commissioner Rackley, seconded by Commissioner Moreno-Freedman and approved.

D. Approval of the August 24, 2017 Meeting Minutes

Motioned by Commissioner Williamson, seconded by Commissioner Moreno-Freedman 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 Gantman seconded by Commissioner Rackley 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. Public Fiction Project

The Commission received an update from curator Lauren Mackler regarding the Public Fiction project, publication, Artist's TV commercials, and the 2018 exhibition at the MAK Center for Art and Architecture.

B. WeHo Arts: The Plan

The Commission received an update from Cultural Planning Consultant Amanda Carlson on the implementation strategy for *WeHo Arts: The Plan*.

Ms. Carlson requested that the Commission save the date of Saturday November 4, 2017 from noon to 2 p.m. for the *WeHo Arts: The Plan* Launch Party. The event will be held on the Lawn at Plummer Park. She announced the event *Common Field Convening Los Angeles* an itinerant annual gathering that brings together 350+ local and national organizers to explore the state of the field of arts organizing and to share resources, knowledge and methods for artist-led, artist-run, and artist-centered projects, spaces and practices. The convening will take place at the Japanese American Cultural and Community Center from November 2 – 5, 2017.

C. WeHo Arts: The Plan Data Visualization Concepts

The Commission received presentations from artists Maria del Carmen Lamadrid Zamora, Sean Noyce and YoMeryl and data visualization concepts for *WeHo Arts: The Plan*. The projects have been commissioned to increase the visibility of *WeHo Arts: The Plan* and continue to demonstrate the Commission's commitment to including artists in the planning process.

Maria del Carmen Lamadrid Zamora conceptualized *ArtEverywhere*, a one-day balloon mapping project with local teens to document potential sites for public art on the eastside. Using a 5.5-foot weather balloon with a camera attached to it the artist will take aerial photographs of the eastside. Lamadrid will overlay data from *The Plan* onto the photographs which will be shared via the City's website, social media platforms and/or printed materials.

Sean Noyce conceptualized *The Sky's the Limit*, an infographic campaign with a multifaceted installation. The data represented in the project as "word clouds" is based on the responses received in the opened ended answers from *The Plan's* online and in-person surveys. Each bubble in the cloud is scaled proportionately to the number of times a survey respondent mentioned a particular word. The artwork will be printed on vinyl banners and installed along the fence line of Hart Park on Sunset Boulevard and the construction fence at West Hollywood Park. The artwork will also be shared on the City's website and social media platforms and/or printed materials. The final

component will take shape as a balloon sculpture installation of the word clouds (intended to last 24-48 hours) and will be installed on Sunset Boulevard and West Hollywood Park adjacent to the banner installations.

Artist Team YoMeryl, Sarah Zucker and Bronwyn Lundberg, conceptualized an animated digital mural titled *The City of Creative Delights*. The animation depicts a stylized version of West Hollywood as a microcosm of creative expression, experimentation, and engagement. Within the large-scale tableau, microcosms of individual characters engage in activities that convey the values of *The Plan*. The digital mural will be exhibited on the electronic billboard at 8410 Sunset Boulevard from November 1 – December 31, 2017. Smaller gifs, details of the artwork, will be shared through the City's website, social media platforms and/or printed materials.

D. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee Chair Catherine Lee on its meeting held September 28, 2017. Commissioner Lee indicated the Subcommittee, as part of its Consent Calendar, recommended approval of the following items for ratification by the Commission including:

ACTIONS:

- A. Approval of fourteen (14) muralists for inclusion on the WEHO Muralist Roster: 1010 (Martin Wojciechowski), BELIN (Miguel Ángel Belinchón), Casey Gray, Cori Alsbrooks, Dallas Clayton, Ellierex (Danielle Garza), Jason Woodside, Kristen Farr, Laura Graef, Maggie Lochtenberg, Mateusz Gapski, Mike Stilkey, Ruth Aulker, and Sage Vaughn.
- B. Approval of the Commercial Business Mural Application for 1261 N. La Brea featuring a work by The Art of Chase as art and not creative signage.
- C. Approval of the Commercial Business Mural Application for 8552 Melrose Avenue featuring a work by Jason Woodside as art and not creative signage.
- D. Approval of the Commercial Business Mural Application for 1259 N. La Brea Avenue featuring a work by BELIN (Miguel Angel Belinchon Bujes) as art and not creative signage.

Motioned approval of Items A – D by Commissioner Gantman, seconded by Commissioner Williamson and approved.

The Subcommittee also recommended approval of the following Temporary Art Project Proposals:

ACTIONS:

1. Approval of *One Another* by Maxwell Carraher for installation at Havenhurst Park noting artist will assume the cost of insurance and engineering and that staff still needs final approval from the City's Facilities and Field Services Division.

Motioned approval of by Commissioner Rackley, seconded by Commissioner Williamson and approved.

2. Approval in concept of Kate Costello Mural Series for installation at proposed locations in Plummer Park and budget not to exceed \$2,750 noting staff still needs final approval from the City's Facilities and Field Services Division.
Motioned approval of by Commissioner Williamson seconded by Commissioner Gantman and approved.
3. Approval of *Another Kind of Growth* for installation in Kings Road Park and budget not to exceed \$3,000 (\$2,000 for artist and \$1,000 for landscaping).
Motioned approval of by Commissioner Moreno-Freedman, seconded by Commissioner Williamson and approved.
4. Approval of artist MIGS (Miguel Andrisani) to work with staff to develop an original artwork, inspired by City Poet Kim Dower's poem *I Sing the Body West Hollywood*, for the banners in West Hollywood City Hall Community Plaza.
Motioned approval of by Commissioner Rackley, seconded by Commissioner Gantman and approved.

Commissioner Williamson was excused at 6:31 p.m.

E. Performing Arts and Cultural Affairs Subcommittee Report

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held September 14, 2017.

Commissioner Rackley reported the Subcommittee:

- Reviewed the application seeking musicians for Winter and Summer Sounds 2018-19 and concurred with staff's recommendation to continue programming Winter and Summer Sounds at 5 p.m., and requested staff to schedule concert dates in accordance with the budget and programming logistics.
- Reviewed cultural plan priorities and recommendations and provided direction on the implementation of WeHo Arts. It was the consensus of the Subcommittee to recommend that the Arts and Cultural Affairs Commission receive presentations from City departments and divisions to help guide the implementation process as well as assist the Commission with prioritizing its implementation strategies. The Subcommittee suggested that staff agendize a study session focused on City facilities and artists housing with Facilities and Field Services Manager Steve Campbell, Rent Stabilization and Housing Manager Peter Noonan, Assistant Director of Community Development John Keho, and Long Range and Mobility Planning Manager Bianca Siegl for the October 26, 2017 meeting.
- Received updates on Performing Arts and Cultural Affairs projects under the Subcommittee's oversight:

Coast Playhouse	The agreement with the production company currently in the space has been extended. The company will oversee community use on off nights.
Free Theatre in the Parks	Rogue Artist Ensemble received positive feedback from the community on its workshop production of <i>Señor Plummer's Final Fiesta</i> .
Hatch Digital Media Incubator Program	This grant opportunity is closed.
Laurel House Project	West Hollywood Councilmembers John Duran and Lauren Meister will lead a committee to discuss the Laurel House Project, and the Arts Division will be engaged in the discussion.
Library Programming	Staff announced three (3) upcoming WeHo Reads events: the 6 th Anniversary of the Library on October 6, Armistead Maupin on October 10 and Chris Kraus on November 14. Information available at http://www.weho.org/residents/weho-reads-2017
One City One Pride	The deadline to submit applications for this Grant opportunity is Thursday, October 5, 2017, and the One City One Pride Poster Competition closes in December.
Performing Arts and Cultural Affairs Subcommittee Work Plan 2016-2018	This item is in progress.
Plummer Park Fiesta Hall	Staff will inform the Subcommittee on this item once City Council has provided direction to staff.
Summer Sounds / Winter Sounds	As reported
WeHo Arts Grant Program	WeHo Arts Project and Organizational Development Grant applications are due September 14, 2017 and a group of arts professionals will peer review applications Thursday, October 5, 2017
West Hollywood Cultural Plan	As reported

F. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held September 21, 2017 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Gantman reported that the Subcommittee received a Stage II Schematic Plan presentation from art consultant Tiffany Lendrum on concept designs by artist team Cao Perrot in collaboration with Swarovski for Pendry Hotel and Condominium project at 8432 Sunset Boulevard. As a result, the Subcommittee expressed interest in Cao Perrot concept inspired by the Mangrove tree.

The tree rising approximately 22 feet high from a water mirror with a spread of 16 feet is comprised of blackened metal roots, trunk branches including a curtain of hanging branches embellish with 150,000 iridescent golden mother-of-pearl leaves

and 100,000 Swarovski crystals. Although the Subcommittee articulated concerns regarding the maintenance, theft and general care, Ms. Lendrum commented that the installation of a similar project in Texas was tested extensively and has withstood the elements including hurricanes.

ACTIONS:

1. Approval of Stage II Schematic Plan of Option 2 by artist team Cao Perrot in collaboration with Swarovski for the urban art project at 8432 Sunset Boulevard, in accordance with the City's Urban Art Policy and Guidelines.
2. Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including 1) schematic designs/drawings; site plans and elevations; a narrative description of the proposed art project including how it fits into the environment of the City; and proposed materials and color scheme; 2) implementation timeline; 3) outline of the art budget; 4) maintenance issues and 5) a signed copy of the developer/artist agreement.

Motioned approval of by Commissioner Rackley, seconded by Commissioner Moreno-Freedman and approved.

Commissioner Gantman then reported that the Subcommittee received a Stage I Artist Approval presentation from art consultant Dorka Keehn on proposed artists Bill Fitzgibbons; Camille Utterback; Erwin Redl; Jim Campbell; Ned Kahn and Reifik Anadol for the mixed-use commercial development at 8497 Sunset Boulevard. The Subcommittee expressed a desire to diversify the urban art collection, noting preference for artists who are not currently in the collection. After a review of the artists presented, the Subcommittee expressed interest in Bill Fitzgibbons, Camille Utterback and Reifik Anadol.

ACTIONS:

1. Approval of of Stage I Artist Approval for artists Bill Fitzgibbons, Camille Utterback and Reifik Anadol for the urban art project at 8497 Sunset Boulevard, in accordance with the City's Urban Art Policy and Guidelines.
2. Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including: 1) The artist selection procedure used and 2) Artist(s) resume(s), biographical materials and evidence of artistic/cultural experience.

Motioned approval of by Commissioner Rackley, seconded by Commissioner Moreno-Freedman and approved.

IV. NEW BUSINESS

A. ACAC Subcommittee Structure Fiscal Year 2018

The Commission will review and consider approval of its subcommittee structure (Art on the Outside Subcommittee, Performing Arts and Cultural Affairs Subcommittee and the Urban Art Subcommittee) for FY 2018 as proposed by the Chair.

Chair Lee reported that the Commission's subcommittee structure is as follows:

FY18 Subcommittee Structure	Subcommittee Members
Art on the Outside	Commissioner Dishman (Chair) Commissioner Catherine Lee Commissioner Todd Williamson
Performing Arts and Cultural Affairs	Commissioner Dawn Moreno-Freedman (Chair) Commissioner Catherine Lee Commissioner Madeleine Rackley
Urban Art Subcommittee	Commissioner Todd Williamson (Chair) Commissioner Candice Beroukhim Commissioner Martin Gantman

By consensus the Commission approved the FY18 Subcommittee Structure, noting in her absence Commissioner's Beroukhim expressed interest in serving on the Art on the Outside Subcommittee.

V. EXCLUDED CONSENT

None

VI. PUBLIC COMMENT

None

VII. ITEMS FROM COMMISSIONERS

None

VIII. ITEMS FROM THE STAFF

None

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff on development of the October 26, 2017 meeting agenda. Agenda items shall include.

- Study session on City Facilities and Artists Housing with Facilities and Field Services Manager Steve Campbell, Rent Stabilization and Housing Manager Peter Noonan and Assistant Director of Community Development John Keho and Long Range and Mobility Planning Manger Bianca Siegl and a Commissioner Training session on how to use the new Review and Evaluation Criteria to approve and/or deny projects as well as refresher on Best Practices, as established by the Americans for the Arts Public Art Network, led by Sarah Conley Odenkirk.

X. ADJOURNMENT

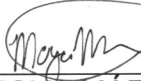
The Arts and Cultural Affairs Commission adjourned at 6:58 p.m. to its meeting scheduled October 26, 2017, at 5:00 p.m. in the Community Meeting Room – West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION
ON THIS 26th DAY OF OCTOBER, 2017.



CATHERINE LEE, CHAIR

ATTEST:



MOYA MÁRQUEZ, RECORDING
SECRETARY