

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MEETING MINUTES

THURSDAY, JUNE 28, 2018 – 5:00 P.M.

*Location: Community Meeting Room – West Hollywood Library
625 N. San Vicente Boulevard, West Hollywood*

I. CALL TO ORDER

The Arts and Cultural Affairs Commission meeting was called to order by Commission Vice Chair Dishman at 5:05 PM.

A. Pledge of Allegiance

Commission Vice Chair Dishman led the Pledge of Allegiance.

B. Roll Call:

Present: Commission Vice Chair J. Dallas Dishman
Commissioner Candice Beroukhim
Commissioner Martin Gantman
Commissioner Dawn Moreno-Freedman
Commissioner Madeleine Rackley
Commissioner Todd Williamson

Absent: Commission Chair Catherine Lee

Also Present: Arts Manager Andrew Campbell
Administrative Specialist IV/Recording Secretary Moya Márquez
Grants Coordinator Prentis Bonds
Public Art Coordinator Rebecca Ehemann
Arts Coordinator Mike Che
Arts Technician Joy Tribble

C. Approval of the Agenda:

Approval of the June 28, 2018 meeting agenda as amended was **motioned by Commissioner Williamson, seconded by Commissioner Gantman, and approved unanimously.**

D. Approval of the May 24, 2018 Meeting Minutes

Approval of the May 24, 2018 meeting minutes was **motioned by Commission Vice Chair Gantman, seconded by Commissioner Moreno-Freedman, and approved unanimously.**

E. Public Comment

None.

II. CONSENT CALENDAR

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

Approval of the Consent Calendar was motioned by Commissioner Gantman, seconded by Commissioner Williamson, and approved unanimously.

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: Received and filed. **Approved as part of the Consent Calendar.**

B. Grant Program Update

The Commission received an update on the Arts Grant Program and approved minor changes to the guidelines as recommended by staff.

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Urban Art Subcommittee Report

The Commission received a report from the Urban Art Subcommittee on its meeting held June 21, 2018 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Williamson reported that staff provided the Subcommittee with the City's Urban Art Collection Conservation Survey. The Survey was conducted by Rosa Lowinger Associates Conservation, Inc. and provides an overview of the current status of the urban art projects in the Collection, recommendations for maintenance and/or conservation, estimated costs for maintenance and/or conservation, and recommendations for ongoing maintenance. Both city-owned and privately owned artworks were included in the Survey. Staff mentioned they will add an index to the Survey. Next steps include Staff working with Code Compliance to notify owners of the current status of their artwork and request for the artworks to be maintained and/or conserved based on the recommendation.

Commissioner Williamson also reported that the Rocky & Bullwinkle statue has been fully restored and is ready for its permanent installation on Sunset Boulevard once its pedestal is constructed.

Finally, Commissioner Williamson reported that the Subcommittee and staff have been working to create a formal deaccession policy for urban artworks on private property. Staff is beginning conversation with the City Attorney to determine what those steps will look like.

ACTIONS: Received and filed.

A. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held June 28, 2018 and considered ratifying recommendations proposed by the Subcommittee.

Commission Vice Chair Dishman reported that the Subcommittee reviewed and recommended the approval of the temporary video art project proposed by Jessica Rich, The Rich Picture, of excerpts from *The Great Farce* by artist Federico Solmi for installation on the electronic billboards at 8410 and 9039 Sunset Boulevard from August 1, 2018 – September 31, 2018.

Commission Vice Chair Dishman reported that the Subcommittee initially had concerns about images in the video art and the integration of the artist's name into the artwork. The Subcommittee however, determined that the artwork did not violate any of the Art on the Outside Review and Evaluation Criteria.

Commission Vice Chair Dishman also reported that staff presented a nearly complete artwork by artist Aaron Glasson for the temporary mural project on the Hart Park fence. Staff informed the subcommittee that the temporary mural will also include text to explain the historical context of the artwork. The artwork consists of multiple panels and only one panel remains in development by the artist.

Commission Vice Chair Dishman also reported that the Subcommittee discussed standardizing plaques for Commercial Business Murals approved by the Arts and Culture Affairs Commission so that artists can receive recognition for their work while avoid use of social media tags. It was reported that the Subcommittee will work with staff to create a policy standardizing the template.

ACTION: Ratification of recommendations proposed by the Urban Art Subcommittee including:

1. Approval of the temporary video art project proposed by Jessica Rich, The Rich Picture, for Excerpts from *The Great Farce* by artist Federico Solmi for installation on the electronic billboards at 8410 and 9039 Sunset Boulevard from August 1, 2018 – September 31, 2018. **Motioned by Commissioner Beroukhim, seconded by Commissioner Moreno-Freedman, and approved unanimously.**
2. Approval of the Historical Mural Project for Sunset Boulevard by artist Aaron Glasson with direction that staff can approve the final panel. **Motioned by Commissioner Beroukhim, seconded by Commissioner Williamson, and approved unanimously.**

B. West Hollywood Cultural Plan – WeHo Arts: The Plan

The Commission received updates from staff on *The Plan's* implementation process and discussed the Artists Roundtable to be held in September 2018.

Cultural Plan Consultant Amanda Carlson reminded the Commission that the next Artists Roundtable is scheduled for Wednesday, September 12, with subsequent Roundtables scheduled for the months of December 2018 and March 2019.

The Commission then shared ideas on thematic topics by which to organize the Roundtable. Commissioner Moreno-Freedman suggested offering "Coffee with a

Commissioner” in the same vein as the coffee with the cops program. Commissioner Beroukhim suggested hosting the Artists Roundtable in local West Hollywood businesses and other spaces where the public already gathers socially.

Commissioner Rackley asked to be reminded how the Commission measures the success of the Artists Roundtable. Staff clarified that the purpose of the roundtable is for the city to use its convening power to gather people together to discuss issues around the arts in the City. Other ways to measure success of the program include measuring increase in City arts programming and grants.

Commissioner Moreno-Freedman mentioned she enjoyed the speaker lineup at the last roundtable and praised the variety of speakers and invitees.

Commissioner Williamson asked staff to invite the organizers of the Beverly Hills Art Festival.

ACTION: Provided direction on the implementation of *WeHo Arts: The Plan*.

IV. NEW BUSINESS

A. Urban Art Guidelines Revision

The Arts and Cultural Affairs Commission reviewed and discussed the Urban Art Guidelines and considered adopting the proposed updates.

Staff reported that the Urban Arts Subcommittee identified potential opportunities to improve the current Urban Art review guidelines and has been working on modifications for the past few months.

The proposed revised guidelines include, among other new requirements: narrative text about the city of West Hollywood’s history; a removal of an urban art exemption for structures where 25% of the project is affordable housing; and adding a requirement that all artworks be publically accessible. The percentage fee for art will remain at 1%.

ACTIONS: Approval of the proposed revisions to the Urban Art Guidelines and authorization of staff to make final edits and forward the revisions to the City Attorney for review. **Motioned by Commissioner Williamson, seconded by Commissioner Beroukhim, and approved unanimously.**

B. WeHo Arts Grant Program – Opportunities of the Moment

The Commission discussed the idea of “Opportunities of the Moment” – arts and culture projects that come to the attention of the Commission that may not be eligible and/or fall within the guidelines of the Arts Grant program that may provide unique programming to support or demonstrate an understanding of the cultural diversity of the West Hollywood community.

Grants Coordinator Prentis Bonds, following a conversation with a technical assistance consultant, received comments that some of the small organizations funded by the City’s arts grants are not well equipped to properly implement

suggestions generated through the City's technical assistance for nonprofits in strategic and sustainability planning. Despite this, the organizations still provide a significant contribution to the artistic life and expression of the diverse communities of West Hollywood and have consistently provided high turnout to their events.

ACTION: The Commission decided by consensus to refer the discussion to PACA.

C. Staff Reports from Conference Attendance

The Commission received presentations from staff regarding their attendance at recent conferences.

Public Art Coordinator Rebecca Ehemann presented information regarding her attendance at the Open Engagement conference in Queens, New York at the Queens Museum. Ehemann reported that conference was centered on social practice art.

Arts Coordinator Mike Che presented information regarding his attendance at the Americans for the Arts (AFTA) conference in Denver, Colorado. Che reported that the conference featured discussions of how art can unite us and be an agent of social change, and provided examples of politically-minded work centering on the US/Mexico border and re-envisioning what monuments could be. He also reported statistics around arts participation and its correlation with higher rates of voting and lower rates of racist tendencies, and on the successful efforts of AFTA to save the NEA from being defunded.

Arts Manager Andrew Campbell reported that the City received an award at the Americans for the Arts conference for the Data Visualization projects for *WeHo Arts: The Plan* from the Public Art Network (PAN) Year in Review, recognizing the projects in the top 49 public art projects that were installed in 2017.

ACTION: Receive and file.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Moreno-Freedman asked to put on the July agenda an item to cancel all Arts and Cultural Affairs Commission and Subcommittee meetings in August for an ACAC Summer break.

VIII. ITEMS FROM THE STAFF

Mike Che, Arts Coordinator, announced that the City's Poet Laureate application for the next two year period has a deadline of July 24. He also announced that the "Love is Love" One City One Pride poster design contest is open until late September.

Andrew Campbell, Arts Manager, announced that the Commission will have their election of the next Chair and Vice Chair at the July Commission meeting. He also announced that this meeting is the final meeting for Cultural Planning Consultant Amanda Carlson. Campbell and staff thanked her for her guidance and direction during the cultural planning process.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission authorized staff to develop the July 26, 2018 meeting agenda as appropriate.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:42 PM to its next Special Meeting scheduled July 26, 2018, at 5:00 PM in the West Hollywood Library Community Meeting Room – West Hollywood Library, 625 N. San Vicente Boulevard, West Hollywood.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION ON THIS 26TH DAY OF JULY, 2018.



J. DALLAS DISHMAN, VICE CHAIR

ATTEST:



MOYA MARQUEZ,
RECORDING SECRETARY