

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
SPECIAL MEETING MINUTES
THURSDAY, MAY 24, 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 Chair Lee at 5:05 PM

A. Pledge of Allegiance: Commission Chair Lee led the Pledge of Allegiance.

B. Roll Call:

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

Absent: Commissioner Candice Beroukhim

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

C. Approval of the Agenda:

Approval of the May 24, 2018 meeting agenda was motioned by Commissioner Gantman, seconded by Commission Vice Chair Dishman, and approved.

D. Approval of the April 26, 2018 Meeting Minutes:

Commissioner Gantman asked for a correction in the April 26, 2018 meeting minutes. Approval of the April 26, 2018 meeting minutes as amended was motioned by Commissioner Williamson, seconded by Commissioner Gantman, 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.

ACTION: Approval of the Consent Calendar was motioned by Commission Vice Chair Dishman, seconded by Commissioner Gantman, 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: Received and filed. **Approved as part of the Consent Calendar.**

B. Performing Arts and Cultural Affairs Subcommittee Report

The Commission received and filed a report from the Performing Arts and Cultural Affairs (PACA) Subcommittee on its meeting held May 10, 2018 and will consider ratifying recommendations proposed by the Subcommittee.

ACTIONS:

1. Received and filed the Performing Arts and Cultural Affairs Subcommittee Report.
2. Ratified a recommendation proposed by the Subcommittee to approve a WeHo Arts Community Grant award of \$1,000 to Dirty Looks, Inc. for a screening of "Circle of Books," the Circus of Books documentary by Rachel Mason as part of the site-specific series Dirty Looks: On Location at Circus of Books in West Hollywood. **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 May 17, 2018 and considered ratifying recommendations proposed by the Subcommittee.

ACTION: Approval of Stage II Schematic Art Plan by artist Laurie Frick for the urban art project at 7905 Romaine Street (Empire at Fairfax) in accordance with the City's Urban Art Policy and Guidelines and received and filed 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 by Commissioner Gantman, seconded by Commission Chair Lee and approved.**

B. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its meeting held May 24, 2018 and considered ratifying recommendations proposed by the Subcommittee.

ACTIONS:

- 1) Approval of the final art plan for the temporary art project PLOSCHADKA (working title), an exhibition of works by Tanya Brodsky, presented by curator Aurora Tang, to be exhibited at Plummer Park in November 2018. **Motioned by**

Commissioner Gantman, approved by Commissioner Williamson, and approved.

2) Motion by Commissioner Williamson, seconded by Commissioner Gantman, and approved, to approve the Art on the Outside Subcommittee's consent calendar and the recommendations therein including:

- a. Approval of the WEHO Muralist Roster application submitted by Bijou Karman for inclusion on the West Hollywood Muralist Roster.
- b. Approval of the WEHO Muralist Roster application submitted by Gary Paller for inclusion on the West Hollywood Muralist Roster.
- c. Approval of the Commercial Business Mural Application for 802 N San Vicente Blvd. featuring artwork by Kelly Perez noting the rejection of the use of including the Instagram handle as a signature.
- d. Approval of the Commercial Business Mural Application for 8552 Melrose Avenue featuring the artwork by Bijou Karman noting the restriction of any Nike branding including the Nike 'swoosh' or any easily recognizable sneakers or gear, specifically Air Jordans.
- e. Approval of the Commercial Business Mural Application for 8730 Santa Monica Blvd. featuring the artwork by Gary Paller.

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

The Commission received updates from staff on *The Plan's* implementation process.

Staff reported that the Arts & Business Partnership event is scheduled for May 31st to talk to businesses about the process of securing an arts partnership and also to present the Senor Plummer project as one such opportunity.

Staff reported that they were working closely with the Economic Development Department Administration, the Business Development Division, and the West Hollywood Chamber of Commerce to reach out to the business community. In addition, every artists on the WeHo Artist Registry has also been invited to the meeting.

ACTION: Receive staff updates and provided direction.

IV. NEW BUSINESS

A. 2019 WeHo Arts Grant Program Guidelines

The Arts and Cultural Affairs Commission reviewed and discussed WeHo Arts Grant Program Guidelines and considered adopting policy and language changes to the City's current grant program guidelines for 2019 as recommended by the Performing Arts and Cultural Affairs Subcommittee including One City One Pride; Transgender Arts Initiative and WeHo Arts Community Grant as well as the WeHo Arts Organizational Development Grant and WeHo Arts Project Grant. T As a result

of its review and discussion, the Commission adopted the following policy and language changes for the City's 2019 Arts Grant Program:

One City One Pride Grant Program

- Supports programs, projects and panels developed or produced by nonprofit organizations, artist collectives and individual artists, to expand the celebration of June Pride Month through the lens of history, culture and art.
- The maximum award for the presentation of theatrical works, exhibitions, music concerts and films in production is \$6,000.
- The maximum award any organization, artist collective and individual artist may receive for the screening of a completed film is \$1,500.

Adopted changes to One City One Pride grant guidelines:

- One City One Pride Theme for 2018: "Love is Love."
 - Scoring criteria:
1. Overall merit of the application in fulfilling the One City One Pride Grant Program purpose, demonstrated artistic authenticity through work samples and history of programming, and impact and relevance of the proposed project on the local LGBTQ community. *(20 points)*
 2. Applicant's capability, expertise and resources to effectively market the project to ensure proper outreach to intended communities. *(25 points)*
 3. Ability of the applicant to fully realize the project based on proposed project budget and documented financial support. *(25 points)*
 4. Proposed project relevance to this year's One City One Pride festival theme. *(30 points)*

Transgender Arts Initiative Grant Program

- Supports and enhances the presentation of artworks in West Hollywood by transgender artists. Individual artists, artist collectives or groups, and non-profit organizations with a history of supporting transgender artists are eligible to apply.
- The award an artist collective and individual artist may receive under this grant is \$1,000-\$3,000.
- The award a 501 (c)(3) nonprofit organization may receive under this grant is \$1,000 - \$5,000.

Adopted changes to Transgender Arts Initiative grant guidelines:

1. Overall merit of the application in fulfilling the Transgender Arts Initiative purpose and impact of the proposed project on the community *(30 points)*.
2. Applicant's capacity, resources, planning, effective marketing and expertise to ensure success. *(25 points)*
3. Ability of the applicant to fully realize the project based on proposed project budget and documented support. *(20 points)*
4. Appropriate evaluation strategies that match project goals and objectives. *(15 points)*

5. Potentiality of the proposed project to assist in the advancement of transgender artists beyond the project date. (10 points)

WeHo Artist Grant Program

- Supports the long-term development of an artist's ideas by providing funds that increase the capacity for artists to realize work, advance the conditions of creation, and navigate the complexities of both making art and making a career.
- The award an artist may receive under this grant is \$2,000.

Adopted changes to WeHo Artist grant guidelines:

- Increase funding in this category from \$8,000 to \$12,000
Note: It was the consensus of the Commission to allocate an additional \$4,000 to support the professional development and sustainability of West Hollywood artists similar to the WeHo Arts Organizational Development Grant technical assistance component.
- The City anticipates awarding a minimum of four (4) grants of \$2,000 for calendar year 2019 and the Commission, at its discretion, may award up to six grants and/or allocate funds as appropriate for artist professional development.

WeHo Arts Community Grant Program

- Supports small arts projects developed by educational, social service, or community-based organizations in which art is not the primary mission of the organization.
- The maximum award any organization may receive under this grant is \$1,000.

Adopted changes to WeHo Arts Community grant guidelines:

- Decrease funding from \$8,000 to \$4,000
Note: It was the consensus of the Commission to reallocate \$4,000 from this category to the WeHo Artist Grant category.
- Removal of the phrase "therapeutic purposes," as a descriptor of projects supported through this grant.
- The City anticipates awarding four (4) grants of \$1,000 instead of eight (8) grants.

WeHo Arts Organizational Development Grant Program

- Supports both the organization's mission to provide arts programming, and the organization itself with technical assistance to improve its ability to fundraise, develop audiences, and build its administrative infrastructure.
- Grants are awarded in a 3-year grant cycle.

Adopted changes to WeHo Arts Organizational Development grant guidelines:

The Commission adopted the following grant award distribution over a period of 3 years placing more emphasis on organizational professional development.

- Year I \$1,500 cash award and \$2,500 for technical assistance.
- Year II \$2,000 cash award and \$2,000 for technical assistance.
- Year III \$2,500 cash award and \$1,500 for technical assistance.

WeHo Arts Project Grant

Supports the production, performance or presentation of art projects that take place in the City of West Hollywood and that serve the West Hollywood community.

- Program for producing, presenting and performing arts nonprofits with budgets generally over \$75,000;
- Grants are awarded in a two-year grant cycle
- Maximum grant is \$8,500 per year (for a total 2-year grant of \$17,000).
- Recipients are required to submit a final report within a month of completing their project.

There were no adopted changes to the WeHo Arts Project grant guidelines.

Additional Grant Guideline Changes

The Commission adopted the following guidelines template to establish consistency across all grant categories:

- Overview of grant program
- Grant program purpose
- General Eligibility Requirements
- Review process and scoring criteria
- Schedule
- Important Notes
- Venues for Performing and Presenting Arts Project (non-city and city facilities).

The Commission also adopted the following language for inclusion in all grant program guidelines to provide clarity and better transparency:

- Applicants (as applicable) are required to cost out in-kind support from the City as part of its project budget (facility use and technical support)
- The Arts and Cultural Affairs Commission at its discretion may waive certain eligibility criteria.
- The Arts and Cultural Affairs Commission, as applicable, reserves the right to reassign

a grant application to another category for which the application and organization, or artist collective, or artists, may be more appropriate.

- Recipients are required to submit a final report within a month of completing their grant project.
- City of West Hollywood elected and appointed officials and its employees and immediate family members are not eligible to apply.”

By consensus, the Commission approved Budget Scenario B and the following allocations:

Grant Category	2019 Budget	2018 Grants (Year II & III) WeHo Arts Project & Org. Development Grant Allocation)	2019 Grants Funding Available (Year I)	2019 Grants Funding Recommended
One City One Pride Grant	\$35,000		\$35,000	\$35,000
Transgender Arts Initiative Grant	\$25,000		\$25,000	\$25,000
WeHo Artist Grant	\$12,000		\$12,000	\$12,000
WeHo Arts Community Grant	\$4,000		\$4,000	\$4,000
WeHo Arts Organizational Development Grant	\$32,000	\$28,000*	\$4,000	\$4,000
WeHo Arts Organizational Development Grant	\$32,000	\$28,000*	\$4,000	\$4,000
WeHo Arts Project Grant	\$132,000	\$53,000	\$79,000	\$79,000
WHAP Grant (annual grant for CalArts programming at the Library)	\$10,000		\$10,000	\$10,000
TOTAL	\$250,000	\$77,000	\$173,000	\$250,000

**Year II Organizational Development Grantees: 1) Celebration Productions LLC; 2) Los Angeles Diversity Film Festival; 3) Macha Theatre. Year III: 1) Pony Box Dance Theatre; 2) Dance Studio Showtime-Katusha; 3) June L. Mazer Lesbian Archives*

***Year II Arts Project Grant: California LGBT Arts Alliance; Greenway Arts Alliance; MAK Center for Art and Architecture at the Schindler House; ONE Archives Foundation; Rogue Artists Ensemble; The Museum of Contemporary Art, Los Angeles; Women In Film*

B. Urban Art Guidelines Revision

This item was tabled to the June 28, 2018 meeting.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM COMMISSIONERS

Commission Chair Lee announced that as the Chair, she was asked to participate on the City's float during the LA Pride Parade. However, because she will not be able to attend, she asked the Commission to consider designating Commissioner Moreno-Freedman to represent the Commission at the City's float during the LA Pride Parade. The Commission agreed by consensus.

VIII. ITEMS FROM THE STAFF

Arts Coordinator Mike Che reminded the Commission that One City One Pride began on May 22nd, and would continue until the end of June.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff on development of the June 28, 2018 special meeting agenda.

Commission Vice-Chair Dishman requested an update on Laurel House.

X. ADJOURNMENT

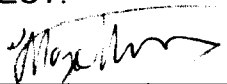
The Arts and Cultural Affairs Commission adjourned at 6:50PM to its next Special Meeting scheduled June 28, 2018, at 5:00 p.m. in the Community Meeting Room – West Hollywood Library 625 N. San Vicente Boulevard, West Hollywood.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION ON THIS 28th DAY OF JUNE, 2018.



J. DALLAS DISHMAN, VICE CHAIR

ATTEST:



MOYA MARQUEZ,
RECORDING SECRETARY