

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MEETING MINUTES

THURSDAY, SEPTEMBER 27, 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 Dishman at 5:06 PM.

A. Pledge of Allegiance

Commission Chair Dishman led the Pledge of Allegiance.

B. Roll Call:

Present: Commission Chair J. Dallas Dishman
Commissioner Martin Gantman
Commissioner Catherine Lee
Commissioner Madeleine Rackley
Commissioner Todd Williamson

Absent: Commission Vice Chair Dawn Moreno-Freedman
Commissioner Candice Beroukhim

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

C. Approval of the Agenda:

Commissioner Lee requested to discuss item 4.A. after the approval of the agenda.
Approval of the agenda as amended was motioned by Commissioner Rackley, seconded by Commissioner Williamson, and approved unanimously.

D. Approval of the July 26, 2018 Meeting Minutes

Approval of the June 26, 2018 meeting minutes was **motioned by Commissioner Gantman, seconded by Commissioner Lee, and approved unanimously.**

E. Public Comment

JESSICA RICH, SANTA MONICA, spoke about Item 3.A. and the programming limitations of art in a vertical billboard space.

KATE YE, WEST HOLLYWOOD, spoke in support of Item 3.A.

HECTOR BARBOSA, WEST HOLLYWOOD, spoke in support of Item 3.A.

CHRISTOPHER THAXTER, WEST HOLLYWOOD, spoke about Item 3.A.

MILO EVASHCHEN, LOS ANGELES, introduced himself to the Commission as a Boy Scout who wanted to see his local government in action.

ZVI JARRI, spoke in support of Item 3.A.

MICHAEL KEBER, WEST HOLLYWOOD, spoke about the Sunset Strip.

JONATHAN FREEMAN-ANDERSON, WEST HOLLYWOOD, spoke in support of Item 3.A.

JOHN CALLAGHAN, WEST HOLLYWOOD, spoke in support of Item 3.A.

NATALIE STAVOLA, WEST HOLLYWOOD, spoke in support of Item 3.A.

SEAN SIMMS, WEST HOLLYWOOD, spoke in support of Item 3.A.

DENISE BROWN, WEST HOLLYWOOD, spoke in support of Item 3.A.

TRACI TARUBR, WEST HOLLYWOOD, spoke in support of Item 3.A.

FRED ROBERTS, WEST HOLLYWOOD, spoke in support of Item 3.A.

STEPHEN MANNING, LOS ANGELES, spoke in support of Item 3.A.

ASHLEY PRENATT, LOS ANGELES, spoke in support of Item 3.A.

SUZI STETTLER, WEST HOLLYWOOD, spoke in support of Item 3.A.

TODD SARCLETTI, WEST HOLLYWOOD, spoke in support of Item 3.A.

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 Lee, seconded by Commissioner Gantman, 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. 2019 WeHo Arts Grant Program Applicants

The Commission received and filed the list of 2019 WeHo Arts Grant Program applicants.

ACTION: Receive and file the list of 2019 WeHo Arts Grant Program applicants. **Approved as part of the Consent Calendar.**

C. 2019 Arts Grant Peer Review Panel

The Commission reviewed and considered approval of a list of potential Arts Grant peer review panelists for the WeHo Arts Organizational Development Grant and WeHo Arts Project Grant and provide an honorarium to panelists who serve.

ACTIONS:

1. Approval of the list of potential Arts Grant peer review panelists and authorize staff to make additions to the list as needed to secure the final panel. **Approved as part of the Consent Calendar.**
2. Approval of an honorarium of \$100.00 for panelists. **Approved as part of the Consent Calendar.**

D. WeHo Arts Community Grant – Unity in Diversity Arts Foundation

The Commission reviewed a WeHo Arts Community Grant application submitted by Unity in Diversity Arts Foundation and considered approval of a grant award of \$1,000 to support the organization's "Pop Opera, Classical Crossover Concert" on November 16, 2018 at Plummer Park Fiesta Hall.

ACTION: Approval of a WeHo Arts Community Grant award of \$1,000 to Unity in Diversity Arts Foundation to support "Pop Opera, Classical Crossover Concert" on November 16, 2018 at Plummer Park Fiesta Hall. **Approved as part of the Consent Calendar.**

E. ACAC Subcommittee Structure Fiscal Year 2019

The Commission reviewed and considered 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.

ACTION: Approval of a Subcommittee structure for FY19 for the Art on the Outside Subcommittee, Performing Arts and Cultural Affairs Subcommittee and the Urban Art Subcommittee. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Art Program for the Pilot Digital Billboard at 8775 Sunset Boulevard

The Commission reviewed and discussed the proposed art program and received an update on the design changes proposed for the Pilot Digital Billboard at 8775 Sunset Boulevard.

Chair Dishman began the discussion by reminding the Commission that only the art programming on the billboard will be discussed during the meeting, as it is within the purview of the Commission. He reminded the Commission that the Pilot Digital Billboard's design and concept are not in the Commission's purview.

Tom Wiscombe, of Tom Wiscombe Architecture, shared the new revised design for the Pilot Digital Billboard at 8775 Sunset. The previous design, which was last shared with the Commission in November 2017, featured a larger plaza area and was 5 feet taller. The interior space of the billboard will also be available for use to artists.

Chair Dishman disclosed for public record that he met with Aaron Green, from the firm that's handling the project to discuss the history of the project and the Commission's purview.

Commissioner Williamson disclosed for public record purposes that he spoke with Planning Commission Roger Carvalheiro about the project and its role in the West Hollywood art scene.

Commissioner Lee disclosed for public record purposes that she spoke with Jessica Rich about the limitations of art programming on a vertical billboard. Commissioner Lee spoke about how she was pleased about the scale of digital artwork in the City. However, following her conversation with Jessica Rich, she has concerns that artists will find it difficult to format their art for a vertical billboard space.

Commissioner Williamson asked Pete Scantland, CEO of Orange Barrel Media, if the screen can be used in any dimension by the artist. Mr. Scantland answered that yes, an artist does not have to use the entirety of the space. Mr. Scantland also reported that they will soon begin working with MOCA to secure digital video curators that will work with artists at all career levels.

Public Art Coordinator Rebecca Ehemann reported that there will be two art programs as part of the billboard. One, which is intended for emerging to mid-career artists will be known as the "top of the hour" art moment – as the artwork will play at the top of every hour. The second component will be a continuous five-hour component, which will include the work of well-known artists. This will be known as the "Sunset Moment". MOCA will only be curating the Sunset Moment.

Mr. Wiscombe reminded the Commission that they will accept recommendations for curators and artists.

Arts Manager Andrew Campbell explained that the guidelines for the art programming give the Commission the ability to replace curators.

Mr. Scantland also shared with the Commission that they will provide an editing mask to video and photographic artists to assist in the process of cropping their artwork for the billboard. He also mentioned that Orange Barrel Media has previously created billboards with irregular shapes.

Commissioner Rackley asked Mr. Scantland to provide examples of those irregular billboards to the Commission for review.

ACTION: Received and discussed.

B. Performing Arts & Cultural Affairs Subcommittee Report

The Commission received a report from the Performing Arts & Cultural Affairs Subcommittee on its meeting held September 13, 2018 and considered ratifying recommendations proposed by the Subcommittee.

Arts Coordinator Mike Che reported that the Subcommittee recommended the reification of the next City Poet Laureate based on the suggestion from the City Poet Laureate Selection Committee.

ACTIONS:

1. Ratified the City Poet Laureate Selection Committee's recommendation of Charles Flowers for the next West Hollywood City Poet Laureate, to serve a two-year term from October 2018-October 2020. **Motioned by Commission Chair Dishman, seconded by Commissioner Williamson, and approved unanimously.**

C. Urban Art Subcommittee Report

The Urban Art Subcommittee did not meet on September 20, 2018 due to lack of agenda items. No action was required.

ACTION: Receive and file.

D. Art on the Outside Subcommittee Report

The Commission will receive a report from the Art on the Outside Subcommittee on its meeting held September 27, 2018 and consider ratifying recommendations proposed by the Subcommittee.

Commission Chair Dishman reported that the Subcommittee approved their consent calendar, and also approved WEHO Muralist Roster additions for 15 artists and denied the application from one artist team, Ron Miller. Ron Miller's application was denied because the work presented in the artist's portfolio does not align with the City's core values..

Commissioner Lee read a statement encouraging the denial of the WEHO Muralist Roster application from artist team Ron Miller.

Commission Chair Dishman reported that the Subcommittee denied the Commercial Business Mural Application for 8619 Melrose Avenue because the proposed artist team, Ron Miller, is not an approved artist on the WEHO Muralist Roster. The applicant was invited to submit a new Commercial Business Mural Application with an artist who is approved for the WEHO Muralist Roster, or artist team Ron Miller could provide a new submission for the WEHO Muralist Roster and the Business Mural Application.

Commission Chair Dishman also reported that the Subcommittee declined the Temporary Art Project Proposal *ungun_us* by artist Carlos Ulloa.

Finally, Commission Chair Dishman reported that the Subcommittee reviewed modifications to the mural program guidelines to establish standards for mural identification information.

ACTIONS:

1. Approval of the Consent Calendar items as approved by the Art on the Outside Subcommittee at their September 27th meeting. **Motioned by Commissioner Gantman, seconded by Commissioner Lee, and approved unanimously.**
2. Approval of 15 muralists including Kii Arens, Michele Asselin, Dede Bandid, Marisabel Bazan, Phillipe Bourque, Couto Brothers, Joe Dea, Renee Fox, Brynn Gelbard, Joseph Hovsepian, CJ Hungerman, Trek Kelly, Tyson King, Emily Nam, and Nitzan Mintz for inclusion on the West Hollywood Muralist Roster and denial of the application from the artist team Ron Miller. **Motioned by Commissioner Gantman, seconded by Commissioner Rackley, and approved unanimously.**
3. Denial of the Commercial Business Mural Application for 8619 Melrose Avenue featuring the artwork by Ron Miller. **Motioned by Commissioner Rackley, seconded by Commissioner Gantman, and denied unanimously.**
4. Denial of the temporary art project proposal *ungun_us* submitted by Carlos Ulloa. **Motioned by Commissioner Gantman, seconded by Commissioner Lee, and denied unanimously.**
5. Approval of the proposed modifications to the Mural Program Process and Guidelines. **Motioned by Commissioner Williamson, seconded by Commissioner Gantman, and approved unanimously.**

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

The Commission will receive updates from staff on *The Plan's* implementation process and discuss the Artists Roundtable held on September 12, 2018.

ACTION: This item was moved to the next agenda due to time constraints.

IV. NEW BUSINESS

A. New Changes to Meeting Recordings

The Commission received a brief update from staff regarding new protocols and processes for meeting recordings, including a podcasting system that will make public meeting recordings more accessible to the public.

Staff reported that moving forward, all public meetings will be recorded and available for download on the City's website and through iTunes so that constituents will be able to easily access information on the City's decision-making process. All Commissioners should note to either properly identify themselves when speaking, or wait to be recognized verbally by the Commission Chair before speaking in order to assist listeners identify voices.

ACTION: Receive and file.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Williamson reported that he will be in a local art show opening on October 18th.

Commissioner Rackley reported that she will be in concert on Saturday, November 3rd.

Commission Chair Dishman reminded the Commission to review the consent calendar for the newly approved subcommittee structure that will go into effect at the next subcommittee meetings.

VIII. ITEMS FROM THE STAFF

Public Art Coordinator Rebecca Ehemann reported that the exhibition WeHo in Paso opens on October 4th with a reception at the gallery in Paso Robles on October 6th. The exhibit features 12 artists showcasing 19 works, and will return to West Hollywood for an exhibition at the Werle Building in November. The West Hollywood reception will be on November 8th from 6:00-8:00pm

Arts Coordinator Michael Che reported that there is a new fall schedule for WeHo Reads and encouraged the Commission to attend WeHo Reads events this fall.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission authorized staff to develop the October 25, 2018 meeting agenda as appropriate.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:47 PM to its regularly scheduled meeting on October 25, 2018, 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 25TH DAY OF OCTOBER, 2018.



J. DALLAS DISHMAN, CHAIR

ATTEST:



MOYA MARQUEZ,
RECORDING SECRETARY