

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

To comply with the Americans with Disabilities Act of 1990, if you require special assistance to attend or participate in this meeting, please call the City Council's office at (323) 848-6460 at least 48 hours prior to the meeting. The City TDD line for hearing impaired is (323) 848-6494.

Written materials distributed to the Art on the Outside Subcommittee within 72 hours of the Art on the Outside Subcommittee meeting are available for public inspection immediately upon distribution in the Economic Development Department at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Art on the Outside Subcommittee meeting at the staff liaison's table.

Thursday, April 22, 2010

3:30 p.m.

Location: RSH Hearing Room, 1st Floor, City Hall
8300 Santa Monica Boulevard, West Hollywood

I. CALL TO ORDER (3:30)

- A. Roll Call
- B. Posting of the Agenda
- C. Staff Comments on the Agenda
- D. Approval of the Agenda

II. APPROVAL OF MINUTES

The Subcommittee will review and approve the minutes of March 25, 2010.

III. NEW BUSINESS (3:35)

A. Gibson Guitar Town

The Subcommittee will receive a presentation from Todd Steadman, Executive Director of the Sunset Strip Business Association, and Lesley Elwood, Public Art Consultant regarding a proposed Gibson Guitar Town project for the Sunset Strip and requesting support from the City in order to implement the project in time for the Sunset Strip Music Festival to be held in August 2010.

Recommendation: Receive presentation, recommend the City support the project, and forward to the Arts and Cultural Affairs Commission for ratification.

IV. UNFINISHED BUSINESS (3:50)

A. Temporary Environmental Art Project (3:50)

The Subcommittee will meet with art consultant Lonnie Lardner, the City's Environmental Programs Coordinator Susannah Turney, and the City's Recycling Consultant Joan Satt, to discuss a proposed temporary environmental art project for fiscal year 2010-11.

Recommendation: Discuss project, goals, parameters and target dates and provide direction, as applicable.

B. MAK Center (4:20)

The Subcommittee will receive a presentation from the MAK Center seeking approval of an artist and art work for the Too Many Billboards project on the Sunset Strip vertical billboard.

Recommendation: Receive presentation and approve a work of art to exhibit as part of the project.

C. 2010-2011 AOTO Projects and Budget (4:30)

The Subcommittee will review and discuss its proposed projects and budget for fiscal year 2010-2011.

Recommendation: Review and discuss proposed and prioritized projects in relation to draft budget.

D. 25th Anniversary Exhibition of West Hollywood-Based Artists (4:35)

The Subcommittee will discuss the goals and possible locations and timeframe for the 25th Anniversary Exhibition of West Hollywood-based artists tentatively scheduled for fall 2010.

Recommendation: Continue discussion and provide direction as applicable.

E. Proposed and Ongoing AOTO Projects (4:40)

The Subcommittee will discuss as applicable any proposed or ongoing Art on the Outside projects under the Subcommittee's purview.

- Andy Moses Project (2010)
- "Art in the City" (TBD – Pending)
- Folk Art Everywhere (current – Plummer Park)
- List of High-Profile Artists for Consideration for Exhibitions and Collaborations
- Los Angeles Art Association/Gallery 825 collaboration (Lowry Project)
- Peter Shire Project (Ending June 2010)
- Route 66/Neon Art Project (2010)
- Sculpture Foundation Collaboration (2010)
- UCLA School of Art & Architecture Collaboration (TBD)
- Videotron and Vertical Billboard Projects on Sunset (Ongoing)
- West Hollywood Invitational (2011)

Recommendation: Discuss projects and provide comment and direction as applicable.

V. ITEMS FROM THE SUBCOMMITTEE (4:50)

VI. ITEMS FROM THE STAFF

VII. ITEMS FROM THE PUBLIC

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.

VIII. ADJOURNMENT

The Art on the Outside Subcommittee will adjourn to its next regular meeting on Thursday, May 27, 2010 at 3:30 p.m. in the Community Conference Room at City Hall.

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 Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date: **April 16, 2010**

Signature: _____
Office of the City Clerk