

SUBJECT: **WEHO PRIDE 2022: INITIAL POST EVENT DEBRIEF REPORT**

PREPARED BY: **COMMUNITY SERVICES DEPARTMENT**

(Yvonne Quarker, Director)
(Cleo Smith, Event Services Manager)
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(Kerry McCormack, Event Services Coordinator)

STATEMENT ON THE SUBJECT:

The West Hollywood Pride Subcommittee will receive a post-event debrief regarding WeHo Pride 2022 and provide feedback related to the inaugural event.

RECOMMENDATIONS:

- 1) Receive a debrief on WeHo Pride 2022 and receive community comments regarding WeHo Pride 2022.
- 2) Provide feedback and input to staff for inclusion in a comprehensive debrief report to be presented to the City Council at a future meeting.

BACKGROUND / ANALYSIS:

BACKGROUND

Since its incorporation in 1984, the City of West Hollywood has celebrated LGBTQ Pride during June of each year.

At its meeting on April 19, 2021, the City Council directed staff to begin exploratory work related to an inaugural “WeHo Pride” event in 2022, which included the release of a Request for Proposals (RFP) for Event Production Services.

At meetings on October 18, 2021, December 20, 2021, February 7, 2022, February 22, 2022, and April 18, 2022, the City Council discussed programming related to an inaugural WeHo Pride event to be held in June 2022.

At its meeting on December 20, 2021, the City Council approved Item 4.C, directing staff to negotiate agreements with JJLA, Inc. (JJLA) to both produce its own proprietary

LGBTQ+ concert, “OUTLOUD,” in West Hollywood Park as well as to coordinate production elements for WeHo Pride; the Council also directed staff to facilitate an application process to include affinity groups in WeHo Pride as well to include the L-Project’s Women’s Freedom Festival in WeHo Pride.

On February 7, 2022, the City Council approved Item 4.B, which allocated \$150,000 to fund independently produced events or activations hosted by community or affinity groups selected through an application process.

On February 22, 2022, the City Council approved Item 4.B, which authorized JJLA to produce a parade as part of WeHo Pride.

WeHo Pride Weekend was held Friday, June 3 through Sunday, June 5, 2022. Overall, the inaugural event was safe, successful, and generated largely positive feedback from partner agencies, community members and stakeholders.

On August 1, 2022, staff presented the City Council with an initial debrief report which included an overview of core event elements from the inaugural program and the City Council directed staff to return to the subcommittee in order to provide an additional opportunity for community feedback.

The intent of this staff report is to provide the subcommittee with a preliminary post-event overview and debrief as well as to receive input and feedback from the community and subcommittee.

Staff is working to 1) finalize financial information related to the 2022 event and 2) complete and compile all applicable post-event feedback in order to return to the City Council with a comprehensive debrief report and a request for direction regarding a WeHo Pride event in 2023.

WEHO PRIDE 2022

WeHo Pride 2022 programming included several primary components:

- **The WeHo Pride LGBTQ Arts Festival** which included 40 days of LGBTQ programming beginning May 22, 2022 (Harvey Milk Day) and included programming at various locations throughout the City, including some virtual programming, through June 30, 2022. Several grantees also participated in the WeHo Pride Community Street Fair and on the Robertson Community Stage during WeHo Pride weekend.
- **WeHo Pride Weekend (June 3 – 5), which included:**
 - **Dyke March**, an annual City program, was held at the Robertson Community Stage (at a private parking lot on Robertson Blvd. between Santa Monica Blvd. and Melrose Ave.), which included DJ programming,

an awards presentation, and a march/rally. This year's event included a sizeable motorcycle contingent and hundreds of marchers. The location of the rally, immediately adjacent to the WeHo Pride Community Street Fair, provided an opportunity for those visiting the street fair to also join in the march.

- o **Women's Freedom Festival** was a co-sponsored event, with portions within the WeHo Pride footprint, that featured emerging LGBTQ and BIPOC women and non-binary musicians, comedians, poets, and activists. Organizers estimate that the Friday night component on the Robertson Community Stage attracted up to 500 attendees. The Women's Freedom Festival also included a Rainbow Family Day Picnic in Plummer Park, which organizers estimate attracted about 100 attendees.
- o A free **WeHo Pride Community Street Fair**, which included community group booths, sponsor activations, the Robertson Community Stage with live performances, and other entertainment elements on Robertson Blvd. and San Vicente Blvd. The Street Fair featured booths from 30 different community groups that applied to participate through the City's application process and several organizations from the community group application process were also granted blocks of stage time on the Robertson Community Stage, which was programmed with largely local LGBTQ+ talent, when not featuring community group performances.
- o **OUTLOUD Raising Voices**, an award-winning, ticketed concert highlighting LGBTQ artistry, which was held in West Hollywood Park and the PDC Plaza on Friday, Saturday and Sunday.
- o The inaugural **WeHo Pride Parade** was held along Santa Monica Blvd. (between Crescent Heights Blvd. and Robertson Blvd.) on Sunday, June 5. The parade featured 106 entries, including floats, vehicles and marching contingents comprised of community groups, City businesses, corporate sponsors and celebrity guests. The parade was broadcast by KTLA, who produced and hosted an on-air broadcast special. The inaugural parade attracted thousands of participants and spectators to the City.
- o **Community Group Funding and Participation** In addition to the opportunity to participate in the WeHo Pride Community Street Fair, the City's application process also allowed community groups to request funding in order to produce their own events, under the larger umbrella of WeHo Pride celebrations. Through this process, funding was awarded for 17 Co-Sponsorships, 10 of which were independent events and 7 of which were activations and/or performances. The independent events included a

Queer Prom, an LGBTQ business mixer, and an interactive theatrical performance, among others.

- o **Participation by City Businesses** 12 Special Event Permits were issued to businesses for Pride-related activations around the city during WeHo Pride Weekend.

Following the inaugural WeHo Pride, staff has held internal and external debrief meetings and worked to collect all post-event data related to attendance, cost and other key metrics. Key takeaways from initial debrief sessions are outlined below.

WeHo Pride 2022 Debrief Meetings – Key Findings:

- Successful inaugural event with diverse and inclusive programming, including many well-attended free programming options
- Planning timeline: Additional lead time for planning would allow for:
 - o Improved collaboration and communication between City Divisions and external agencies
 - o More significant window to secure vendors and engage stakeholders
 - o Extended timeline for Community Groups to apply for participation, allowing more time for staff to vet requests and more time for awarded groups to promote their events

Community Stakeholder Feedback:

In addition to debrief meetings, staff continues to seek feedback from community stakeholders related to the inaugural event. Below is a summary to date of key stakeholder engagement:

- Transgender Advisory Board
 - o At its meeting on July 6, 2022, the Transgender Advisory Board discussed WeHo Pride as part of their agenda.
 - o Attachment A of this report are the Transgender Advisory Board minutes from their July 6, 2022 meeting.
- LGBTQ+ Advisory Board
 - o At its meeting on July 14, 2022, the LGBTQ+ Advisory Board discussed WeHo Pride as part of their agenda.
 - o Attachment B of this report the LGBTQ+ Advisory Board Minutes from their July 14, 2022 meeting.
- Participant Surveys
 - o In collaboration with JJLA, the City is soliciting feedback via online surveys completed by Pride participants, including Community Group Street Fair

participants, as well as Pride Parade participants. This feedback will be included in the comprehensive post-event report.

- Business Community Engagement
 - o Staff collaborated with the West Hollywood Chamber of Commerce to distribute a survey to businesses who either participated in or were impacted by WeHo Pride. The findings will be included in the comprehensive post-event report.

Staff will return to the City Council with a comprehensive post-event report, which will include a comprehensive debrief including feedback from surveys, impacted Divisions, external agency partners, JJLA and other key vendors, final event expenditures, a sponsorship report and final report on all programming elements, including attendance estimates, as applicable. This report will also seek the City Council's direction related to programming at 2023 event.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST

HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-6: Value and Encourage our Broad Diversity of Cultures.
- OSP-8: Enhance the Cultural and Creative Life of the Community.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- HS-2: Support and encourage arts and culture in West Hollywood.
- HS-3: Promote a community with strong social networks and cross-cultural interaction.

EVALUATION PROCESSES:

Following the 2022 event, City staff and JJLA conducted surveys and met with community groups, City stakeholders, and other impacted businesses and agencies to identify the event's successes as well as areas that can be further developed in future years.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

COMMUNITY ENGAGEMENT:

N/A

OFFICE OF PRIMARY RESPONSIBILITY:

COMMUNITY SERVICES DEPARTMENT / EVENT SERVICES DIVISION

FISCAL IMPACT:

None

ATTACHMENT:

Attachment A – July 6, 2022 Transgender Advisory Board Minutes

Attachment B – July 14, 2022 LGBTQ+ Advisory Board Minutes

**MINUTES
TRANSGENDER ADVISORY BOARD MEETING
WEDNESDAY, JULY 6, 2022
6:00 PM**

**West Hollywood Plummer Park
Rooms 5 & 6
7377 Santa Monica Boulevard
West Hollywood, CA 90046**

1. **CALL TO ORDER** –Chair Alexander called the meeting to order at 6:10 PM

A. LAND ACKNOWLEDGEMENT

- B. PLEDGE OF ALLEGIANCE** –Chair Alexander led the Pledge of Allegiance.

C. ROLL CALL

PRESENT: Chair Alexander, Vice-Chair Robinson, Board Member Nash, Board Member Kacy, Board Member Samala, Board Member Ruiz

ABSENT: Board Member Gray, Board Member Luna, Board Member Brown

ALSO PRESENT: Moya Marquez, Community Programs Coordinator and TAB Liaison, Yvonne Quarker, Community Services Director, Melissa Crowder, City Clerk, and Tatyana Rodzinek, Acting Recording Secretary.

D. APPROVAL OF THE JULY 6, 2022, MEETING AGENDA

ACTION: Motion to move by Board Member Ruiz, seconded by Member Kacy, and approved 6 to 0 by roll call vote.

E. APPROVAL OF THE JUNE 1, 2022, MINUTES

ACTION: Motion to move by Board Member Kacy, seconded by Board Member Ruiz, and approved 6 to 0 by roll call vote.

F. PUBLIC COMMENT

Lindsey Deaton, Arts and Cultural Affairs Commissioner, talked about Arts Grants and informed the board that the city offers \$25,000 a year for the transgender Arts Initiative grants and the deadline was July 1, 2022. More than 18 applications were received this year, which is more than double than the commission usually receives. Lindsey encouraged the board members to talk to their appointing Council Members regarding reallocation of the funds for the LGBTQ pride Arts Festival and regarding the support of

a production or co-sponsorship of the trans vagina diaries, as well as the Transgender Awareness Month. Lindsey thanked the board for spreading the word out. Lindsey also talked about putting on the agenda the item about Trans Pride 2023.

2. UNFINISHED BUSINESS

A. Domestic Violence / Intimate Partner Violence / Mental Abuse Awareness

The Board will receive an update about the status of previous recommendations regarding Domestic Violence/Intimate Partner Violence made by a joint LGAB/TAB/WAB subcommittee last year, focused on improving/expanding awareness/educational messaging on DV/IPV, which included mental abuse awareness.

ACTION:

Moya Marquez provided update about the previous recommendations by a joint LGAB/TAB/WAB subcommittee. **Staff liaison Marquez** referred to the staff report, which had been provided for the board members in the agenda package and asked the board to provide their recommendations. **Vice Chair Robinson** talked about inclusiveness of the language used in the graphics. Member Kacy supported the argument. **Member Ruiz** commented that domestic violence and other issues related to the problem look very different in a transgender relationship with a cisgender male and said that more content should be added on the transgender nonbinary like content to show what it looks like.

Member Kacy recommended to create graphics with less actual text on it, make it more of an infographic with that's more graphical and then put the text in the actual description.

Vice Chair Robinson suggested that the graphic should be more inclusive of the Trans Pride Flag.

Member Ruiz talked about trigger warnings and labels to them when the graphics get shared on social media.

Chair Alexander spoke about the necessity to have a break down the differences between sis women and sis men, as well as trans and non-binary individuals.

Yvonne Quarker said that Social Services Division is working on the updates to the website page and if the board has any recommendations, they can be submitted through the staff liaisons.

No action taken.

B. WEHO Pride Debrief

The Board will be given an opportunity to discuss and give feedback or debrief on the TAB Booth at WEHO Pride.

ACTION:

The board members discussed the past event.

Member Kacy talked about the organization of the booth at the event and would like to have more control of the booth and have more members participate

Vice-Chair Robinson talked about the location of the booth and wanted to have more visibility.

Member Ruiz talked about the noise during the whole time of the

event and mentioned that some members didn't show for their shifts and wanted to encourage other members to be more responsible about keeping their obligations. Member Ruiz also mentioned that to have more resources and activities for the public would be beneficial.

Member Nash spoke about the location, sound and shifts and signage. Member Nash wanted to have a better signage for the future.

Yvonne Quarker talked about the amount of time the board members need to staff the booth. Yvonne mentions that the board members are not necessarily obligated to be there for three days.

Member Samala said that it is important to be there for three days as the community need the valuable information and support the board members can provide.

Members also discussed some safety concerns.

No action taken

3. NEW BUSINESS

A. Coalition for Economic Survival Presentation

The Board will receive a brief presentation from the Coalition for Economic Survival (CES)

ACTION: the presentation will be rescheduled.

B. TAB Chair and Co-Chair Election

The Board will hear from the City Clerk's office about the election process for the new Chair and Co-Chair of the Transgender Advisory board and will nominate and elect a new Chair and Co-Chair of the Transgender Advisory Board for the August 2022- June 2023 period.

ACTION: Melissa Crowder, West Hollywood City Clerk, conducted the elections. The board elected member Nash as the Chair of the board and member Ruiz as a Vice Chair.

C. Status Report on Board Recommendations

The Board will receive updates from staff regarding the status of their recent recommendations and details about how recommendations move forward after the Board take actions.

ACTION: Staff Liaison Marquez spoke regarding Community Safety Townhall. **Melissa Crowder** informed the board about the preliminary confirmed date for the Townhall. It will be Monday, August 1, 2022, at 4 PM to 5:30 PM. The board had selected two individuals to participate. Two individuals would be invited as well. The meeting will be televised. No Action taken.

4. PUBLIC COMMENT

There were no public comments.

5. ITEMS FROM THE BOARD

Member Ruiz spoke about the bill that was signed by Gavin Newsome into law. The bill is about safer streets for All Act. It was a big celebration, specifically, because oftentimes that it was used for the intent of prostitution to target trans women, specifically black and brown trans women across

Santa Monica Boulevard and other places. Member Ruiz also encouraged the board members to connect with the congress, because recently, the trans Bill of Rights was introduced, and hopefully it becomes codified into law.

6. ITEMS FROM THE STAFF

Staff Liaison Marquez thanked the outgoing Chair and Vice-Chair and welcomed the new coming Chair and Vice-Chair.

Melissa Crowder informed the board that the City Clerk along with the City Manager will be hosting a meeting and a training for Chairs and Vice Chairs. And it would be an opportunity for the board members to talk with the City Manager.

7. ADJOURNMENT

The Transgender Advisory Board adjourned at 7:06 PM to its regularly scheduled meeting on Wednesday, August 3, 2022, at 6:00 p.m. to be held at rooms 5 & 6 at West Hollywood Plummer Park.

Luckie Alexander, Chair

Attest:

Tatyana Rodzinek, Acting Recording Secretary

MINUTES
LGBTQ+ ADVISORY BOARD MEETING
THURSDAY, July 14, 2022
7:00 PM

Plummer Park – Rooms 5 & 6
7377 Santa Monica Boulevard
West Hollywood, CA 90046

1. CALL TO ORDER - Co-Chair Frazier called the meeting to order at 7:05 pm.

A. LAND ACKNOWLEDGEMENT – Board Member Paris read the City's Land Acknowledgement.

B. PLEDGE OF ALLEGIANCE – Board Member Deitch led the Pledge of Allegiance.

C. ROLL CALL

PRESENT: Board Member Ai, Board Member Deitch, Co-Chair Frazier, Board Member Gamboa, Board Member Jenkins, Board Member Paris, Board Member Sotile, and Board Member Miss Tiger

ABSENT: None

ALSO PRESENT: Yvonne Quarker, City of West Hollywood Community Services Director, and Andi Lovano, City of West Hollywood Community and Legislative Affairs Manager.

D. APPROVAL OF THE JULY 14, 2022, MEETING AGENDA

ACTION: Motion to approve the Agenda of Thursday, June 9, 2022, and move item 2.A. from Consent to Excluded Consent. Motion by Board Member Gamboa, seconded by Board Member Jenkins.

E. APPROVAL OF THE JUNE 9, 2022, MINUTES

ACTION: Approve the minutes of May 12, 2022.

Motion by Board Member Miss Tiger, seconded by Board Member Jenkins, and approved, noting the abstention by Board Member Gamboa.

****Board Member Ai joined the meeting at 7:10pm.***

F. PUBLIC COMMENT

None

2. CONSENT CALENDAR

A. Status Report on Board Recommendations

ACTION: This item was moved to Excluded Consent .

3. UNFINISHED BUSINESS

A. Domestic Violence / Intimate Partner Violence/Mental Abuse Awareness

The Board received an update from the Community and Legislative Affairs Manager, Andi Lovano, about the status of previous recommendations regarding Domestic Violence/Intimate Partner Violence. The Board provided input and feedback on the proposed graphics for Domestic Violence/Intimate Partner Violence/Mental Abuse Awareness and suggested to include a QR code and additional languages in addition to there being a focus on collecting data related to DV/IPV/Mental Abuse Awareness and dating apps be included.

Community Services Director, Yvonne Quarker stated that she has requested that Communications provide the Board with information on how events are marketed, and what outreach the Department provides. She stated that she would provide additional information from Communication at either the August or September meeting.

B. Rainbow Key Awards

The Board debriefed about the Rainbow Key Awards and reviewed the draft revised guidelines.

Key changes to the guidelines were that the nomination period will begin December 1, 2022, and will end January 31, 2023, with the Board scheduled to provide final feedback on the nominees during the month of February.

C. Pride Debrief

The Board debriefed about WeHo Pride, provided suggestions to staff, and invited the community to attend the City of Los Angeles' DTLA Proud, scheduled for Friday, August 5th.

The Board provided the following notes related to WeHo Pride 2022:

- Ask the Pride Event Producer to reach out to DTLA Proud producers for guidance, suggestions, and ideas
- Having more accessible and affordable options for WeHo Pride attendees.
- Encouraging future Pride event producers to increase engagement with community members and the LGBTQ+ Advisory Board in planning of future WeHo Pride events.
- A request to hold a Pride Town Hall in the next few months to gather feedback from the community.
- Creating more visibility of LGBTQ+ Advisory Board members in Pride events including the parade.
- Encouraging more promotion of affinity group activities and free activities taking place outside of the ticketed concert area.

D. Bi-Visibility Week

ACTION: Motion to table this item by Co-Chair Frazier, seconded by Board Member Ai, and approved.

4. NEW BUSINESS

A. LGBTQ+ Advisory Board's Co-Chair Election

Yvonne Quarker, Director of Community Services, guided the board through the election process for the new Co-Chairs of the LGBTQ+ Advisory Board.

ACTION: The Board elected MoJen Jenkins and Miss Tiger as the LGBTQ+ Advisory Board Co-Chairs, noting the abstention of Board member Sotile.

5. EXCLUDED CONSENT

None.

6. PUBLIC COMMENT

None.

7. ITEMS FROM THE BOARD

A. Liaison Reports

Board Member Miss Tiger provided updates on the Drag Laureate program and informed the Board that the nomination period is scheduled to open in July 2022.

ACTION: Motion to extend the meeting by an additional 10 minutes by Co-Chair Frazier, seconded by Board Member Gamboa, and approved.

B. Subcommittees And Ad-Hoc Working Groups Reports

The Board discussed scheduling future meetings for the Legislative Subcommittee and Futures Subcommittee, and Bi-Visibility Planning.

C. Other Items From Board Members

Board Member Gamboa and Board Member Ai provided updates about the Monkeypox virus and informed Board members about upcoming town halls and vaccination clinics.

8. ITEMS FROM THE STAFF

Andi Lovano, Community & Legislative Affairs Manager, informed the Board that October is Disabilities Awareness Month, and the Disabilities Service Awards nomination period is open now until August 5th. The press release, additional information and nomination forms are available on the City website at www.weho.org/services/social-services/disability-services/disability-service-awards.

Andi also provided updates on the upcoming Monkeypox Town Hall being coordinated by the City and the Los Angeles Blade on Wednesday, July 27th at West Hollywood City Council Chambers.

9. **ADJOURNMENT:** The LGBTQ+ Advisory Board adjourned in memory of Glen Brown and in celebration of the Gay Men's Chorus of LA's 43rd anniversary and upcoming concerts on August 13th and August 14th at 9:24pm to its regularly scheduled meeting, which will be held in-person on Thursday, August 11, 2022, at Plummer Park in Rooms 5 and 6 at 7:00 p.m.

DRAFT