

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

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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, July 22, 2010**

**3:30 p.m.**

Location: Community Conference Room, 1<sup>st</sup> 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 June 24, 2010.

**III. NEW BUSINESS (3:35)**

**A. Sunset Strip Videotron**

The Subcommittee will review and discuss possible video projects for the Sunset Strip videotrons in connection with the Gibson GuitarTown project, Sunset Strip Music Festival, and the dedication of the Sunset Strip beautification project.

**Recommendation:** Review, discuss and approve video projects as applicable and forward to the Arts and Cultural Affairs Commission for ratification of the Subcommittee's recommendations.

**IV. UNFINISHED BUSINESS (3:50)**

**A. AOTO Subcommittee Meetings (3:50)**

The Subcommittee will discuss its meeting schedule including the number of monthly meetings each commissioner attends in relation to Commission business.

**Recommendation:** Discuss and provide direction as applicable.

**B. 25<sup>th</sup> Anniversary Exhibition of West Hollywood-Based Artists (4:05)**

The Subcommittee will discuss alternative locations and new dates for this exhibition concept previously scheduled for September 2010 at the Pacific Design Center.

**Recommendation:** Identify alternate locations and dates for the exhibit.

**C. On Route – 66 Lights Neon Art Project (4:20)**

The Subcommittee will discuss an opening reception for this exhibit.

**Recommendation:** Discuss and provide direction as applicable.

**D. Proposed and Ongoing AOTO Projects (4:30)**

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
- 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)

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

**V. ITEMS FROM THE SUBCOMMITTEE (4:40)**

**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 (4:45)**

The Art on the Outside Subcommittee will adjourn to its next regular meeting on Thursday, August 26, 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: **July 15, 2010**

Signature: \_\_\_\_\_  
**Office of the City Clerk**