

## CITY CLERK'S RECORD OF MEETING

City Council Pride Subcommittee  
September 15, 2021

Present: Councilmember D'Amico, Councilmember Shyne, City Manager David Wilson, Community and Legislative Affairs Manager John Leonard, Director of Public Safety Kristin Cook, Event Services Manager Cleo Smith, Event Services Supervisor Megan Reath, Event Services Coordinator Kerry McCormack, Senior Management Analyst Christine Safriet, Acting City Clerk Melissa Crowder, and Administrative Specialist IV Alyssa Poblador.

The meeting was called to order at 4:31 p.m.

### **UNFINISHED BUSINESS - REQUEST FOR PROPOSALS (RFP) FOR WEST HOLLYWOOD PRIDE EVENTS 2022**

Event Services Supervisor Megan Reath provided an update regarding the Request for Proposals (RFP) for Event Production Services for LGBTQ+ Pride Events in West Hollywood for 2022. The RFP was released on August 5, 2022 and proposers had until September 3, 2022 to respond.

Staff's goal through this RFP process was to solicit creative, inclusive and sustainable proposals related to the design and execution of a WeHo Pride event(s) for June 2022 from production teams who share the City's vision and values. Interested production teams were given the option to include multiple event formats in their submission packets, including the following event options:

- A large-scale free event(s), open to the public
- A large-scale ticketed event(s)
- Any other combination of creative event options, including smaller format events

Ms. Reath summarized the six (6) responses that the City received in response to the RFP, noting that staff has not interviewed the proposers. She invited the Subcommittee members to ask any questions that they have about the proposals.

Councilmember D'Amico inquired about the meaning of scalable, how staff will address different direction from the City Council, and the number of producers. Ms. Reath and Events Services Manager Cleo Smith responded.

Councilmember Shyne commented that she does not see inclusivity in the proposals and asked if that's because staff's generalization removed that. She noted that her expectation is high for inclusivity and diversity. She inquired about a queer women's event. Ms. Reath responded. Councilmember Shyne also inquired about branding of WeHo Pride and receiving revenue from the event producer. Community & Legislative Affairs Manager John Leonard responded.

Councilmember D'Amico indicated that he is interested in a Pride that the community enjoys and benefits from while balancing the security costs. Director of Public Safety Kristin Cook shared how the City can save on security costs.

Ms. Reath further noted that staff is requesting direction regarding programming priorities from the Pride Subcommittee including:

- Venue
  - Closure of Santa Monica Blvd. vs. Use of City Parks
- Event Duration
  - Single Day/Single Weekend vs. Full Month of Programming
- Budget
  - City Contribution

Councilmember Shyne indicated that she is interested in a weekend event that includes the march along with some full month programming that doesn't require security. She asked for more information on the AIDS Life Cycle event.

Councilmember D'Amico shared his recommendations for Pride 2022 based on feedback from the community on Pride 2021. He shared that events that the producer is receiving revenue need to pay for themselves. He also noted that it would be helpful if the producer indicated the number of years that they want the City to commit to moving forward.

**Public Comment:**

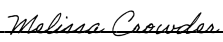
Andrew Campbell, West Hollywood, spoke about celebrating the newly renovated West Hollywood Park. He also mentioned rebranding One City One Pride. He requested that Mike Che be included in discussions about One City One Pride.

**Items from Subcommittee Members:**

Councilmember D'Amico commented that it has been great working with Councilmember Shyne on creating WeHo Pride.

Councilmember Shyne commended staff for their hard work.

The meeting adjourned at 5:17 p.m.

  
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Melissa Crowder, City Clerk