

City of West Hollywood
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
Thursday, February 24, 2011

CALL TO ORDER: The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Ken Sherman 5:00 pm.

A. Roll Call

Present: Ken Sherman, Chair
Whitney Weston, Vice Chair
Jon Bailey
Beverly Denenberg
Madeleine Rackley
Peter Mays
J. Dallas Dishman

Staff Liaison: Andrew Campbell
Recording Secretary: Prentis Bonds

Also present: Roz Helfand, West Hollywood Book Fair Coordinator
Megan MacDonald, Cultural Affairs Intern

B. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, West Hollywood Park Auditorium, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

D. Staff Comments on the Agenda

There were no staff comments on the agenda.

E. Approval of the Agenda – February 24, 2011 Meeting Agenda

Commissioner Bailey moved that the Arts and Cultural Affairs Commission approve the February 24, 2011 meeting agenda.

Commissioner Weston seconded the motion and the motion carried unanimously.

I. CONSENT CALENDAR

The Commission reviewed and considered approval of the following consent items that included recommendations proposed by the Commission subcommittees.

- A. Arts and Cultural Affairs Commission minutes of October 28, 2010.
- B. Performing Arts and Cultural Affairs Subcommittee minutes/actions of February 10, 2011
- C. Plummer Park Art Process Team minutes/actions of February 14, 2011
- D. City Hall Art Process Team minutes/actions of February 16, 2011

E. Urban Art Subcommittee minutes/actions of February 17, 2011

Commissioner Rackley noted the following corrections to Consent Calendar items as follows:

- I.B., Performing Arts and Cultural Affairs Subcommittee Minutes: Correct the spelling of the word "Avatar".
- I.C., Plummer Park Art Process Team Minutes/Actions of February 14, 2011; I.D. City Hall Art Process Team minutes/actions of February 16, 2011 and I.E. Urban Arts Subcommittee minutes/actions of February 17, 2011: Correct the "Call to Order to reflect the actual time of the meeting.

Commissioner Bailey requested that the Commission exclude Consent Calendar Item I.D: City Hall Art Process Team Minutes/Actions of February 16, 2011.

Following, Commissioner Denenberg moved that the Arts and Cultural Affairs Commission approved the February 24, 2011 Consent Calendar items I.A, I.B, I.C and I.D as amended.

Commissioner Bailey seconded the motion, and the motion carried unanimously.

II. ITEMS FROM THE PUBLIC

Public comment was heard from:

Tom Trafelet, Los Angeles resident and member of the Avatar Club expressed interest in working with the Commission on diversity pertaining to the Leather Community.

Daddy Bo, Toluca Lake resident and member of the Leather Community, expressed interest in working with the Commission on diversity pertaining to the Leather Community.

Debbie, Toluca Lake resident and member of the Leather Community expressed interest in working with the Commission on diversity pertaining to the Leather Community.

Wendy Goldman, West Hollywood resident and member of the Women's Advisory Board, spoke on upcoming events for Women's History Month 2011.

III. UNFINISHED BUSINESS

A. 2012-2012 Arts and Cultural Affairs Commission Work Plan and Budget

The Commission reviewed its 2010-2012 Work Plan approved February 25, 2010 as follows:

Staff provided an overview of the Commission's approved work plan, mission and mandates and how the Commission through its various subcommittees (Art on the Outside, Performing Arts and Cultural Affairs Subcommittee and the Urban Art Subcommittee) achieves its goals and objectives.

Staff then provided an overview of the Commission's two (2) year budget and fund distribution for each budget line item. Staff reported that the Commission has expended approximately 65% of its FY2010-2011 Budget. Staff also reported that \$41,584.07 has been credited to the Art and Beautification Fund, which is an indication that the economy is improving by the increase in development.

B. ACAC Endorsement Process

The Commission discussed its process and purpose for endorsing an arts or culture event.

Staff provided a brief history that led to the Commission's approval of an endorsement process and form. The endorsement form is intended to provide the Arts and Cultural Affairs Commission with sufficient information that would help the Commission make informed decisions about projects, events, etc. proposed by individuals and organizations that would benefit the West Hollywood community, attest to the City's core values and adhere to the Commission's goals and objectives. Staff commented that an endorsement from the Commission is not mandatory.

Following, it was the consensus of the Commission as well as direction to staff that the endorsement form be expanded to include:

1. the artist and cultural significance of the project.
2. the organization's commitment and involvement to West Hollywood,
3. language that defines what an endorsement and sponsorship entails,
4. the following questions, "Will the organization use the endorsement to leverage sponsorship; Will the sale of artwork or other items be sold as part of the program/project; and What (if any) is the ticket cost or applicable fee associated with the program/project?"

It was also the consensus of the Commission that staff update information on the City's website that briefly explains the endorsement process and what an endorsement from the City entails. Finally, it was the consensus of the Commission that staff provide more lead time for the review and approval of endorsements and that the information be included in the agenda packet in advance of the meeting.

C. Revenue Advocacy Research Study Update

The Commission received an update from staff regarding the revenue advocacy research study being conducted by Cultural Affairs Intern Megan MacDonald.

Ms. Mac Donald commented that the study would include 1) Best practices in municipal funding for the arts in cities of comparable to West Hollywood; 2) Evaluation of economic impact of the art in West Hollywood; 3) Assessment of additional funding resources within the City.

Following, it was the consensus of the Commission as suggested by Commissioner Dishman, that:

- Ms. Mac Donald receive a commendation from City Council for all the tremendous work that she has done on behalf of the Commission,
- staff draft a resolution in support of the National Endowment for the Arts for review and approval by City Council,
- the Commission receive a presentation from the author(s) of the Otis Report at a special meeting or retreat.

IV. NEW BUSINESS

A. West Hollywood Book Fair

The Commission received a report from Roz Helfand, Book Fair Coordinator, on the City 2011 Book Fair as follows:

Ms. Helfand informed the Commission that the West Hollywood Book Fair now in its 10th year will be held Saturday, October 21, 2011 in conjunction with the opening of the new West Hollywood Library. A portion of the Book Fair will be inside the library and efforts are being made to highlight special collections and future literary programming as well as LGBT, Russian and senior programming during the Book Fair. She invited the Commission to forward ideas and comments about the Book Fair to her at rhelfand@weho.org

B. Commission Development

Commission Chair Ken Sherman facilitated a discussion with commissioners about possible learning and education opportunities to assist the Commission with knowledge and understanding regarding trends and initiatives in the arts and culture community. As part of this development process, he suggested that the Commission consider inviting members from diverse art communities to expand the dialogue between the Commission and professionals in a variety of arts related field. He recommended that the Commission generate a list of potential topics and corresponding arts professionals to be discussed by the Commission.

C. Commission Consent Calendar and Subcommittee Project Communication

The Commission tabled discussion on the purpose of the Consent Calendar and possible strategies to better share information about significant projects overseen by the Commission and its subcommittees.

V. EXCLUDED CONSENT

Members of the Urban Art Subcommittee that serve on the Plummer Park Art Process Team commented that the Art Process Team after interviewing potential four (4) artists for Plummer Park Master Plan Implementation Project – Phase I as detailed in the APT Minutes/Actions of February 14, selected artist Ed Carpenter.

Staff presented images of Mr. Carpenter's art work.

Commissioner Bailey commented on Mr. Carpenter's proactive approach to the project in addition to his background in urban design and proven ability to work with a Team to visually create an artistic statement about the City.

Following comments from the Commission, Commissioner Bailey moved that the Arts and Cultural Affairs Commission recommend to the City Council that they select artist Ed Carpenter for the Plummer Park Master Plan Implementation Project – Phase I.

VI. ITEMS FROM THE CHAIR

There were no items from the Chair.

VII. ITEMS FROM THE COMMISSION

Commissioner Dishman requested that PACA and Christopher Street West consider low cost admission for young people of persons that are financially challenged.

Staff replied that Pride Month arts and cultural programming is generally free to the public and/or at a nominal cost to the public.

Commissioner Weston commented that Fairfax High School has received \$1.3 million in bond money from Los Angeles Unified School District to support the renovation of the Fairfax auditorium.

VIII. ITEMS FROM STAFF

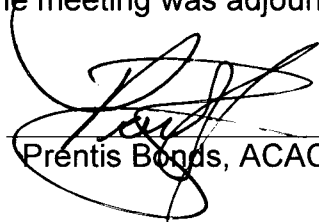
There were no items from staff.

IX. ADJOURNMENT

Commissioner Dishman moved that the Arts and Cultural Affairs Commission adjourn to its next meeting scheduled March 24, 2011 at 5 p.m., at West Hollywood City Hall in the Community Conference Room.

Commissioner Bailey seconded the motion, and the meeting was adjourned at 6:58 p.m.


Ken Sherman, Chair


Prentis Bonds, ACAC Secretary