

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
March 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: Jeffrey Huffer, Manager Economic Development Division
Recording Secretary: Prentis Bonds, Administrative Specialist IV

Also present: Roz Helfand, West Hollywood Book Fair Coordinator
Megan MacDonald, Cultural Affairs Intern
Joan Stein, Producer, Standing on Ceremony: The Gay Marriage Play
Allain Rochel, Associate Producer, Standing on Ceremony: The Gay Marriage Plays
Maribel Louie, Economic Development Analyst

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 – March 24, 2011 Meeting Agenda

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

Commissioner Weston seconded the motion and the motion carried unanimously.

I. CONSENT CALENDAR

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

- A. Art on the Outside Subcommittee minutes/actions of February 24, 2011.
- B. Arts and Cultural Affairs Commission minutes of February 24, 2011.
- C. Performing Arts and Cultural Affairs Subcommittee minutes/actions of March 10, 2011.

Following Commissioner Bailey moved that the ACAC approve the March 24 Consent Calendar

Commissioner Weston seconded the motion and the motion carried unanimously.

II. ITEMS FROM THE PUBLIC (5:10 PM)

There were no items from the public.

III. UNFINISHED BUSINESS (5:15 PM)

A. Urban Art Subcommittee (5:15 PM)

The Commission received a report from members of the Urban Arts Subcommittee on their meeting held March 24, 2011 as follows:

- Approved for ratification by the Arts and Cultural Affairs Commission Stage III – Final Art Plan for the Urban Art Project at 8600 Sunset Boulevard.
- Received a presentation from public art consultant Merry Norris on the design concept for the New West Hollywood Library civic art project by David Wiseman. The Subcommittee did not approve the design concept. It was the consensus of the Subcommittee that the modified civic art proposal lacked the subtle beauty of the initial proposal and was not in the best interest of the project. It was also the consensus of the Subcommittee that the art consultant convey the concerns of the Subcommittee to the artist. The Subcommittee will reconsider the public art proposal for the New West Hollywood Library at it next meeting April 21, 2011.
- Received a copy of the Planning Division project approval process from Francisco Contreras, Senior Planner, in the Planning Division.
- Received a presentation from public art consultant Maria Luisa de Herrera and artist Benjamin Ball of Ball-Nogues Studio on Stage II – Schematic Plan for the Urban Art Project at 1222-1234 La Brea Avenue entitled "Cloud."

The art would consist of over 200 units of 16L polished stainless steel mesh fashioned into a 25-30 feet high, 19-22 feet deep translucent (Cloud) canopy. The art would be illuminated by a row of LED lights along the bottom that would blend with the line of the building design.

- Approved for ratification by the Arts and Cultural Affairs Commission Stage II – Schematic Plan for the Urban Art Project at 1222-1234 La Brea Avenue.

B. Pride Month – One City / One Pride

The Commission reviewed the staff report “Pride Month – One City / One Pride” and received a report from Cultural Affairs Intern Megan MacDonald and the Performing Arts and Cultural Affairs Subcommittee on proposed art and cultural programming throughout Pride Month (June 2011) as detailed in the Performing Arts and Cultural Affairs Subcommittee Actions Report of February 14, 2011. The Commission also received a brief report from Maribel Louie, Economic Development Coordinator, on the division’s participation in a social media pilot study. The study could eventually enable the Division, the ACAC and other departments/division in the City to have social media presence that could potentially include Facebook.

It was the consensus of the Commission as suggested by Commissioner Dishman that staff explore the feasibility of various organizations serving as media partners for One City / One Pride.

Commissioner Bailey commented on the lack of music programming for Pride Month. However, he noted that the City has a good selection of music programming for Summer Sounds 2011.

In response to questions raised by the Commission concerning marketing and promotion activities for One City / One Pride 2011, staff will report on funding opportunities from the Lesbian and Gay Advisory Board and the Economic Development Division and any potential sponsorship opportunities to support marketing and promotional activities at the Commission’s April 28, 2011 meeting.

C. 2011 Summer Sounds Programming (5:45 PM)

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee and Megan MacDonald regarding the proposed 2011 Summer Sounds programming as detailed in 2011 Summer Sounds Programming staff report.

Following, Commissioner Rackley moved that the Arts and Cultural Affairs Commission approve the 2011 Summer Sounds programs and budget in the amount of \$6,555.

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

Finally, the Commission suggested that staff explore the feasibility of sponsorship opportunities with Kol Ami and other organizations.

D. Commission Development

The Commission reviewed and discussed a list of possible learning and educational opportunities to assist in Commission knowledge and

understanding regarding trends and initiatives in the arts and culture community, as discussed at its meeting of February 24, 2011 and as detailed in the March 24, 2011 staff report entitled "Commission Development."

Following, it was the consensus of the Commission as well as direction to staff to move forward with this item by inviting arts professionals and other experts that can provide beneficial information on topics relative to the Commission goals and objectives. It was also the consensus of the Commission that the ACAC select three potential speakers/guests for this purpose. Commissioners suggested that the Marketing and Visitors Bureau (Brad Burlingame) or the Chamber of Commerce (Genevieve Morrill) provide a brief organizational presentation at the April 28, 2011 meeting or as appropriate at a subsequent meeting.

IV. NEW BUSINESS

A. Standing on Ceremony: The Gay Marriage Plays (6:05 PM)

The Commission received a presentation from Joan Stein, Producer, and Allain Rochel, Associate Producer and an endorsement request for *Standing on Ceremony: The Gay Marriage Plays* which is being performed on various Mondays at the Coronet Theatre adjacent to West Hollywood.

Ms. Stein commented that *Standing on Ceremony: The Gay Marriage Plays* is a theatrical production that is the result of a collaboration between ten (10) writers in response to Prop 8 and marriage equality. The 95 minute production features six to seven actors and up to (10) works by the writers. The production has been successful at raising funds for non-profit organizations that promote and advocate for marriage equality.

Commissioner Weston moved that the Arts and Cultural Affairs Commission endorse *Standing on Ceremony: The Gay Marriage Plays*.

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

The Commission's endorsement would allow the City to promote this play via the City's Arts Brief.

B. Art in the Streets – Collaboration with MOCA on Major Exhibit (6:15 PM)

The Commission reviewed a staff report submitted to Council on March 21, 2011 to support *Art in the Streets*, a major exhibition by MOCA to take place from April 17 to August 8, 2011, utilizing the exterior walls of the New West Hollywood Library Parking Structure as part of the City's Art on the Outside program.

Jeffrey Huffer, Economic Development Manager, provided a brief over of the item; the Commission's responsibility with regards to the item; and their right of refusal. He noted the City Council approved the project and that the project would move forward as planned. He also informed the Commission

that the Avenues plans to focus on street art as a themed opportunity for its marketing and public relations strategy.

Commissioner Denenberg moved that the ACAC approve the temporary use of the New West Hollywood Library parking structure walls for the installation of no more than three large scale murals from April 2011 through August 2011 in conjunction with the "Art in the Streets" public art exhibit in collaboration with the Museum of Contemporary Art and as part of the City's Art on the Outside program and a budget not to exceed \$25,000.

Commissioner Weston seconded the motion, and the motion carried.

V. EXCLUDED CONSENT (6:30 PM)

None

VI. ITEMS FROM THE CHAIR

Commissioner Sherman commented on the West Week at the Pacific Design Center. He also commented on the walk through the new library and council chambers.

Commissioner Bailey and Denenberg requested that staff schedule a walk-through of the library before the April 28, 2011 meeting.

Jeffrey Huffer, Manager Economic Development Division, commented that he would discuss the possibility of a future walk-through with Andrew Campbell and report back to the Commission.

VII. ITEMS FROM THE COMMISSION

Commissioner Dishman commented that he served on a panel for the Tom of Finland event held March 19, 2011.

Commissioner Bailey announced that Cultural Affairs Intern Megan MacDonald was hired by the City of Long Beach and that she would work through June 2011 in her internship with the City of West Hollywood.

Commissioner Rackley commented that the Metropolitan Master Chorale will be in concert at the Hollywood United Methodist Church on March 27, 2011. The chorale will perform its concert, "The Moon and the Stars." More information about the concert can be obtained at metrosings.org.

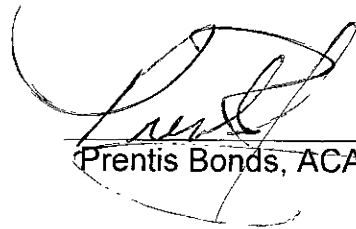
VIII. ITEMS FROM STAFF

There were no items from staff.

IX. ADJOURNMENT

The Commission adjourned at 6:58 to its next meeting scheduled for April 28, 2011 at 5:00 p.m. in the Community Conference Room at City Hall.


Ken Sherman, Chair


Prentis Bonds, ACAC Secretary