

**CITY OF WEST HOLLYWOOD  
ARTS AND CULTURAL AFFAIRS COMMISSION  
MEETING MINTUES**

**Thursday, April 28, 2011**

**CALL TO ORDER**

The meeting was called to order by Commission Chair Ken Sherman at 5:01p.m.

**A. Roll Call**

Commissioner Ken Sherman  
Commissioner Whitney Weston  
Commissioner Jonathan Bailey  
Commissioner Beverly Denenberg  
Commissioner Peter Mays

Excused: Commissioner Madeleine Rackley and Commissioner Dallas Dishman

Staff Liaison: Andrew Campbell, Cultural Affairs Administrator

Recording Secretary: Prentis Bonds, Administrative Specialist IV

Also present: Genevieve Morrill, President and CEO, West Hollywood Chamber of Commerce and Megan MacDonald, Cultural Affairs Intern

**B. Posting of Agenda**

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

**C. Staff Comments on Agenda**

There were no staff comments on the agenda.

**D. Approval of the Agenda**

Commissioner Mays moved that the Art and Cultural Affairs Commission approved the April 29, 2011 meeting agenda.

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

**I. CONSENT CALENDAR**

Staff provided the Commission with the Urban Art Subcommittee minutes/action of April 21, 2011.

Following, 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 March 24, 2011.

**B.** Performing Arts and Cultural Affairs Subcommittee minutes/actions of April 14, 2011.

**C. Urban Art Subcommittee minutes/actions of April 21, 2011.**

Commissioner Bailey excluded Consent Calendar Item I.C – Urban Art Subcommittee minutes/action of April 21, 2011. He then moved that the Arts and Cultural Affairs Commission approved Consent Calendar Items I.A – Arts and Cultural Affairs Commission minutes of March 24, 2011 and Performing Arts and Cultural Affairs Subcommittee minutes and actions of April 14, 2011 that included ratification of the Subcommittee’s recommendation to award an Arts Participation Grant in the amount of \$1,000 to the Los Angeles Association of Russian WWII Veterans to support arts and cultural activities in association with the 66<sup>th</sup> Anniversary of the Victory in Europe Day, Sunday, May 8, 2011 at Plummer Park in West Hollywood.

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

**II. ITEMS FROM THE PUBLIC**

Public comment was heard from Los Angeles resident Cindy Chyr of the International Documentary Association. Ms. Chyr announced that the association is accepting entries by documentary film makers for its festival in August 2011.

The Commission suggested that Ms. Chyr submit an endorsement form to the Arts and Cultural Affairs Commission for their consideration at its May 26, 2011 meeting.

Public comment was also heard from Los Angeles resident Tom Trafelet. Mr. Trafelet thanked Commissioner Dishman for being a guest panelist at the Tom of Finland Exotic Art. He also thanked Andrew Campbell for facilitating Commissioner’s Dishman’s participation. He announced the upcoming “Leather in Leadership Conference” and expressed interest in attending a joint meeting of the Arts and Cultural Affairs Commission and the Lesbian and Gay Advisory Board.

**III. UNFINISHED BUSINESS**

**A. Art on the Outside Subcommittee**

The Commission received a report from the Art on the Outside Subcommittee held April 28, 2011 as follows:

Commissioner Mays reported that the Art on the Outside Subcommittee:

- Approved for ratification by the Arts and Cultural Affairs Commission three Los Angeles-based artists to participate in the exhibition “Art in the Streets” developed by the Museum of Contemporary Art. Participating artists include Kenny Sharp, Shepard Fairey and Renta.

Kenny Sharp will render a original, graffiti-styled classic mural; Shepard Fairey will developed a collage of images center around his graphic depiction of an elephant; and Retna will render a graffiti based art work inspired by the color “blue”

- Tabled discussion of the Jorge Marin Sculptures to a future meeting due to the exhibition being extended in Mexico.

- Received a status report from staff on the Sculpture Foundation collaboration to install 7 sculptures and approved for ratification by the Arts and Cultural Affairs Commission up to \$8,000.00 to cover additional contractual costs.
- Received a report from staff on the LA Art on Pacific Standard Time Peace Tower. At the meeting, staff reported that Mark di Suvero has a new assistant and that plans to exhibit the Peace Tower in West Hollywood are underway.

The Peace Tower would be installed for two weeks and a variety of corresponding arts programming component are also being planned. Other potential sites being considered for the Peace Tower included Sunset and Doheny and the new West Hollywood Library. Mr. di Suvero desires that the Peace Tower is realized full scale.

- Received a report from staff regarding the submission of a possible outdoor exhibition in West Hollywood of candy-like warped sculptures by artist Laurence Jenkell. As a result of their discussion, it was the consensus of the Subcommittee not to explore the feasibility of this project as an AOTO exhibition.

Following, Commissioner Denenberg moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve artists Kenny Sharp, Shepard Farey and Renta and the artist's concepts to be installed at the New West Hollywood Library in collaboration with the Museum of Contemporary Art's temporary art exhibition "Art in the Streets," and that the Commission approve up to \$8,000.0 to cover additional contractual costs for the exhibition in collaboration with the Sculpture Foundation.

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

#### **B. Approval of Artist for City Hall Parking Structure Project**

Commissioner Beverly Denenberg provided an overview on the selection of artist Ned Khan for the City Hall Parking Structure Project. The Team felt that Mr. Khan's qualifications and twenty years of public art experience has resulted in art works that are highly innovative, dynamic and iconic and that his work was representative of what the art should strive to be based on the goals and parameters of the project.

Following, Commissioner Sherman moved that the Arts and Cultural Affairs Commission ratify the City Hall Parking Structure Art Process Team recommendation to approve Ned Khan as the artist for this project.

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

#### **C. Library Programming**

The Commission received a report from staff and the Performing Arts and Cultural Affairs Subcommittee regarding proposed library programming.

Megan McDonald, Cultural Affairs Intern, provided a status report and overview of a potential policy for programming for arts and cultural programming at the New West Hollywood Library.

Staff reiterated that at this time, there is no official joint policy or procedure approved by and between the County of Los Angeles and the City of West Hollywood on how programmable spaces in the library will be operated or utilized.

#### **IV. NEW BUSINESS**

##### **A. Commission Development**

The Commission heard from West Hollywood Chamber of Commerce President and CEO Genevieve Morrill about Chamber programs, projects and initiatives.

Ms. Morrill provided the Commission with a copy of the newly designed, March 2011 issue of "West Hollywood Works" published by the West Hollywood Chamber of Commerce. She stated that the Chamber has refocused its mission and purpose on finding value within the West Hollywood's business community and its Chamber members. She commented that the chamber is not all things to all people and that partnering and matching West Hollywood diverse business sectors with a variety of packaging and creative branding solutions will enable the business community and the City to thrive.

##### **B. Agenda Packets**

The Commission discussed the pros and cons of receiving agenda packets electronically, via U.S. mail or both. It was the consensus of the Commission to send the agenda packet electronically whenever possible and as appropriate.

#### **V. EXCLUDED CONSENT**

##### **A. Urban Art Subcommittee Minutes/Actions of April 21, 2011.**

The Commission received a report from Urban Subcommittee Chair Beverly Denenberg on their meeting held April 21, 2011 and as detailed in the minutes/actions of April 21, 2011.

Following, Commissioner Sherman moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve the design concept for the New West Hollywood Library proposed by David Wiseman.

Commissioner Bailey seconded the motion and the motion carried unanimously.

Commissioner Mays moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation and approve Stage II – Schematic Plan for the Urban Art Project at 612-616 Croft Avenue.

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

#### **VI. ITEMS FROM THE CHAIR**

Commissioner Sherman requested that staff agendaize for discussion "Marketing and Promotional Strategies for Major Exhibitions."

**VII. ITEMS FROM THE COMMISSION**

Commissioner Mays informed the Commission that he was not reappointed to the Arts and Cultural Affairs Commission and that this meeting would be his last meeting.

Commissioner Bailey requested that staff agendaize for discussion "Arts and Cultural Affairs Commission Retreat" for the May 26, 2011 meeting. It was the consensus of the Commission to plan the retreat after Council has made its appointments to the Arts and Cultural Affairs Commission.

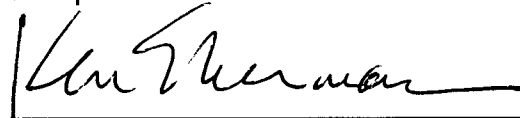
**VIII. ITEMS FROM STAFFS**

There were no items from staff.

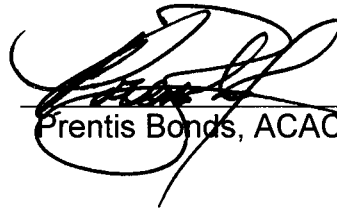
**IX. ADJOURNMENT**

Commissioner Bailey moved that the Arts and Cultural Affairs Commission adjourn to its next meeting scheduled May 26, 2011 at 5:00 p.m. in the Community Conference Room at City Hall.

Commissioner Denenberg seconded the motion and the meeting was adjourned at 6:35 p.m.



Ken Sherman, Chair



Prentis Bonds, ACAC Secretary