

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
Thursday, May 26, 2011**

CALL TO ORDER

The meeting was called to order by Commission Chair Ken Sherman at 5:04 p.m

A. Introduction and oath of office of Commission appointee Yelena Zhelezov

Andrew Campbell, Cultural Affairs Administrator and Staff Liaison to the Commission introduced Yelena Zhelezov and administered the oath of office.

Ms. Zhelezov accepted the terms and conditions in her service to the City as an Arts and Cultural Affairs Commissioner

B. Roll Call

Commissioner Ken Sherman
Commissioner Jonathan Bailey
Commissioner Beverly Denenberg
Commissioner Dallas Dishman
Commissioner Madeleine Rackely
Commissioner Yelena Zhelezov

Andrew Campbell: Cultural Affairs Administrator
Prentis Bonds, Administrative Specialist IV

Also Present: Megan MacDonald, Cultural Affairs Intern

C. Posting of Agenda

The agenda was posted per proper noticing procedures at City Hall, West Hollywood Park, West Hollywood Library and West Hollywood Plummer Park.

D. Staff Comments on Agenda

Staff commented that Commissioner Whitney Weston has resigned her seat on the Arts and Cultural Affairs Commission. Therefore, there are two vacant positions on the Commission one being the Vice Chair of the Commission and the second on the Performing Arts and Cultural Affairs Subcommittee. The Commission will consider electing a Vice Chair under New Business Item IV.A

E. Approval of the Agenda

Commissioner Dishman moved that the Arts and Cultural Affairs Commission approve the May 26, 2011 agenda.

Commissioner Rackley 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 Commission subcommittees.

A. Arts and Cultural Affairs Commission minutes of April 28, 2011.

B. Performing Arts and Cultural Affairs Subcommittee minutes/actions of May 12, 2011 that included the following:

- Approval of the 2012 Arts Grant Program application and guidelines for the City Arts Project Grants, Cultural Resource Development Grants and Arts Participation Grants.

C. Urban Art Subcommittee minutes/actions of May 16, 2011 that included:

- Approval of the design concept for the civic art component for the Plummer Park Master Plan Phase I Implementation Project.

Commissioner Rackely made typographical corrections to the minutes and requested that staff revise the language in the minutes to reflect that the grant award from the National Endowment for the Arts (NEA) is pending final approval by the Federal Government and that the City would officially publicize the award once final notification from the NEA has been received.

Commissioner Bailey moved that the Arts and Cultural Affairs Commission approve the consent calendar as amended.

Commissioner Dishman seconded the motion and the motion carried unanimously.

II. ITEMS FROM THE PUBLIC

Public comment was heard from Los Angeles resident Tom Trafalet.

Mr. Trafalet announced that Avator Club will have a presence at Christopher Street West – LA Pride. He also spoke on the sensitivity meeting held with members of the Leather community and representatives from the City. He encouraged members of the Arts and Cultural Affairs Commission to continue its outreach and understanding of communities within the LGBT community such as but not limited to the Leather Community.

III. UNFINISHED BUSINESS

A. Urban Art Subcommittee

The Commission received a report from Urban Art Subcommittee Chair Beverly Denenberg on their special meeting held May 26, 2011 as follows:

Commissioner Denenberg reported that the Urban Art Subcommittee received a presentation from public art consultant Merry Norris and artist Shepard Fairey. She reported that Mr. Fairey rendered for review by the

Subcommittee several variations on a theme in his signature style and color composition of black, red and gold. The artwork mirrored responses from an online community survey to which 387 constituents responded. As a result of Mr. Fairey's presentation, the Subcommittee expressed support for the concept that featured Fairey's graphic interpretation of the Lotus flower and peace symbol and iconic images of West Hollywood to be installed on the lobby wall leading into the City Council Chambers. Fairey will use stenciling, silk screening and layering of images to realize the art. Upon completion of the installation, a satin finish would be applied to protect the art. Overall, the Subcommittee felt that the proposed concept was highly reflective of West Hollywood, "The Creative City."

Following, Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve (1) the design concept of a mural for the New West Hollywood Library by artist Shepard Fairey and (2) the siting of the mural on the entry wall to the Council Chambers.

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

Finally, Commissioner Denenberg reported that the Subcommittee received a process report and overview on the principle changes and recommendations to the Percent for Art Ordinance Modification and reported that the Planning Commission would undertake all procedural responsibilities and requirements pursuant to the West Hollywood Municipal Code before making a recommendation to City Council. Staff will keep the Subcommittee as well as the Commission apprised on this matter.

B. Urban Art Ordinance Modification Study

The Commission received and reviewed a draft of the Urban Art Ordinance Modification Study by consultant Gail Goldman.

Following request for clarifications and a suggestion that staff add a table to the report that illustrates potential increase in revenue, Commissioner Bailey moved that the Arts and Cultural Affairs Commission endorse the Urban Art Ordinance Modification Study.

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

C. 2012 ACAC Budget

The Commission received and filed the second year of its two-year budget for fiscal year 2011-12.

Staff reiterated that the Commission has already approved the 2011-2011 Budget. Staff noted that anticipated budget adjustments include \$500 from Los Angeles County Arts Commission to support 2011 Summer Sounds concert programming and potentially \$15,800 from the National Endowment for the Arts to support "The Big Read" in 2012. Staff requested that the Art on the Outside subcommittee consider discussing potential programming for

Fiscal Year 2011-2012. The Art on the Outside Subcommittee budget for FY 2011-2012 is \$65,000.

IV. NEW BUSINESS

A. Appointments for Design Steering Committee for City Hall Automated Garage and Community Plaza

The Commission received a brief presentation from Don Norte, Parking Services & Projects Officer and Jackie Rocco, Parking Operations Manager on the formation of the City Council approved Design Steering Committee.

Mr. Norte informed the Commission that the City is forming a Design Steering Committee to review the design components for the City Hall Parking Structure and the community plaza. Ms. Rocco commented that the Steering Committee would not have a regular meeting schedule, but would meet periodically until completion of the task as approved by City Council. She requested that the Arts and Cultural Affairs Commission designate a commissioner to serve on the steering committee.

Following, the Commission designated Commissioner Denenberg to represent the Arts and Cultural Affairs Commission on the Design Steering Committee and Commissioner Sherman as the alternate.

B. Election of Vice Chair

The Commission considered electing a Vice Chair to preside over the Arts and Cultural Affairs Commission in the absence of the Chair in accordance with the ACAC Bylaws.

Commissioner Bailey nominated Commissioner Dishman to serve as Vice Chair of the Arts and Cultural Affairs Commission.

Commission Dishman accepted the nomination.

Hearing no other, Commissioner Rackley moved that the Arts and Cultural Affairs Commission elect Commissioner Dishman as Vice Chair of the Arts and Cultural Affairs Commission for a term of one (1) month or June 30, 2011.

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

C. Subcommittee Appointments

The Commission considered making commissioner appointments to Commission subcommittees with current vacancies.

Staff informed the Commission that currently there are vacancies on the Art on the Outside Subcommittee and a vacancy on the Performing Arts and Cultural Affairs Subcommittee.

Newly appointed Arts and Cultural Affairs Commissioner, Yelena Zhelzov expressed interest in serving on the Art on the Outside Subcommittee.

It was the consensus of the Commission to appoint Commissioner Zhelzov to the Art on the Outside Subcommittee. It was also the consensus of the Commission that Commissioner Dishman would serve as Subcommittee Chair of the Art on the Outside Subcommittee. An appointment to the Performing Arts and Cultural Affairs Subcommittee will be made at a subsequent meeting.

D. Revenue Advocacy Research Study Report

The Arts and Cultural Affairs Commission received a report regarding the Revenue Advocacy Research Study Report conducted and written by Cultural Affairs Intern Megan MacDonald.

Ms. MacDonald provided the Commission with an overview of her Revenue Advocacy Research Study Report and how she obtained information and data that supported recommendations and enhancements detailed in the report for consideration by the Commission. She spoke in support of the Commission's mission statement and explained how the Commission through its various arts program and initiatives, West Hollywood is a tangible and visible arts community in comparison to some municipalities. She also spoke on the need for the commission to advocate for and seek new revenue sources that would further the Commission's goals and objectives and continue the legacy of West Hollywood as "The Creative City." Finally, Ms. MacDonald spoke on the Commission's need for increased staffing to support and administer a variety of programs valued by the City and constituents.

Following, it was the consensus of the Commission to utilize the document at its next retreat/study session and discuss ways to implement some of the recommendations detailed in the report. It was also the consensus of the Commission to work with staff on setting a date to receive the "Otis Report" and the "Arts LA Report."

E. 2012 Arts Grant Program

The Commission reviewed and considered approving the 2012 Arts Grant Program applications, guidelines and strategies for City Arts Grants, Cultural Resource Development Grants, and Arts Participation Grants. It was the consensus of the Commission that staff revise the City Arts Grant guidelines as follows: 1) add language in the City Arts Grants to reflect that the Commission would award up to twelve (12) grants of up to 5,000.00 rather than up to 10 grants of up to \$5,000 and 2) add language with regards to fiscal receivership in the grant guidelines.

Commissioner Dishman moved that the Arts and Cultural Affairs Commission approve for ratification by the West Hollywood City Council the applications and guidelines for 2012 as discussed and revised.

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

V. EXCLUDED CONSENT

No excluded consent calendar items.

VI. ITEMS FROM THE CHAIR

The Chair requested that the Commission reconsider the receipt of digital packets in lieu of a hard copy.

Following, it was the consensus of the Commission that the May 26, 2011 agenda was unusual in size and scope and that the Commission should continue to receive the packet digitally

VII. ITEMS FROM THE COMMISSION

The Commission received comments from Commissioner Zhelezov.

Commissioner Rackley reminded the Commission that the Metropolitan Master Chorale will be in concert June 26, 2011 at the Hollywood United Methodist Church. As part of the "LA Choral Project," the chorale will perform two works by composer Jonathan Bailey.

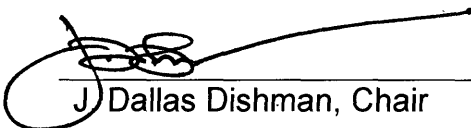
VIII. ITEMS FROM STAFF

Staff announced that the City has provided additional library tour dates for commissioners. There are three dates during the month of June. Staff commented that the Commission would receive an update on Pacific Standard Time at the June meeting.

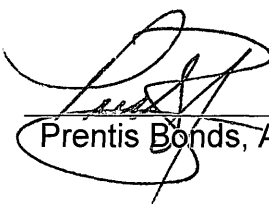
IX. ADJOURNMENT (6:35 PM)

Commissioner Sherman moved that the Arts and Cultural Affairs Commission adjourn to its next meeting scheduled June 23, 2011 at 5:00 p.m. in the Community Conference Room at City Hall.

Commissioner Bailey seconded the motion, and the meeting was adjourned at 7 p.m.



J Dallas Dishman, Chair



Prentis Bonds, ACAC Secretary