

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**May 28, 2009**

**CALL TO ORDER:** The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Beverly Denenberg at 5:06 p.m.

**A. Roll Call:**

Present: Beverly Denenberg, Chair  
Madeleine Rackley, Vice-Chair  
Michael Haibach  
Ken Sherman  
Jon Bailey  
Whitney Weston  
Peter Mays

Staff Liaison: Andrew Campbell, Cultural Affairs Administrator  
Recording Secretary: Prentis Bonds, Jr.

Also Present: John Robinett, Economic Research Associates  
Todd Steadman, Executive Director, Sunset Business Association  
Nick Adler, Member Sunset Strip Business Association

**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.

**C. Staff Comments on the Agenda**

There were no comments from staff on the agenda. However, staff introduced Jennifer Leitch, Economic Development Intern.

**D. Approval of the Agenda – May 28, 2009**

Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve the May 28, 2009 agenda.

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

**I. APPROVAL OF MINUTES – April 23, 2009**

Commissioner Bailey moved that the Arts and Cultural Affairs Commission approve the April 23, 2009 meeting minutes.

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

**II. ITEMS FROM THE PUBLIC**

Public comment was heard from Eva Wieland, Administrative Specialist, in the Human Services Department on the West Hollywood Library and Park Master Plan.

### **III. NEW BUSINESS**

#### **A. Sunset Strip Museum Phase 1 (Market and Concept Evaluation Report)**

The Commission received a presentation from John Robinett of Economics Research Associates (ERA) and considered endorsing Phase 1 – Market and Concept Evaluation Report.

Following Mr. Robinett presentation, Commissioner Rackley moved that the Art and Cultural Affairs Commission endorse Phase 1 – Market and Concept Evaluation Report of the Sunset Strip Museum Feasibility Study.

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

#### **B. Sunset Strip Music Festival**

The Commission received a brief presentation from Todd Steadman, Executive Director of the Sunset Strip Business Association regarding the Sunset Strip Music Festival to be held September 10 through September 12.

#### **C. Fairfax High School Auditorium Joint Use Agreement with the City of West Hollywood**

The Commission received a presentation from staff regarding the possible use of Fairfax High School Auditorium as a performing arts venue for the City through a joint use agreement with Los Angeles Unified School District.

Staff reported that the City Council approved exploring the feasibility of partnering with Fairfax High School and the Los Angeles Unified School District to use the auditorium as a performing arts venue. He commented that the school district has been open to this possibility.

Commissioner Weston commented that administrators at Fairfax High School have been supportive and that bond funds have been received to make repairs to the auditorium.

Following, Commissioner Haibach moved to endorse the partnership between Los Angeles Unified School District and the City to use Fairfax High School auditorium as a performing arts venue.

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

Staff will draft a letter of support of on behalf of the Commission to the Mayor and members of the City Council concerning this partnership.

#### **D. 2010 Arts Grant Program**

The Commission reviewed and considered approving strategy, budget, and applications for the City 2010 Arts Grant Programs.

Following staff's overview of the 2010 Arts Grant Program, Commissioner Rackley moved that the Arts and Cultural Affairs Commission approve strategy, budget and applications for the 2010 Arts Grant Program.

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

Staff reported that City Council will consider approval of the Arts Grant Program at their June 15<sup>th</sup> meeting. Should the Council approve the grants, staff will follow-up with public noticing.

#### **E. Cable Channel Show Focusing on Arts and Culture In West Hollywood**

The Commission discussed with staff the feasibility of producing a public access cable show that focuses on arts and culture in West Hollywood.

As a result of their discussion, it was the consensus of the Commission that staff explore the feasibility of a pilot program that would focus on art and culture.

### **IV. UNFINISHED BUSINESS**

#### **A. Commission Ad Hoc Funding Committee**

The Commission received a report from the Funding Ad Hoc Subcommittee that included Commissioners Haibach, Mays and Rackley on their meeting held April 20, 2009.

At the meeting, the subcommittee discussed funding allocations within the City's Public Arts and Beautification and potential new revenue sources to support arts and cultural programming that included an endowment fund, the possibility of a percentage of business license tax to support art programming and allocations from the City's general fund. The Subcommittee requested that staff provide them with information on other boards and commissions' annual budget and other funding resources, should there be any. As a result of their discussion, it was the consensus of the ad hoc subcommittee that they meet again once staff has had the opportunity to obtain requested information.

#### **B. Art on the Outside Subcommittee**

The Commission received a report from Subcommittee Chair Beverly Denenberg on the Art on the Outside Subcommittee meeting held May 28, 2009.

Commissioner Denenberg reported that the Subcommittee:

- Received a presentation from Los Angeles Nomadic Division regarding a potential video billboard installation for 2010 titled "Distance Between You and Me" featuring a video projects by various artists.
- Received a presentation from Regen Projects and approved as public art (pending ratification by the Arts and Cultural Affairs Commission) three temporary outdoor installations by artists Lawrence Weiner, Doug Aitken and Marilyn Minter.
- Received a presentation from LA Public Domain and approved (pending ratification by the Arts and Cultural Affairs Commission) a temporary art installation by local artist Mungo Thompson for the Sunset Vertical Billboard.

- Received an update from staff and Kim Koga of the Museum of Neon Art on the Route 66 Project. As a result of their review of the revised proposal and budget, it was the consensus of the Subcommittee that they revisit the budget in greater detail at their next meeting.
- Tabled discussion of proposed and ongoing Art on the Outside Projects.

Commissioner Denenberg then moved that the Arts and Cultural Affairs Commission ratify AOTO's recommendation to approve three (3) temporary outdoor installation at Regen Projects as public art, and that the Commission approve LA Public Domain temporary art installation by artist Mungo Thompson for the Sunset Vertical Billboard.

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

### **C. Performing Arts and Cultural Affairs Subcommittee**

The Commission received a report from Commissioner Weston on behalf of Subcommittee Chair Madeleine Rackley on their meeting held May 13, 2009.

Commissioner Weston reported that the Subcommittee:

- Received an update from staff on public relations, communication and marketing and evaluation strategy for Pride Month.
- Reviewed and approved strategy, budget and applications for the City's 2010 Arts Grant Program as reported under New Business Item III-D

### **D. Urban Art Subcommittee**

The Commissioner received a report from Subcommittee Chair Michael Haibach on their special meeting held May 7, 2009.

Commissioner Haibach reported that the Subcommittee:

- Approved Stage III for the Urban Art Project at Pavilions pending ratification by the Arts and Cultural Affairs Commission.
- Received an update from art consultant Beatrix Barker on the status of the Urban Art Project at 8900 Beverly Boulevard. As a result of Ms. Barker's update that included a new concept for the public art, it was the consensus of the Subcommittee that the project team move forward with the new public art concept consisting of bronze line configurations integrated in the development's hardscape.
- Received a progress update from staff on accepting the gift of the Leonard Cave sculpture. It is anticipated that the sculpture would be installed the week of June 14<sup>th</sup>.
- Received a status report from staff on Urban Art Projects under the Subcommittee's oversight as follows:
  - 8900 Beverly: Refer to Item III-B.
  - Andaz Hotel: Installation of the plaque pending.
  - King Road Park: Bronze Dodge House Relief scheduled to be installed by summer 2009.

- London Hotel: The art component consisting of a stylized gate is being fabricated.
  - The Lot: No new information on this project
  - Pavilions: Refer to Item III-A.
  - 612 & 616 N. Croft: No new information on this project.
  - 8833 Cynthia: Installation of bronze plaque and art covenant pending.
  - 1137 Hacienda Place: No new information on this project.
  - Walgreen's mix use project: Environmental Impact Report required for this development.
  - Pacific Design Center Red Building: The project team for the Pacific Design Center has requested to meet with the Urban Art Subcommittee. Therefore, staff is working to schedule a special meeting.
- Reviewed the public art ordinance modification recommendations drafted by consultant Gail Goldman. The document will undergo review by the Economic Development Department and the City attorney.
  - Received an update from staff on Public Art Conservation and current actions.
  - Reviewed prototypes for an Urban Art walking map and identified urban art projects to be featured as part of the brochure.

**E. Committee Appointments**

There were no committee appointments made at this meeting.

**F. Meeting Dates for June and July 2009**

The Commission and subcommittees reviewed meeting dates for June and July in anticipation of staff liaison's absence from June 19 through July 20. As a result of their review, it was the consensus of the Commission as recommended by the Art on the Outside Subcommittee Chair Beverly Denenberg that the Subcommittee meet before June 19 and that staff move forward with scheduling the meeting. It was also the consensus of the Commission as suggested by Commissioner Haibach that they meet as scheduled during the staff liaison's absence and the Chair and Subcommittee Chair's would work with the secretary, should any scheduling issues arise.

**V. ITEMS FROM THE CHAIR**

There were no items from the Chair.

**VI. ITEMS FROM THE COMMISSION**

Commissioner Mays announced that Los Angeles Art Association/Gallery 825 will host an opening artist reception Friday, June 12<sup>th</sup> from 6 p.m. to 9 p.m.

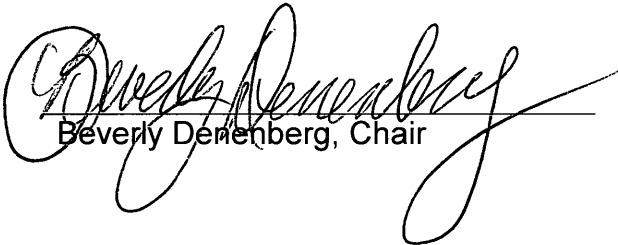
**VIII. ITEMS FROM STAFF**

Staff distributed One City One Pride collateral and commented on arts and cultural programming for the month of June particularly "The Legacy of Harvey Milk" on June 6<sup>th</sup> at the Pacific Design Center.

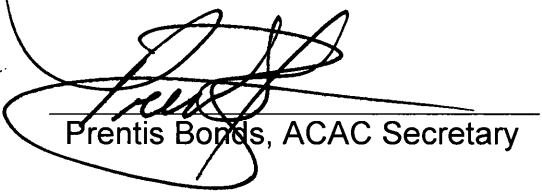
**IX. ADJOURNMENT**

Commissioner Denenberg moved that the Arts and Cultural Affairs Commission adjourn to its next meeting scheduled June 25, 2009 at 5 p.m. in the Community Conference Room.

Commissioner Bailey seconded the motion, and the meeting was adjourned at 7:05 p.m.



Beverly Denenberg, Chair



Prentis Bonds, ACAC Secretary