

City of West Hollywood
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
August 27, 2009

CALL TO ORDER: The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Madeleine Rackley at 5:03 p.m.

A. Roll Call

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

Staff Liaison: Andrew Campbell
Recording Secretary: Excused

Minutes recorded by Jennifer Leitch, Economic Development Intern
Edited by Prentis Bonds, Recording Secretary.

Also present: Laurence Whiting, Vice President Pacific Design Center
Ellen Rubin, Director of Marketing Pacific Design Center
City Council Deputy Michael Haibach

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

Staff reminded the Commission of its heavy agenda and the need to proceed expeditiously.

E. Approval of the Agenda – August 27, 2009

Commissioner Denenberg moved that the Arts and Cultural Affairs Commission approve the July 23, 2009 meeting agenda.

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

I. APPROVAL OF MINUTES – July 23, 2009

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

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

II. ITEMS FROM THE PUBLIC

There were no items from the public.

III. FINANCIAL REPORT

The Commission received and filed the 4th Quarter Public Art and Beautification Fund Revenue and Expenditure Status Report for FY-208-2009.

Following, a brief discussion, the Commission requested that staff provide an Public Art and Beautification Fund Revenue Report for at least the last five (5) years for strategic planning purposes.

IV. NEW BUSINESS

A. ACAC Subcommittee Membership

The Commission reviewed ACAC subcommittee structure proposed by the Chair as follows:

Subcommittee	Subcommittee Chair	Members
Art on the Outside	Commissioner Mays	Commissioners Sherman and Dishman
Performing Arts and Cultural Affairs	Commissioner Weston	Commissioners Bailey and Rackley
Urban Art Subcommittee	Commissioner Denenberg	Commissioners Bailey and Sherman
AD-hoc Committees		Representative (s)
Veteran's Memorial Fountain Ad-hoc Committee		Commissioner Mays
Book Fair Liaison	None	None
<ul style="list-style-type: none"> It was the consensus of the Commission not to provide a liaison to this committee. However, the Commission will invite members of the Book Fair Committee to make presentation as applicable. 		
Funding Ad-hoc Committee	None	Commissioners Dishman Rackley and Mays
Park Renaming Ad-hoc Committee	None	Commissioner Dishman
<ul style="list-style-type: none"> Commissioner Dishman reported that the first meeting of this ad-hoc committee was held August 26, 2009. It is anticipated that Park Renaming Ad-hoc Committee would meet once more to complete its work. 		
General Plan Ad-hoc Committee	None	Commissioner Dishman
Children's Roundtable	None	Commissioner Weston
<ul style="list-style-type: none"> Commissioner Weston commented that she would provide reports to the Commission as applicable. 		

B. ACAC Endorsement Process

The Commission discussed the process and purpose of endorsing arts and culture events and reviewed and considered approval of an endorsement request form for the use of organizations and producers seeking endorsement from the Commission.

As a result of their discussion, it was the consensus of the Commission to include a space for background/history on request form as well as a space for purpose and intent of the project. The Commission also directed staff to include a clause that projects accept and adhere to City's core values and tweak the clause according to ACAC's history with particular organizations.

Following, Commissioner Dishman moved that the Art and Cultural Affairs Commission adopt the amended endorsement process and form as discussed.

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

C. Design Loves Art

The Commission received a presentation and request for endorsement from Laurence Whiting, Vice President Pacific Design Center (PDC), and Ellen Rubin, Director of Marketing Pacific Design Center concerning an ongoing series of contemporary art exhibitions at the PDC titled "Design Loves Art."

Following, Commissioner Bailey moved that the Arts and Cultural Affairs Commission endorse "Design Loves Art" with a direction that Pacific Design Center seek a re-endorsement every six (6) months to continue the dialogue and provide updates on this project.

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

Mr. Whiting invited the Commission to attend the Design Loves Art Fall Opening on September 24, 2009 at the PDC.

Staff commented that the exhibition will be included in the Arts Briefs.

D. West Hollywood Film Festival

The Commission considered rescinding its endorsement of the West Hollywood International Film Festival, an action taken at its July 23, 2009 meeting based on inconsistencies with the information received from the executive producer of the film festival.

Commissioner Denenberg moved to rescind the endorsement.

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

E. Process of Consultant Selection and Contracting for Arts Services

The Commission received an overview from staff on the selection process for consultants and the contracting process for arts services.

Staff provided a brief overview on the process of consultant selection and contracting for arts services and informed the Commission that City projects adhere to the same process as developer initiated projects with regards to artist selection either via a Request for Qualifications (RFQ) or a Request for Proposal (RFP). Additionally, the City may require a citizen committee to be involved in the process.

According to the City's Financial Policies and Procedure:

Professional Services are activities performed by a consultant who possesses a high degree of expertise in a particular profession, such as an Attorney, Certified Public Accountant, Engineer and Architect. There is no bidding requirement for this type of service, since the agent is being hired based on their qualifications, not lowest bid.

Contract Services are activities performed by persons or companies providing a product or services. Bidding requirements, exceptions and procedures for these types of services vary based on the anticipated value of the service and/or product. The lowest most responsible bid is usually accepted by the City.

F. 2009-10 ACAC Retreat

The commission discussed holding a retreat during 2009-2010.

Commissioner Rackley suggested that the ACAC retreat be no more than 4-5 hours and that there be a social aspect of the retreat. She commented that the output of the retreat should be long-range planning rather than redefining the Arts and Cultural Commission. She recommended that prior to the retreat, each Subcommittee review and update its work plan accordingly.

Commissioner Mays expressed interest in assisting the Chair and staff with planning the retreat to be held sometime in January or February 2010.

The Commission will review proposed dates at the September meeting.

G. 2010 Arts Grant Program Review Panelists

The Commission reviewed and considered ratifying the panelist pool for the 2010 Arts Grant Program panel review as recommended by the Performing Arts and Cultural Affairs Subcommittee.

Following, Commissioner Dishman moved that the Arts and Cultural Affairs Commission ratify the panelist pool proposed by the Performing Arts and Cultural Affairs Subcommittee for the 2010 Arts Grant Program authorizing staff to select five persons at its discretion for this purpose.

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

V. UNFINISHED BUSINESS

A. Art on the Outside Subcommittee

The Committee received a report from the Art on the Outside Subcommittee on their meeting held August 27, 2009.

Subcommittee Chair Beverly Denenberg reported as follows:

- Reconfirmed upcoming agenda,
- Reach consensus on inquiring with Peter Shire to extend the sculpture exhibition to January.

- Requested staff to provide additional compensation to artist for the additional extension,
- Rescheduled Topiary Project to after the Museum of Neon Art/Route 66 Project.
- Reach consensus on creating collaboration with UCLA for Museum of Neon Art/Route 66 Project,
- Reviewed next the videotron installation proposed by Regen Projects,
- Approved guidelines and applications for billboard/videotron use,
- Discussed and reach consensus on forwarding an item to the full Commission that addresses West Hollywood artist convening.

B. Performing Arts and Cultural Affairs Subcommittee

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on their meeting held August 13, 2009.

Commissioner Rackley reported that the Subcommittee:

- Reviewed draft survey result from PRIDE MONTH 2009.
- Continued work on the agreement with Fairfax High School.
- Reviewed and discussed 2010 Arts Grant peer review panelists proposed by staff and members of the Subcommittee
- Received a report on the success of Summer Sounds and Summer Performing Arts program for 2009.
- Discussed and approved Shakespeare in the Parks as part of the City's Summer Arts Programming for ratification by the Commission.

Following, Commissioner Denenberg moved that the Arts and Cultural Affairs Commission ratify the Subcommittee recommendation to approve Shakespeare in the Parks as part of the City's Summer Arts Programming.

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

C. Urban Art Subcommittee

The Commission received a report from the Urban Art Subcommittee on their meeting held August 20, 2009.

Commissioner Sherman reported on behalf of Subcommittee Chair Beverly Denenberg that the Subcommittee:

- Discussed 25th Anniversary Walking Tour and reached consensus on including all public arts works in the brochure as well as developing two walking tours.
- Received status updates from staff on urban art projects and corresponding activities.

D. Committee Appointments

Refer to New Business Item IV-A, ACAC Subcommittee Membership.

V. ITEMS FROM THE CHAIR

There were no items from the Chair.

VI. ITEMS FROM THE COMMISSION

Commissioner Weston announced that CNN plans to film a segment on Greenway arts Alliance.

Commissioner Mays announced the September 11th opening at Gallery 825. He requested that staff agendize "Museum of Contemporary Art" for the purpose of Re-evaluating and Re-establishing the Arts and Cultural Affairs Commission relationship with this organization.

Commissioner Dishman reported that the Veterans Memorial Fountain Committee met August 26 and the committee discussed two names that were proposed for the park. Additionally, a plaque will be installed in the pavement and a quote from deceased City Councilmember Sal Guarriello will be placed on a wall that faces Holloway.

Commissioner Sherman requested that staff agendize "Fountains in the City as Art" for the purpose of clarifying the role of the Arts and Cultural Affairs Commission and the entity in the City responsible for reviewing and approving design concepts.

In response to Commissioner Sherman's agenda request, it was the consensus of the Commission that the item "Fountains in the City as Art" first be addressed by the Urban Art Subcommittee and that staff provide information with regards to design review and approval that will assist in clarifying the role of the Arts and Cultural Affairs Commission with regards these type of projects initiated by the City.

VIII. ITEMS FROM STAFF


Andrew Campbell announced that Jennifer Leitch, Intern in the Economic Development Department would be leaving the City and that it was her last day.

IX. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:47 p.m. to its next meeting scheduled September 24, 2009 at in the West Hollywood City Hall Community Conference Room.



Madeleine Rackley, Chair



Jennifer Leitch, Intern Economic
Development Department and
Prentis Bonds, ACAC Secretary