

City of West Hollywood
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
SEPTEMBER 24, 2009

CALL TO ORDER: The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Madeleine Rackley 5:07 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 Maribel Louie, Economic Development Coordinator
Edited by Prentis Bonds, Recording Secretary

Also Present: Roz Helfand, Book Fair Coordinator
Corey Roskin, Social Services Specialist
Dan Berkowitz, Gay and Lesbian Advisory Board
Ivy Bottini, Gay and Lesbian Advisory Board

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 commented that New Business Item IV-B: AIDS Memorial was not at the request of Commissioner Mays, but was at the request of Commissioner Sherman.

E. Approval of the Agenda – September 24, 2009

Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve the September 24, 2009 meeting agenda.

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

I. APPROVAL OF MINUTES – August 27, 2009

Commissioner Mays moved that the Arts and Cultural Affairs Commission approve the August 27, 2009 meeting minutes.

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

II. ITEMS FROM THE PUBLIC

There were no items from the public.

III. REVENUE REPORT

The Commission received and filed the Art and Beautification Fund Ten Year Revenue Report 1999-2009.

IV. NEW BUSINESS

A. Book Fair

The Commission received an update on the 2009 Book Fair from Social Services Specialist Corey Roskin and Book Fair Coordinator Roz Helfand.

Ms. Helfand and Mr. Roskin jointly reported:

- The West Hollywood Book Fair will be held Sunday, October 4, 2009
- The fair will consist of approximately 150 exhibitors and will contain eight (8) stages for a variety of activities including author panel discussion, story telling, children's programming and writing workshops.
- The Pacific Design Center will provide free parking and West Hollywood Municipal Line Shuttles will provide free public transportation during the hours of the book fair.

B. AIDS Memorial

The commission received a presentation from Lesbian and Gay Advisory Board Co-Chairs Dan Berkowitz and Ivy Bottini regarding a proposed AIDS Memorial to be placed in the City Matthew Shepard Triangle.

Ms. Bottini and Mr. Berkowitz jointly (LGAB) informed the Subcommittee that the (LGAB) recently endorsed the concept of a City built AIDS Memorial. The LGAB felt that the memorial could be realized at various locations throughout the City including the Matthew Shepard Triangle and Williams S. Hart Park. They proposed that the memorial list the names of residents who died of AIDS.

Following, the Commission expressed support for this project and referred this item to the Urban Arts Subcommittee for discussion and possible action.

C. Summer Sounds

The Commission received and filed a report from staff regarding the 2009 Summer Sounds program.

D. Public Utility Box Beautification Ad Hoc Committee

The Commission appointed Commissioner Denenberg to the Public Utility Box Beautification Ad Hoc Committee and appointed Commission Dishman as an alternate.

E. General Plan

The Commission received a report from Commissioner Dishman on the General Plan Advisory Committee meeting held September 2, 2009.

Commissioner Dishman reported that participants at the meeting overwhelmingly supported more control over development. They also requested that development in the City be scaled back. Arts and cultural issues were not discussed at this meeting.

F. 2009-10 Art Grant Program

The Commission received and filed a report from staff regarding applications received for the Arts Grant Programs (25th Anniversary Arts Grant and Cultural Resource Development Grant) and the process for reviewing and funding of these grants.

Staff suggested that the Commission consider forming an ad hoc committee comprised of commissioners who do not have possible conflicts of interest with art organizations being considered for funding. The ad hoc committee would make funding recommendations to the Arts and Cultural Affairs Commission rather than the Performing Arts and Cultural Affairs Subcommittee.

The Commission concurred.

Commissioners Denenberg, Dishman and Sherman were appointed to serve on this ad hoc committee.

Staff will work on scheduling the meeting and funding scenarios.

G. Museum of Contemporary Arts (MOCA)

The Commission discussed developing a relationship with the Museum of Contemporary Art, pursuant Commissioner Sherman's recommendation of August 27.

As a result of their discussion, Commissioner Mays and Sherman expressed interest in meeting with MOCA and would report back to the Commission at subsequent meetings on the conversations with staff at MOCA .

V. UNFINISHED BUSINESS

A. 2009/10 ACAC Retreat

The Commission discussed holding a retreat during 2009-10.

It was the consensus of the Commission that the retreat be held sometime in February 2010. It was also the consensus of the Commission that the retreat focus on strategic planning for five (5) to ten (10) out and include discussion of the following topics.

- West Hollywood as the "Creative City".
- Collaborations with civic, institutions and patrons of the arts.
- Cultural planning process

Following, it was the consensus of the Commission that staff, the Chair and Commissioner Mays interview two (2) consultants/facilitators for the ACAC retreat.

B. 2010-2011 ACAC Work Plan

The Commission discussed the 2010-2011 ACAC Work Plan.

Chair Rackley reiterated that each subcommittee agenda review and discussion of its work plan during regularly scheduled subcommittee meetings. Updates would be provided at Arts and Cultural Affairs Commission meetings. The goal would be to complete the work plan by the time of the February retreat.

C. Pride Month Evaluation

The Commission received and filed the 2009 Pride Month Evaluation Report .

D. Art on the Outside Subcommittee

The Commission received a report from the Art on the Outside Subcommittee on their meeting held September 24, 2009.

Subcommittee Chair Peter Mays reported that the Subcommittee:

- Discussed its 2010-2011 Work Plan and reached consensus to:
 - commit to all media for the Art on the Outside Program,
 - extend project timelines of high profile installations while preserving the temporary nature of the projects,
 - work with staff on developing a list of potential high profile artists for the purpose of collaboration,
 - work with staff on developing an annual call for artists that would allow the City to work with local/regional artists,
 - explore the feasibility of institutional and civic partnerships for future Art on the Outside projects.
- Discussed the feasibility of developing a 25th Anniversary Exhibition of

West Hollywood based artists and that he would take the lead on initiating a conversation with the Pacific Design Center.

- Received an update on proposed and ongoing AOTO Projects as follows:
 - "Art in the City": The Public Information Officer will meet with producers to discuss production components for this public access show that would document artists and their public art installations in the City.
 - Staff is working with Gallery 825 on developing strategies to promote emerging artists.
 - Michael McMillen Project: Proposed that this project be postponed to 2011.
 - Peter Shire Exhibition: This exhibition has been extended, and the artist will receive further compensation.
 - Route 66/Neon Art Project: The Museum of Neon Art is now under contract with the City.
 - Sculpture Foundation Collaboration: This organization has expressed considerable interest in working with the City and dialogue between Sculpture Foundation and the City is ongoing.
 - UCLA School of Art & Architecture Collaboration: This institution has expressed considerable interest in working with the City and dialogue between UCLA and the City is ongoing.
 - Sunset Videotron and Vertical Billboard Projects: The Raymond Pettibon billboard will be de-installed and a new billboard project will be installed. The billboard will feature a work by Mungo Thomson.

E. Performing Arts and Cultural Affairs Subcommittee

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on their meeting held September 10, 2009

Subcommittee Chair Whitney Weston reported that the Subcommittee:

- Reviewed and approved an Arts Participation Grant in the amount of \$1000 to Bandwagon to assist with expenses related to the production of the musical adaptation "Working".
- Received a report from staff on 2010 Arts Grant submittals. Nineteen (19) arts organizations applied for the 25th Anniversary Arts Grant and six (6) organizations applied for the Cultural Resource Development Grant.
- Reached consensus on including a section in the final report that would allow arts organizations to evaluate the grant application process.
- Received a report from staff on the 2009 Summer Sounds performing arts programs and concurred with staff's suggestion that at least two persons attend Summer Sounds in order to evaluate the quality of each performance.

- Received the draft of the West Hollywood Pride Month Evaluation report.

F. Urban Art Subcommittee

The Urban Art Subcommittee was cancelled do the lack of a quorum.

G. Committee Appointments

Refer to New Business Item III-D: Public Utility Box Beautification Ad Hoc Committee for Commission appointments made at this meeting.

V. ITEMS FROM THE CHAIR

The Chair announced that the Metropolitan Master Chorale will be sending invitations.

VI. ITEMS FROM THE COMMISSION

Commissioner Denenberg commented that UCLA is featuring one of their artists.

Commissioner Mays invited commissioners to attend the opening of the PDC's event "Design Loves Art.

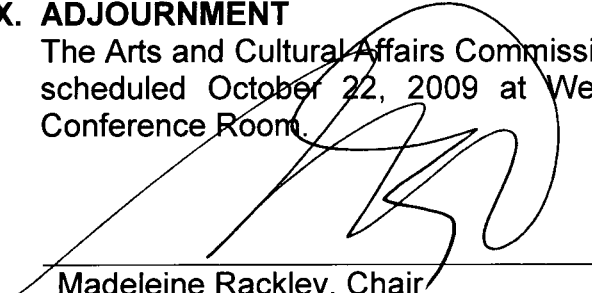
Commissioner Weston announced that Greenway Arts Alliance theatrical production of "Good Bobby" will open in New York on October 10, 2009.

VIII. ITEMS FROM STAFF


There were no additional items from staff.

IX. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:47 p.m. to its next meeting scheduled October 22, 2009 at West Hollywood City Hall in the Community Conference Room.



Madeleine Rackley, Chair



Maribel Louie, Economic
Development Coordinator and
Prentis Bonds, ACAC Secretary