

City of West Hollywood
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
OCTOBER 22, 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: Chair Madeleine Rackley
Ken Sherman, Vice-Chair
Jon Bailey
Whitney Weston
Peter Mays
J. Dallas Dishman

Excused: Beverly Denenberg

Staff Liaison: Andrew Campbell
Recording Secretary: Prentis Bonds

Also Present: Kim Martindale, KR Martindale Show Management
Laura Wilhelm, Academy of Couture Art
Yotam Solomon, Fashion Designer
Ed Zubiata, Fairfax High School Principal
Jessica Klein on behalf of Tim Fleming, Director Fair Grounds Associates

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 Tim Fleming, Director of Fair Grounds Associates would not be able to attend the meeting. However, Jessica Klein will represent on his behalf.

E. Approval of the Agenda – October 22, 2009

Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve the October 22, 2009 meeting agenda.

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

I. APPROVAL OF MINUTES – September 22, 2009

The Chair noted several typographical corrections to the September 22, 2009 meeting minutes.

Following, Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve the September 22, 2009 meeting minutes as amended.

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

II. ITEMS FROM THE PUBLIC

There were no items from the public.

III. NEW BUSINESS

A. Endorsement of LA Arts Month 2010

The Commission reviewed the endorsement form submitted by Kim Martindale of KR Martindale Show Management concerning LA Art Month (January 2010). Included in the endorsement packet was a press release detailing particulars of LA Art Month and an "Open Call for Arts Programming" (i.e., events performances and/or exhibitions).

Following, Commissioner Dishman moved that the Arts and Cultural Affairs Commission endorse LA Arts Month 2010 to be held throughout the month of January.

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

Staff will draft a letter addressed to Kim Martindale concerning the Commission's/City's endorsement for the City Manager's or the Mayor's signature as deemed appropriate.

B. Endorsement of Los Angeles Art Show

The Commission reviewed an endorsement form submitted by Kim Martindale of KR Martindale Show Management concerning the Los Angeles Art Show January 20 – 24, 2010 at the Los Angeles Convention Center. Included in the endorsement packet was a press release detailing particulars of Los Angeles Art Show and a "Save the Date" postcard. As part of the endorsement, the City would receive a one page, full color display advertisement.

Following, Commissioner Sherman moved that the Arts and Cultural Affairs Commission endorse the Los Angeles Art Show January 20 – 24, 2010 at the Los Angeles Convention Center with a direction that staff draft a letter addressed to Kim Martindale concerning the Commission's/City's endorsement for the City Manager's signature or as appropriate and that staff work with the graphic artist to develop a display ad.

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

C. Endorsement of Art Los Angeles Contemporary

The Commission reviewed the endorsement form and received a brief presentation from Jessica Klein on behalf of Tim Fleming, Director of Fair Grounds Associates concerning Art Los Angeles Contemporary: The International Contemporary Art Fair to be held January 28 – 31, 2010 at the Pacific Design Center. The endorsement packet included a press release announcing the premiere of this event.

Following, Commissioner Bailey moved that the Arts and Cultural Affairs Commission endorse Art Los Angeles Contemporary to be held January 28 – 31, 2010 at the Pacific Design Center.

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

D. Eco-Friendly Fashion

The Commission received a presentation from Yotam Solomon, Los Angeles Fashion Designer and Laura Wilhelm of Academy of Couture Art concerning eco-fashion.

Following, the Commission informed Ms. Wilhelm and Mr. Solomon that the issue of Eco-Friendly Fashion as they described relative to education, industry standards and enforcement is not in the purview of the Arts and Cultural Affairs Commission. The Commission recommended that Ms. Wilhelm and Mr. Solomon speak with members of the City Council concerning this issue.

E. Fairfax High School Community Relationship

The Commission heard from Ed Zubiate, Fairfax High School Principal, regarding the school's interest in establishing a deeper relationship with the City.

Mr. Zubiate informed the Commission that there are 180 students living in West Hollywood that attend Fairfax High School. He spoke of the school's interest in developing a relationship with the City that fosters a greater sense of community amongst Fairfax High School students and not a relationship built on short term projects that only generate press thus not fulfilling the needs of the school or its students.

Following, the Commission thanked Mr. Zubiate for his candor and expressed considerable interest in working with him and Fairfax High School.

F. 2009-10 Art Grant Program: Arts Grant Funding Recommendations

The Commission considered approving 2010 Arts Grant funding recommendations based on peer review panel scores and an approved Commission ad hoc funding subcommittee.

Staff provided the Commission with a copy of the November 2nd City Council Consent Calendar Item that detailed the 2010 Arts Grant Program (25th

Anniversary Arts Grant and Cultural Resource Development) including an overview of the application and review process, criteria and scoring system, outcomes and evaluation.

Following, the Commission discussed in detail the peer review process and the methodology and rationale used to calculate arts grant awards. Commissioners expressed and proposed various scenarios on how to distribute and award funds.

Members of the Funding Ad Hoc Subcommittee explained that the Commission felt it was important to fund as many arts organizations as possible. In doing so, regardless of the amount, the Commission would be assisting arts organizations in leveraging other funding opportunities.

Following, Commissioner Bailey moved that the Arts and Cultural Affairs Commission continue this item to a subsequent meeting and direct the ad hoc funding committee to re-asses their funding recommendations and present a more equitable funding solution.

Commissioner Rackley seconded the motion, and the motion failed.

Commissioner Mays then moved that the Arts and Cultural Affairs Commission ratify the Funding Ad hoc Subcommittee's recommendation to award 2010 Arts Grants to arts grant organizations detailed in the staff report with the exception of Greenway Arts Alliance, Los Angeles Arts Association, Metropolitan Master Chorale and Hollywood Master Chorale.

Commissioner Dishman seconded the motion, and the motion carried five/one.

The Commission then considered awarding 2010 Arts Grants to Greenway Arts Alliance and the Los Angeles Arts Association. Commissioners Weston and Mays recused themselves from the dais due to a conflict of interest.

Commissioner Sherman moved that the Arts and Cultural Affairs Commission ratify the Funding Ad hoc Subcommittee's recommendation to award 2010 Arts Grants to Greenway Arts Alliance and the Los Angeles Arts Association as detailed in the staff report.

Commissioner Dishman seconded the motion, and the motion carried three/one.

The Commission then considered awarding 2010 Arts Grants to Metropolitan Master Chorale and Hollywood Master Chorale. Commissioners Weston and Mays returned to the dais and Commissioner Rackley recused herself from the dais due to a conflict of interest.

Commissioner Dishman moved that the Arts and Cultural Affairs Commission ratify the Funding Ad hoc Subcommittee to award a 2010 Arts Grants to Metropolitan Master Chorale and Hollywood Master Chorale.

Commissioner Sherman seconded the motion, and the motion carried four/one.

Commissioner Rackley returned to the dais.

V. UNFINISHED BUSINESS

A. 2010 ACAC Retreat

The Commission received a planning update on the ACAC retreat from Commission Chair Rackley and Commissioner Mays on interviews conducted with two potential facilitators.

Commissioner Rackley reported that after conducting interviews with Lonnie Lardner and Karen Constine, they felt that Ms. Constine, based on her overall experience, would be the ideal person to facilitate the 2010 ACAC Retreat. She then moved that the Arts and Cultural Affairs Commission approve Karen Constine as the facilitator for the 2010 ACAC Retreat.

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

The Chair requested that Commissioners tentatively hold Saturday, February 13, 2010 for the retreat until staff has an opportunity to poll the Commission for subsequent dates in February and March if necessary.

B. 2010-2011 ACAC Work Plan

The Commission reviewed and discussed the 2010-2012 ACAC Work Plan that included preliminary discussions and work plan topics from each subcommittee as outlined in Item V-B.

C. General Plan

The Commission received and filed a report from Commissioner Dishman concerning the General Plan Advisory committee meeting held October 7, 2009.

Commissioner Dishman reported that the process has been repetitive since his involvement and that committee participation has been limited. He felt that the issues determined by staff are slightly skewed and not completely representative of the process. He questioned the process and whether or not the Commission should be proactive in addressing these concerns with a higher authority.

Staff informed the Commission that there have been some changes in Community Development Department (CDD) staff. Principally, there is an interim CDD director and that the lead staffer at the onset of this process is no longer with the City. Therefore, another senior planner in the department has been appointed to oversee the General Plan activities with the consultants. Staff suggested that Commissioner Dishman address his concerns with the interim CDD director. Staff expressed interest in assisting Commissioner Dishman with facilitating that conversation, should he and/or the Commission find it necessary.

D. Art on the Outside Subcommittee

The Commission received a report from the Art on the Outside Subcommittee on their meeting held October 22, 2009.

Subcommittee Chair Peter Mays reported that the Subcommittee:

- Approved to explore the feasibility of commissioning a 6' x 9' or 8' x 12' curve painting by artist Andy Moses that would include a proposal from the artist and a letter of intent to Dupont with regards to this potential exhibition.
- Reviewed the Santa Monica Boulevard Public Art Framework with regards to its 2010-2012 Work Plan.
- Reviewed work plan discussion points from the September meeting. It was the consensus of the Subcommittee to add the following items to its work plan:
 - Generate a list of high profile artists,
 - Consider projects for the Eastside,
 - Explore the feasibility of using land for temporary works of art,
 - Explore the feasibility of a permanent piece by a Russian artist.
- Continued discussion on the feasibility of a 25th Anniversary Exhibition of West Hollywood based artists and Request for Proposals and/or call for artists.
- Reviewed, received and filed schedule of art projects for 2009-2010.

E. Performing Arts and Cultural Affairs Subcommittee

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on their meeting held October 7, 2009

Subcommittee Chair Whitney Weston reported that the Subcommittee:

- Discussed Caroling in the Park and the concept of a "Winter Sounds" performing arts program for 2010.
- Met with Co-chair of the Lesbian and Gay Advisory Board (LGAB) and requested that staff agendize a discussion on programming possibilities and opportunities for Pride Month 2010 with members of the LGAB.
- Brainstormed specific programs and other performing arts and cultural opportunities for its 2010-2012 Work Plan.
- Received updates from staff on "The Big Read" and the "Cornerstone Project."

Following, Commissioner Rackley moved that the Arts and Cultural Affairs Commission approve joint sponsorship of Pride Month 2010 with the Lesbian and Gay Advisory Board.

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

F. Urban Art Subcommittee

The Commission received a report from the Urban Art Subcommittee on their meeting held October 15, 2009.

Commissioner Sherman reported that the Subcommittee:

- Approved for ratification by the Arts and Cultural Affairs Commission, Dennis Oppenheim as the artist for the Sunset Time development.
- Received a presentation from Michel Kossak and David Spellerburg regarding a proposed gift to the City of a bronze sculpture of Bernice Altshuler, the owner of Carlos N Charlie's and discussed the appropriateness of memorializing individuals in the community. It was the consensus of the Subcommittee that a conversation with members of the City Council would be in order and that staff agendize discussion on memorials in the City.
- Tabled discussion on fountains as works of art.
- Received update from staff on 25th Anniversary Urban Art Walking Tour. Staff anticipates that the brochure would be available for distribution by November 14.
- Received a status update from staff on the Percent for Art Ordinance Modification and a pending meeting with the City Manager and Assistant City Manager.
- Reached consensus to continue focus on on-going programs that consist of monitoring projects subject to the Urban Art Ordinance for its 2010-2012 Work Plan.

Following Commissioner Mays moved that the Arts and Cultural Affairs Commission ratify the Urban Art Subcommittee's recommendation and approve Dennis Oppenheim as the artist for the Sunset Time development.

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

G. Committee Appointments

There were no appointments made at the meeting.

V. ITEMS FROM THE CHAIR

The Chair thanked the Commission and staff on a very detailed and productive meeting.

VI. ITEMS FROM THE COMMISSION

Commissioner Mays commented on the "Art Loves Design" event at the Pacific Design Center.

VIII. ITEMS FROM STAFF

Staff reminded the Commission that the City Council will consider approval of the 2010 Arts Grant Awards and Phase I of the Sunset Museum study on Monday, November 2, 2009.

IX. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 7:50 p.m. to its next meeting special meeting scheduled December 3, 2009 at West Hollywood City Hall in the Community Conference Room.



A large, stylized handwritten signature in black ink, consisting of several loops and a long trailing line that extends downwards.

Madeleine Rackley, Chair



A smaller, more compact handwritten signature in black ink, with a distinct loop at the top and a horizontal line across the middle.

Prentis Bonds, ACAC Secretary