

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**June 26, 2008**

**CALL TO ORDER:** The Arts and Cultural Affairs Commission meeting was called to order at 5:05 p.m.

**A. Roll Call**

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

Excused: Jon Bailey

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

Also present: Dan Berkowitz, Lesbian and Gay 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.

**C. Staff Comments on the Agenda**

There were no staff comments on the agenda.

**D. Approval of the Agenda**

The Arts and Cultural Affairs Commission unanimously approve the June 26, 2008 meeting agenda.

**I. APPROVAL OF MINUTES – MAY 29, 2008**

Commissioner Weston made one typographical correction to the May 29, 2008 meeting minutes notably under Unfinished Business Item IV A. The maximum award for the 2009 Arts Grant should be \$7,500.00. She then moved that the Arts and Cultural Affairs Commission approve the minutes of May 29, 2008 as amended.

Commissioner Haibach seconded the motion and the motion carried unanimously.

**II. ITEMS FROM THE PUBLIC**

Public Comment was heard from Dan Berkowitz, West Hollywood Resident and member of the Lesbian and Gay Advisory Board.

Mr. Berkowitz commented on the City's presentation of Robert Patrick's "The Haunted Host" to be held June 29<sup>th</sup> at the Celebration Theatre.

### **III. NEW BUSINESS**

#### **A. Endorsement of West Hollywood International Film Festival**

The Commission received a presentation from Martin de Luca, producer of the West Hollywood International Film Festival to be held in July '08.

Mr. de Luca informed the Subcommittee that the West Hollywood International Film Festival was conceived approximately a year ago. The festival will feature cutting edge shorts and innovative feature films from over 20 countries in addition to bringing together writers, producers and actors from diverse cultures. The goal of the festival is not only to showcase films from around the world but to provide smaller international, independent film makers, producers, writers and directors with an opportunity to network within a larger international film community.

Festival sponsors include the House of Blues, Writers Guild of America and Le Parc. Festival judges include Paul Lynch, Barbara Niven, Kate Kaplan, Roger Ambros, Elane Hendricks and Armand Mastroianne.

In conclusion, Mr. de Luca requested that the Commission endorse the film festival, provide in-kind sponsorship, and additional resources that would help market the festival as applicable.

In response to expressed concerns by commissioners regarding the timeline and questions raised concerning whether or not the project could be fully realized considering July was one week away, Mr. de Luca reiterated sponsorship support and confirmed attendance by various filmmakers. He felt the film festival would be realized as planned.

Following, Commissioner Sherman moved that the ACAC endorse the West Hollywood International Film Festival with a direction that assist Mr. de Luca with locating a city operated venue such as Kings Road Park for a reception.

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

### **IV. UNFINISHED BUSINESS**

#### **A. 2008-2009 ACAC Retreat**

The Commission received a report from staff regarding the scheduling and discussion topics for its 2008-2009 Retreat.

Andrew Campbell reported that he contacted consultant Terry Wolverton with regards to facilitating the retreat. He commented that Ms. Wolverton has a good understanding of local arts agencies, having conducted annual staff retreats for the staff of the Los Angeles County Arts Commission and has experience in

facilitating planning sessions. He commented that he would continue to work on other logistics relative to the retreat as well.

Commissioner Denenberg commented that she was unsure of her availability to attend the retreat in the fall.

**B. City of West Hollywood 25<sup>th</sup> Anniversary Celebration**

The Commission continued its discussion of arts and cultural programming for the City's 25<sup>th</sup> Anniversary celebration.

Members of the Commission expressed considerable interest in knowing what the City has planned for its 25<sup>th</sup> Anniversary Celebration in addition to requesting direction from the City.

Staff commented that they are waiting for direction from the City.

**C. General Plan Update**

Staff reported that there was no General Plan update. He assured the Commission that "arts and culture" would be a component incorporated into the Plan.

**D. Public Art Conservation Program**

The Commission received a report from Urban Art Subcommittee Chair Michael Haibach regarding the waiver of administrative penalties on art works missing before 1999 as part of the Public Art Conservation Program.

Commissioner Haibach reported that the Subcommittee reviewed a draft staff report to Council concerning a one time forgiveness policy for art missing from the Urban Art collection before 1999. Following review of the document, the Subcommittee provided direction to staff on changes to the report and requested staff to revise the report for review at the July Subcommittee meeting.

**E. Art on the Outside Subcommittee Meeting**

The Commission received a report from Art on the Outside Subcommittee Chair Beverly Denenberg on their meetings held May 29, 2008 and June 26, 2008.

At the May 29<sup>th</sup> meeting, the Subcommittee unanimously approved the Cal State LA student video art project as proposed by Jonathan Pope Evan for installation on the Sunset Videotron September 15 – October 15, 2008 with a direction that staff agendize a presentation of the art project prior to installation on the videotron. The Subcommittee also received a presentation from staff on the outline of the Arts Public Relations, Communications and Marketing Strategy and an update on current actions concerning the proposed Peter Shire sculpture exhibition. The Subcommittee also discussed in detail City of West Hollywood 25<sup>th</sup> Anniversary AOTO projects.

At the June 26<sup>th</sup> meeting, the Subcommittee unanimously approved a temporary mural installation by artist Lawrence Weiner at Regen Project (a gallery in West Hollywood). Additionally, the Subcommittee continued its discussion of 25<sup>th</sup> Anniversary projects and received a presentation from representatives of EZTV.

As a result, the Subcommittee unanimously approved in concept a collaboration between the City and EZTV on a 25<sup>th</sup> Anniversary project that might include a video installation by artist Kate Johnson to be exhibited on the Sunset Videotrons and/or the reconstruction of the West Hollywood sign which would include consultant, design, fabrication and installation expenses. Finally, the Subcommittee received a presentation from Merry Norris concerning the proposed Peter Shire exhibition of three to five sculptures and a preliminary budget from staff detailing estimated exhibition expenditures. As a result, the Subcommittee unanimously approved a budget not to exceed \$50,000.

Following, Commissioner Denenberg requested that the Commission ratify recommendations posed by the Subcommittee to approve the temporary mural installation at Regan Projects and the budget for the Peter Shire sculpture exhibition.

Commissioner Sherman moved that the ACAC ratify the Subcommittee's recommendation to approve the temporary mural installation by Lawrence Weiner at Regan Projects.

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

Following discussion of the budget, Commissioner Denenberg moved that the ACAC approve the Peter Shire sculpture exhibition as proposed by the Subcommittee and a budget not to exceed of \$60,000 excluding insurance with a direction that staff take the necessary steps to seek City Council approval on July 18, 2008, and explore secondary insurance options.

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

She then announced that Mark di Survero's representative, Ivana Mestrovic, Director of Spacetime Gallery in New York, will be in Southern California on July 23<sup>rd</sup> and that a meeting with her is highly possible.

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

Staff reported that the Performing Arts and Cultural Affairs Subcommittee (PACA) did not meet. However, he requested that the Commission approve changing the July 10<sup>th</sup> PACA meeting to July 15<sup>th</sup> at 4:00 p.m. The meeting will most likely be held at Plummer Park.

Commissioner Rackley moved that the ACAC rescheduling the July 10<sup>th</sup> PACA meeting to July 15<sup>th</sup> at 4:00 p.m.

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

#### **G. Urban Art Subcommittee Meeting**

The Commission received a report from Urban Art Subcommittee Chair Michael Haibach on the meeting held June 19, 2008.

In addition to what had been reported under Item IV D – Public Art Conservation Program, the Subcommittee approved “Stage III – Final Plan” for the Havenhurst Park Art Project. The Subcommittee also received an update from staff on the Public Art Conservation Program current actions as follows:

- **310 San Vicente** – Staff was contacted by the Paul Hasting Company on behalf of their client Cedars Sinai. Staff learned that Cedars is considering conserving the art.
- **939 N. Palm** – Further actions may be required concerning the conservation of the art at this property. Staff learned that the homeowner’s association requested a bid from an electrician who plans to explore the use of neon rather than LED lights as staff had originally indicated.
- **9039 Beverly Blvd. (Bristol Farms)** – Staff will contact Bristol Farms management again before taking further action.

Commissioner Haibach reported that it was the consensus of the Subcommittee that staff send letters to all owner/homeowner’s association cited in the Public Art Conservation Report after Labor Day and that the letters contain information concerning the City’s goal to conserve public art works in the city in preparation for the City’s 25<sup>th</sup> Anniversary Celebration. He also reported that the Subcommittee received a report from staff on the City’s Urban Art (percent-or-art) ordinance modification and possible collaboration between the ACAC and the Historic Preservation Commission on a self-guided walking tour of public art and historic sites in the City. Additionally Danny Castro, Chair of the Historic Preservation Commission has expressed interest in attending the July meeting.

Following, the Subcommittee discussed alternative locations for the Eye Flower sculpture that included the Santa Monica Boulevard median strip between Doheny, a location on the Eastside and the green space next to the former Hollywood Stock Exchange. However, no decision was reached.

#### **H. Work Plan FY 2007-2008**

The Commission continued to monitor its work plan with respect to:

- Cultural Facilities Needs Assessment
- Arts Public Relations Initiative
- Arts Funding Initiative
- Eastside Arts Initiative
- 25<sup>th</sup> Anniversary Initiative

#### **I. Committee Appointments**

There were no committee appointments

#### **IV. ITEMS FROM THE CHAIR**

There were no additional items from the Chair.

#### **V. ITEMS FROM THE COMMISSION**

Commissioner Weston commented that the "Last Sedar" by Jennifer Maisel opened June 20<sup>th</sup> at the Greenway Court Theatre. Performances are Thursday, Friday and Saturday at 8:00 p.m. and Sunday at 4:00 p.m.

## VII. ITEMS FROM STAFF

Staff commented on other arts and cultural events as follows:

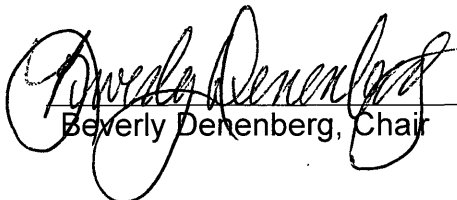
- **Arts Grant Program:**
  - Approved as part of the City Council's Consent Calendar on June 16<sup>th</sup>.
  - California Cultural Data Project workshop July 10<sup>th</sup> at Plummer Park.
  - Arts Grant Workshop on July 15<sup>th</sup> at Plummer Park.
- **Summer Sounds:** Approximately 55 persons attended the first Summer Sounds concert held June 22<sup>nd</sup> at Kings Road Park.
- **The Haunted Host: An Evening with Playwright Robert Patrick:** Final pride event to be held June 29<sup>th</sup> at the Celebration Theatre.
- **Eastside Arts Initiative:** Lesley Elwood is providing consulting services on this project and the EAI committee will meet on June 30<sup>th</sup> to further refine the project concept.
- **LA Weekly Food Event:** Approved on June 16<sup>th</sup> as part of the City Council's Consent Calendar.
- **Sunset Strip Music Festival:** The first annual Sunset Strip Music Festival will be held June 26<sup>th</sup> – June 28<sup>th</sup>.
- **Avenues of Art and Design:** Staff plans to meet with the Executive Director of the Avenues

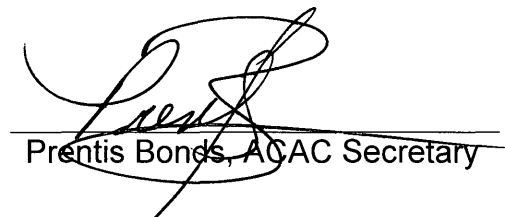
Staff also commented on "The Lost Plays of Tennessee Williams" now playing at the Coast Playhouse in addition to presenting the BIG Read packet and informing the Commission that Pen USA West plans to seek co-sponsorship for the "2<sup>nd</sup> Annual Festival of California Poets."

## VIII. ADJOURNMENT

Commissioner Sherman moved that the Arts and Cultural Affairs Commission adjourn to its next meeting scheduled July 24, 2008 at 5:00 p.m. in the Community Conference Room.

Commissioner Bailey seconded the motion and meeting was adjourned at 6:45 p.m.

  
Beverly Denenberg, Chair

  
Prentis Bonds, ACAC Secretary