

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**November 20, 2008**

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

**A. Roll Call**

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

Excused: Jon Bailey

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

**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 – November 20, 2008**

Commissioner Sherman moved that the ACAC approve the November 20, 2008 meeting agenda.

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

**I. APPROVAL OF MINUTES – OCTOBER 30, 2008**

Following, Commissioner Mays moved that the ACAC approve the October 30, 2008 meeting minutes as amended.

Commissioner Weston seconded the motion, and the motion carried unanimously

**II. ITEMS FROM THE PUBLIC**

Public comment was heard from Dan Berkowitz, Co-Chair of the Lesbian and Gay Advisory Board

### **III. Unfinished Business**

#### **A. 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.

Andrew Campbell reported that the City staff will meet during the month of December to continue its 25<sup>th</sup> Anniversary planning discussion. He also reported that he would be meeting with Cornerstone Theatre in December. He reminded the Commission that the Cornerstone project was submitted as part of the City's National Endowment for the Arts Grant Application. Finally, he reported that in preparation for the 25<sup>th</sup> Anniversary Urban Art Self Guided Tour, Mark Arroyo, Intern, in the Economic Development Department has started mapping and taking updated photos of public art works in the City.

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

The Commission received a report from Art on the Outside Subcommittee Chair Beverly Denenberg on their meeting held November 20, 2008. At the meeting, the Subcommittee:

- Reached consensus on the Commission's participation in Los Angeles Art Month. It was recommended that the Commission promote the Pettibon installation on the Sunset Vertical Billboard in conjunction with the California Biennial and the Peter Shire Sculpture Exhibition. It was also recommended that the Commission place a display advertisement in the Los Angeles Fine Arts Dealers Association catalog.
- Received an update from staff on the installation of "View: West Hollywood" the Student Video Project.
- Received an update from staff on the Request for Proposals letter that were mailed to West Hollywood Galleries and directed staff to begin scheduling gallery presentations as early as December 18, 2008
- Received an update from staff on AOTO 25<sup>th</sup> Anniversary projects.

Following, the Commission concurred with the Subcommittee recommendation with regards to its participation in Los Angeles Art Month.

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

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee Chair Madeleine Rackley on their meeting held November 5, 2008. At the meeting the Subcommittee:

- Reviewed and discussed the 2009 Arts Grant Program and made recommended changes for the 2010 Arts Grant Program as follows:
  - Include one (1) page cover sheet.
  - Include Marketing Materials Index
  - Provide a complete checklist and include cover letter to that list
  - Consider paying an honorarium to peer review panelists

- Tailor CCDP report to West Hollywood needs
  - Review and correct budget page
  - Provide sample of grant application
  - Continue Technical Assistance Program and offer program to participating non-profit arts organizations
- Discussed strategies to promote and recognize 2009 Arts Grant Program recipients and reached consensus that the reception be held January 29, 2009 at Fiesta Hall in Plummer Park.
  - Discussed strategy and timetable for Pride Month 2009.
  - Received PACA Activities Timeline for 2008-2009 that included activities leading up to Pride Month.
  - Discussed strategy, timetable and budget for performing arts and cultural affairs projects to be presented during the City's 25<sup>th</sup> Anniversary and concurred with staff's suggestion that they explore the feasibility of issuing a Request for Proposal (RFP) for original, site-specific arts and cultural programming to be presented during the City 25<sup>th</sup> Anniversary. Staff will provide RFP bullet points for review and discussion at the December 3<sup>rd</sup> meeting.

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

The Commission received a report from Urban Art Subcommittee Chair Michael Haibach on their meeting held October 30, 2008. At the meeting, the Subcommittee:

- Received a presentation from David Escobedo from the Public Safety and Community Services Division regarding the proposed transgender memorial.
- Received presentation from art consultant Beatrix Barker and artist Christine Ulke and approved Stage II - Schematic Plan and artist concept for the Urban Art Project at 8900 Beverly Boulevard. The art will consist of Palm Tree mosaic made of hand cut, glass smalti installed on the building's façade above the main entrance. The artist and art consultant are hoping that the developer would spend in excess of its percent for art budget to install the artwork.
- Approved Alice Konitz, Los Angeles based emerging, multi-discipline artist for the Urban Art Project at 612-614 N. Croft Avenue.
- Received a status report from art consultant Gail Goldman on the Percent for Art Ordinance Modification Study. Ms. Goldman has completed some interviews with City staff, arts professionals and stakeholders and discovered challenges associated with sustaining the program and the existing gap between public works and public sector project and private development projects with regards to participating in the Urban Art Program and that there

is general support for a 1.5 percent increase from those she has spoken with.

- Received a status report from staff on Public Art Conservation Compliance Letters. Letters have been completed and mailed to the owner of record.
- Requested that staff provide the Subcommittee with a 25<sup>th</sup> Anniversary project timeline for review and discussion at their January 15, 2009 meeting.

Following, Commissioner Haibach moved that the Arts and Cultural Affairs Commission approve Stage II – Schematic Plan and artist concept for the Urban Art Project at 8900 Beverly Blvd., and that the Commission approve Stage I – Artist Selection of Alice Konitz for the Urban Art Project at 612-614 N. Croft Avenue.

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

#### **E. Committee Appointments**

There were no committee appointments made at this meeting.

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

There was no report from the Chair.

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

Commission Madeleine Rackley who also represents the Commission on the Halloween Task Force reported that the City will conduct a debrief on the Halloween Carnival in January '09. She also announced that the Hollywood Master Chorale will perform its "Winds of Winter" concert December 14 at the Wilshire United Methodist Church.

Commissioner Weston announced that the production of "Good Bobby" has been extended through January '09.

Commissioner Mays announced that the Los Angeles Arts Association's/Gallery 825's will host a small works holiday sale and fundraiser. The opening reception will be held Saturday, November 22 from 6 to 9pm and the show will through December 5<sup>th</sup>.

#### **VII. ITEMS FROM STAFF**

- a. Eastside Arts Initiative – Andrew Campbell reported that he met with the art consultant and potential artists and that the project is progressing in good order.
- b. Sunset Strip Museum Project – Andrew Campbell reported that he is in the process of finalizing the contract for the feasibility study that will begin in January '09.
- c. LA Weekly Food Event – Andrew Campbell reported that LA Weekly is planning a food event that will be held on West Hollywood's Eastside.

d. Russian Cultural Festival – There was no report on this item.

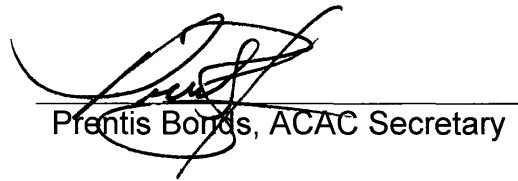
**VIII.ADJOURNMENT**

Commissioner Sherman moved that the Arts and Cultural Affairs Commission adjourn to its next meeting scheduled December 18, 2008 at 5:00 p.m. in the Community Conference Room.

Commissioner Haibach seconded the motion, and the meeting was adjourned at 6:35 pm.



Beverly Deenenberg, Chair



Prentis Bonds, ACAC Secretary