

CITY OF WEST HOLLYWOOD  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**SPECIAL MEETING MINUTES**

To comply with the Americans with Disabilities Act of 1990, if you require special assistance to attend or participate in this meeting, please call the City Council Offices at (323) 848-6460 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

**Thursday, March 15, 2007 – 5:30 p.m.**

Location: Community Conference Room  
8300 Santa Monica Boulevard, West Hollywood

**I. CALL TO ORDER** - Jon Bailey called the meeting to order.

A. Roll Call:           Jon Bailey  
                              Michael Haibach  
                              Beverly Denenberg  
                              Andrew Campbell

Recording Secretary: Maribel R. Louie, Economic Development Coordinator

Also present:       Ray Reynolds, Economic Development Director  
                          Jean Gath, Pfeiffer Partners  
                          Duncan Webb, Consultant

B. Posting of Agenda -

C. Staff Comments on Agenda

**II. ITEMS FROM THE PUBLIC**

Islean Kirker works privately teaching acting, but is interested in the craft and art form of acting. He has taught yoga and meditation, specializing in meditation and self-awareness technique. He would like to know how he could make the work he does more readily available to the community. He would like to promote the craft of acting and would like to know if there is a relevance to the work of the Commission.

The Commission suggested Mr. Kirker to speak with the Parks & Rec. Dept. and also suggested he explore the Gay and Lesbian Center acting programs. The County of Los Angeles may also be a resource.

**III. UNFINISHED BUSINESS**

**a. Cultural Center Feasibility Study – Phase II**

Jean Gath of Pfeiffer Partners and Duncan Webb of Webb Management provided a review of facility recommendations (see PowerPoint). Elements include a 300-seat

theater, program and teaching space, nonprofit exhibition space, digital media center and 99-seat theater.

Duncan Webb provided an overview of some potential challenges regarding potential partners such as, parking, operating concerns, a lack of interest in community partnerships, etc. Potential partners include Fiesta Hall, West Hollywood Park and the Library, Santa Monica Museum of Art, The Melrose Triangle, Fairfax High School Auditorium. This was followed by an overview of the preliminary space program, square footage requirements, uses, etc.

- Fiesta Hall, a 99-seat flexible theater is an ideal location for a theater. One of the challenges of this space will be accommodating the organizations/events currently using the space. While they do not need the space as it is, it provides them an open floor area.
- 8501-8511 Sunset Blvd. has no parking, but it may be useful for future consideration. It may be a possible venue for a media center. It was suggested that Pfeiffer Partners also consider the Sky Room as a possible location for the media center in addition to other venues.
- Height will be important as well as filtered natural light. Gallery 825 may be a gallery that we should approach as a partnership. They already do work we hope to do with a gallery. They also have experience doing satellite galleries and currently operate one in Hermosa Beach. Consider exploring the Abigail Flower Shop as a possible venue.

There was a charrette held in December 2006 with representatives of 12 groups. Key issues expressed included cost of access to new facilities.

#### Operating goals:

- Keep venues as busy as possible
- Affordable and accessible to local groups
- Showcase cultural diversity and identify
- Support and supplement arts education
- Achievable and sustainable earned income

Governance Recommendations: New facilities in city parks should be operated by the city. New facilities with museum partner should be operated by that partner. Melrose space operator depends on space types: If theaters or teaching space, then the city – if galleries a competitive bid process.

#### Operating issues:

- a professional facility management organization
- development of presenting capability
- explicit scheduling and booking policy
- rent and user fees, resident status

- technical labor and equipment
- box office and ticketing services
- food service
- volunteer opportunities

Preliminary Cost Estimate:

<b>Facility</b>	<b>Total Projected Costs</b>
350 Seat Theater	\$16,302,000
99 Seat Flexible Theater	\$4,129,125
Digital Media Center	\$2,901,375
Non-Profit Gallery Space	TBD
Rehearsal and Classroom Spaces	TBD

The Commission proposed the following priorities:

- 1) Fiesta Hall 99-seat space (highest priority)
- 2) Consider use of WEHO park ancillary facilities & hall as interim step to providing rehearsal/digital media/performance space.
- 3) Continue to explore relationships with Fairfax High School and Santa Monica Art Museum (to a lesser extent) so that we could be ready to move on something should an opportunity arise.
- 4) Review the current plans for the library project to see if it would make sense to include any of these projects as part of that plan. In particular the digital media center should be considered and look at other potential interim uses.
- 5) Codify a process for considerations that can be made as development agreements are executed. Look at the development application as well as possible use of percent-for-art program.

Next steps:

- A final draft of final report, based on the priorities outlined above, should be presented to Subcommittee prior to sending it to the Commission for approval. The final report should provide cost breakdown of 99-seat facility and include a shorthand version of the multiplier slide in the PowerPoint presentation.

**IV. NEW BUSINESS**

None

**V. ITEMS FROM THE CHAIR**

None

**VI. ITEMS FROM THE COMMISSION**

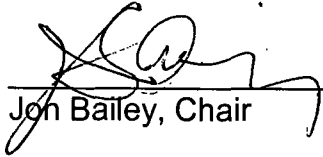
None

**VII. ITEMS FROM STAFF**

None

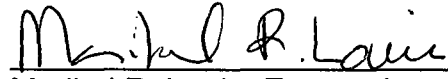
**VIII. ADJOURNMENT**

The Commission will adjourn to its next regular meeting scheduled March 22, 2007 at 5:00 p.m. in the Community Conference Room.



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Jon Bailey, Chair



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Maribel R. Louie, Economic  
Development Coordinator