

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**MINUTES**  
**April 26, 2007**

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

**A. Roll Call**

Present: Jon Bailey, Chair  
Ken Sherman, Vice Chair  
Lyn DeSheilds  
Beverly Denenberg  
Andrew Campbell  
Ari Wiseman  
Michael J. Haibach

Recording Secretary: Prentis Bonds, Jr.

Also present: Brad Burlingame, President/CEO West Hollywood Convention and Visitors Bureau  
John Kampas, West Hollywood Convention and Visitors Bureau  
Ray Reynolds, Director Economic Development and Special Projects  
Jeffrey Huffer, Economic Development Project Administrator

**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 comments from Staff on the Agenda

**I. APPROVAL OF MINUTES – MARCH 15, 2007 and MARCH 22, 2007**

Commissioner Sherman moved that the Arts and Cultural Affairs Commission approve the special meeting minutes of March 15, 2007.

Commissioner Haibach seconded the motion and the motion carried unanimously. Then Commissioner Haibach moved that the Arts and Cultural Affairs Commission approved the regular meeting minutes of March 22, 2007.

Commission Sherman seconded the motion and the motion carried unanimously.

## **II. ITEMS FROM THE PUBLIC**

Public comment was heard from West Hollywood business owner and director John Knuth of Circus Gallery.

## **III. FINANCIAL REPORT**

The Commission received and filed a copy of the 3<sup>rd</sup> Quarter Revenue and Expenditure Status Report for the Public Art on Beautification Fund.

## **IV. UNFINISHED BUSINESS**

### **A. West Hollywood Brand Study**

The Commission received a presentation from Brad Burlingame, President/CEO of the West Hollywood Convention and Visitors Bureau on the West Hollywood Branding Study. Mr. Burlingame informed the Commission that Dailey and Associates was chosen through a request for proposal process to conduct qualitative research that would support their strategy on brand positioning for West Hollywood. As a result of their research and interviews with city-wide business leaders, investors and boosters including residents, focus groups, tourists and the West Hollywood Marketing Task Force, Dailey was able to confirm that West Hollywood is a dynamic, progressive, creative, diverse and embracing community. They were also able to develop a mission statement, brand positioning recommendations and rationale for a logo and tagline as well as creative concepts covering a change of communication media and media tools will follow shortly. Mr. Burlingame also spoke on the strategic path leading up to brand activation that included brand benchmarking, brand audit, brand positioning and brand expression. He concluded his presentation commenting that an authentic city brand creates momentum, genuine pride and loyalty among all its constituents.

## **V. UNFINISHED BUSINESS**

### **A. Art on the Outside**

Subcommittee Chair Beverly Denenberg reported on the Art on the Outside meeting held April 26, 2007. At the meeting, the Subcommittee received a presentation from art consultant Maria Luisa de Herrera on final concepts for the 2007-2008 Art on the Outside Light Projection exhibition. Ms. Herrera was directed to further explore specifics concerning the availability of works by Shimon Attie and Tony Oursler keeping in mind the base implementation budget of approximately \$60,000. She also reported that the Subcommittee received an update from staff on the Sunset/Sweetzer site with regard to di Suvero. Staff was directed to send images of all potential sites to the artist and/or his representatives. She concluded her report informing the Commission that the Subcommittee would discuss its work plan at a special meeting to be held the week of May 7<sup>th</sup>.

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

Subcommittee Chair Andrew Campbell reported on the Performing Arts and Cultural Affairs Subcommittee held April 12th. At the meeting, the Subcommittee discussed Summer Sounds programming with Recreation staff. A total of eight concert programs will be presented, three of which will be Summer Sounds Classics programmed by Gregory Cherninsky, Founder and Festival Director of Beverly Hills International Music Festival. The Subcommittee also continued to define its role and responsibilities relative to city-sponsored events including Arts Grants, Summer Sounds, CSW, Book Fair, Halloween and the Russian International Festival. He concluded his report informing the Commission that approximately 3,000 Arts Grant Event Calendars have been distributed to date and that the Subcommittee approved the 2008 Arts Grants on-line application form and timeline. He requested that the Subcommittee endorse in concept Summer Sounds Classics and that the Commission approve the 2008 Arts and Arts Participation Grant Guidelines and timeline.

Following, the Commission endorsed the concept and direction for Summer Sounds Classics.

As suggested by Commissioner Haibach, the Commission directed staff to include language in the Frequently Asked Questions that require applicants to submit proposed performance/presentation date and location at the time of application and to confirm that information by a predetermined date. He commented that it might be in the best interest of the ACAC to inform City Council that the Commission desires to assist the City in defining Pride separate from any involvement with Christopher Street West.

The Commission concurred.

#### **C. Urban Arts Subcommittee**

Commissioner Haibach reported on the Urban Arts Subcommittee held April 19<sup>th</sup>. At the meeting the Subcommittee conducted a policy discussion with Andrea Morse of Sculpture Conservation Studio on next steps required to move forward with the City's Public Art Conservation Program. It was determined and staff was directed to draft letter templates for artworks with priority one and missing status for review at May 17<sup>th</sup> meeting. He also reported that the Subcommittee continued its review and discussion of Urban Arts Subcommittee priorities identified at the ACAC Retreat and began to draft language for its 2007-2009 Work Plan.

#### **VI. ITEMS FROM THE CHAIR**

Commissioner Sherman reported that he attended the Chair's meeting on behalf of the Chair. He commented that the meeting was interesting and informative. It was his impression that the City has very cohesive and well working commissions and suggested that each member of the Commission should consider attending a chair's meeting.

Commissioner DeShields expressed interest in attending the next chair's meeting.

**VII. ITEMS FROM THE COMMISSION**

The Chair commented on the hiring of Commissioner Campbell as the new Cultural Affairs Administrator. He suggested that commissioners recommend individuals to serve on the Commission specifically individuals who represent an arts discipline that is not already represented.

Commissioner Denenberg commented on the Los Angeles County Arts Commission Budget and suggested that the ACAC aim for more arts funding.

Commissioner Haibach echoed similar sentiments and suggested that the Commission consider establishing an ad hoc committee to discuss a voluntary art fund program.

Commissioner Sherman commented that the Book Fair Committee is seeking authors, panel suggestions, writers and speakers for the 6<sup>th</sup> Annual Book Fair.

Commissioner DeShields expressed interest in assisting the Book Fair Committee by speaking with an author who has expressed interest in the fair. She will follow-up with Commissioner Sherman.

**VIII. ITEMS FROM STAFF**

There were no additional items from Staff.

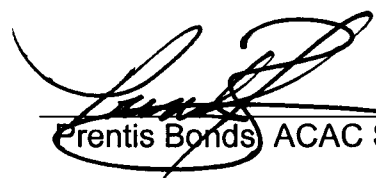
**IX. ADJOURNMENT**

The Commission adjourned at 6:55 p.m. to its next meeting scheduled May 24, 2007, at 5:00 p.m. in the Community Conference Room.



---

Jon Bailey, Chair



---

Prentis Bonds ACAC Secretary