

City of West Hollywood
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES – October 25, 2007

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

A. Roll Call

Present: Lyn DeShields, Chair
Beverly Denenberg, Vice Chair
Michael J. Haibach
Ken Sherman
Jon Bailey
Madeleine Rackley
Whitney Weston

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

Also present: Ray Reynolds, Director Economic Development and Special Projects
Maria Luisa de Herrera, Art Consultant

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

D. Approval of the Agenda

Commissioner Rackley moved that the Arts and Cultural Affairs Commission approve the October 25, 2007 meeting agenda.

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

I. APPROVAL OF MINUTES – SEPTEMBER

Commissioner Denenberg moved that the Arts and Cultural Affairs Commission approve the meeting minutes of August 23, 2007.

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 spoke on the

Rainbow Key Awards that are annually given to persons whose efforts have significantly benefited the lesbian and gay community. Nominations are now being accepted through February 4, 2008 for the awards presentation in June 2008.

III. NEW BUSINESS

A. Crystal Magnolia Competition

The Commission received a presentation from Tatiana Rodziknek, Russian Community Outreach Coordinator on a proposed international festival of young performers from Russia and the Russian American community titled Crystal Magnolia Competition to be held January 7th through January 14th, 2008 at West Hollywood Park. The objective of this program is to provide local youth with an opportunity to musically compete with youth from Eastern Europe while developing special relationships and cross-cultural understanding about the world and its diversity. Ms. Rodziknek commented that youth participation from Eastern Europe would depend on visas. She concluded her presentation with a request that the Commission endorse the project.

Following, Commissioner Denenberg moved that the Arts and Cultural Affairs Commission endorse the Crystal Magnolia Competition project to be held January 7th through January 14th at the West Hollywood Park.

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

IV. UNFINISHED BUSINESS

A. Art on the Outside – Winter 2007-2008 Light Project

The Commission received a presentation from staff and art consultant Maria Luisa de Herrera on the design, timeline and budget for the Winter 2007-2008 Light Project by artist Dan Corson for installation at the Santa Monica/Doheny median from January through March 2008.

Staff informed the Commission that city council will consider approval of this project on November 5, 2007. He then distributed a draft of the budget and talking points to assist commissioners with conveying important information and foreseeable benefits about the exhibition to council. He urged commissioners to speak with their appointing official before the November 5th city council meeting.

Art consultant Maria Luisa de Herrera provided the Commission with an overview of the project budget. She commented that there were some challenges concerning fabrication of the piece. However, the artist has found a fabricator that would realize the light sculpture within budget. The budget for the project was presented as follows:

Design free	14,191
Fabrication	26,426
Installation	5,500
Equipment Rental	2,420
Transportation	1,200
De-installation	1,745

Equip Rental – De-installation	960
Sales Tax	2,558
Total	55,000

Staff called out that the budget did not include the following cost estimates: Utility poles, lane closures and reconstruction of public right-away in addition to collateral, artist reception and contingency costs. However, these expenditures would be factored into the overall project budget before the item is presented to council. He noted that \$85,000.00 had been budgeted and approved by the Art on the Outside Subcommittee for this project.

Concerning exhibition collateral, Ms. Herrera suggested that two thousand, four-color brochures be printed of which five hundred would contain an invitation to the artist reception being planned for the second week in January. The location for the reception has yet to be determined.

Following, the Commission provided comments on the project budget, timeline, supporting documentation and collateral. Overall, the Commission expressed concerns that \$85,000.00 was not sufficient to realize all project components that would include an artist reception, printed collateral and other expenditures not included in the budget. They also felt that the materials generated by staff and the art consultant for review by Council lent little excitement to the project. It was the consensus of the Commission as well as a direction to staff the Ms. Herrera provide staff with a better daytime and nighttime image of the art. It was also the consensus of the Commission that written documentation be revised to include language that reinforces why the exhibition and artist would be of considerable interest to the council, its constituency and the media. The Commission authorized staff to determine the quantity of collateral and authorized Commissioners Haibach and Denenberg to review and approve all proposed printed collateral on behalf of the Commission.

Commissioner Bailey then moved that the Arts and Cultural Affairs Commission approve the project design, timeline and a budget not to exceed \$90,000.00 with an authorization that staff forward the to item to City Council for review and approval.

Commissioner Denenberg seconded the motion and the motion carried unanimously.

B. Art on the Outside Subcommittee

The Commission received a report from Subcommittee Chair Beverly Denenberg on the Art on the Outside Subcommittee meeting held October 25, 2007. At the meeting, the Subcommittee received a progress report on the development of the Mark de Suvero/Rikrit Tiravanija "Peace Tower". She reported that Staff heard from Kimberly Davis, Director of La Louver Gallery that di Suvero prefers two sites: the original site on Sunset or the site of the plinth in front of the Plummer Park Community Center. Mr. di Suvero will be in Los Angeles in January in conjunction with an exhibition at which time staff and Commissioner Denenberg will discuss more details of the project.

She also reported that the Subcommittee received a presentation from Liza Simone, Executive Producer of Phantom Galleries LA. She explained that Phantom Galleries works with municipalities and commercial property owners to transform vacant storefront windows into 24/7 public art galleries. Although the Subcommittee did not take action on this staff, staff expressed interested in following-up with Ms. Simone in much greater detail on this project. Finally, the Subcommittee received a presentation from the MAK Center and approved their proposal for the Winter/Spring 2007-2008 art installation on the Sunset Vertical Billboard in conjunction with their upcoming exhibition of "Victor Burgin's *The Little House*" November 10, 2007 through February 24, 2008. She explained that the art concept for the billboard explores the refined, seductive and opulent language of architecture and interior design as lyrically described in Jean-François de Bastide's La Petite Maison about a home built for European aristocrats. The art consisted of two text extractions from the book, placed on pinkish-gray background with black text. The subcommittee approved the text, "*Wishing to escape from this perilous place, she walked quickly ahead and of her own accord entered another room.*"

Commissioner Denenberg then moved that the Arts and Cultural Affairs Commission ratify the Subcommittee's recommendation to approve the MAK Center's proposal for the Winter/Spring 2007-2008 art installation on the Sunset Vertical Billboard that would include the text extraction "*Wishing to escape from this perilous place, she walked quickly ahead and of her own accord entered another room.*"

Commissioner Bailey seconded the motion and the motion carried unanimously.

Staff will work with the MAK Center and Viacom Outdoor on getting the art up on the billboard.

C. Performing Arts and Cultural Affairs Subcommittee

The Commission received a report from Subcommittee Chair Jon Bailey on the Performing Arts and Cultural Affairs Subcommittee meeting grant review panel meeting held October 11, 2007. He expressed the review process went well and that the two guest reviewer contributions were much appreciated. He then moved that the Arts and Cultural Affairs Commission ratify the Subcommittee recommendation to award 2008 Annual Arts Grant to the following arts organizations: Classical Theatre Lab (\$5,100); Collage Dance Theatre (\$4,500); Friends of West Hollywood Elementary (\$3,300); Hollywood Master Chorale (\$5,000); Live Arts Group (\$5,300); Los Angeles Art Association (\$3,800); Los Angeles Doctors Symphony Orchestra (\$1,900); Macha Theatre Company (\$5,100); MAK Center for Art and Architecture (\$5,100); Outfest (\$5,100); PEN Center USA (\$4,700); SASSAS (\$4,000); Vox Femina Los Angeles (\$2,900); Yiddishkayt Los Angeles (\$4,200). The total of these Art Grant awards is \$60,000.

Commissioner Sherman seconded the motion and the motion carried unanimously.

The Commission discussed in length staff's proposal to award one-time conditional grants and/or technical assistance support to applicants not recommended for funding. These grants would assist the organization with conveying information about their project, program objectives and other boiler-plate components for their grant application including financial reporting, better utilization of board of directors and marketing. Commissioners felt that it would be in the best interest of the City to provide technical support to West Hollywood arts organizations. They expressed that a number of factors would need to be addressed before such a proposal could be approved and implemented by the Commission. Their expressed concerns centered on qualification of those who would provide technical assistance, ACAC current work plan objectives and whether such a program would fall under the purview of the Commission.

Following, Commissioner Rackley moved that the Arts and Cultural Affairs Commission authorized staff to explore the feasibility of a technical assistance program for West Hollywood arts organizations via a Request for Qualification or a Request for Proposal process that would take into account special needs of Russian speaking arts organizations.

Commissioner DeShields seconded the motion and the motion passed five to two. Commissioner Haibach voted no, and Commissioner Denenberg abstained.

D. Urban Art Subcommittee

The Commission received a report from Subcommittee Chair Michael Haibach on the Urban Art Subcommittee meeting held October 25, 2007. At the meeting, the Subcommittee received information from the city attorney and staff in response to their question regarding legal recourse for art not under a maintenance covenant. He explained that legally the city can issue a citation and impose a fine equal to the amount of the original art requirement improper removal, alteration or maintenance of urban art. The Subcommittee also received a progress report on activities regarding the Public Art Conservation Study. He reported that staff will mail priority one letters once the "owner of record" has been verified.

The Subcommittee discussed in length the percent-for-art ordinance modification and reach consensus to further explore the feasibility of a 1.5% across-the-board increase and potentially implementing a \$50,000 threshold requirement for developers wishing to install on-site art. Projects below \$50,000 dollars would be required to pay the in-lieu fee. They concurred with staff's recommendation to include as part of the art approval process a requirement that developers consult a conservator when developing their final art plan. The subcommittee felt that this would be a great opportunity to contribute to the discussion of this developer impact fee now that the City is undertaking review of all developer impact fees.

Commissioner Haibach noted that staff will continue to research percent-for-art ordinance trends.

E. Committee Appointments

Ray Reynolds, Director Economic Developments and Special Project provided the Commission with a brief progress report on the Library Project. He informed the Commission that the project is moving forward and that the contractor has begun developing construction drawings. He asked if two commissioners would be interested in participating in a working session with the acoustic and lighting contractors regarding public meeting and performance spaces.

Commissioners Rackley and Weston expressed interest in meeting with contractors.

IV. ITEMS FROM THE CHAIR

Commissioner DeShields spoke in appreciation of the work being done by the Urban Art Subcommittee.

V. ITEMS FROM THE COMMISSION

Commissioner Haibach suggested that the Commission consider hosting an event to honor 2008 Annual Arts Grant recipients.

Commissioner Baily asked staff to comment on the installation of the art at 825 N. Kings Road.

Staff replied that the developer was able to obtain their certificate of occupancy with the understanding that the art would be installed by a specific date. Staff will provide additional information on this item at the November meeting.

Commissioner Rackley asked what was being done to promote the arts in West Hollywood and spoke of the possibility of a clearing house approach.

Staff replied that promotion of the arts in West Hollywood is done in part by the ACAC and City affiliates namely the Avenues of Art and Design and the West Hollywood Marketing and Visitors Bureau. Staff added that in 2003, City Council appointed an Arts Gallery Task Force to assist the City in addressing current issues to ensure that galleries remain central to the city's economic development in the Avenues of Art and Design. Design Walk coordinated by the Avenues of Art and Design Business Improvement District also provides collaborative opportunities to promote the arts. Additionally the Commission as part of its 2007-2009 Work Plan will evaluate the need and resources for an enhanced "arts" public relations initiative with the City's Public Information Office. The City's Arts Grants Program also provides an opportunity to promote local non-profit arts organizations and their programming. This is achieved through the development of the arts grant calendar, working with the City's Public Information and Legal Services Department to develop and issue press releases, public service announcements via the city's cable channels and via the City's Website.

Commission Haibach followed with a suggestion that the City undertake developing a master arts and cultural calendar.

It was suggested that staff invite the Executive Director of the Avenues of Art and Design to a future meeting.


VIII. ITEMS FROM STAFF

Andrew Campbell, Cultural Affairs Administrator and Staff Liaison to the Commission commented on the feasibility of a December 27th meeting and asked commissioners to confirm their attendance at the November 29th meeting. He also commented on the California Cultural Data Project Informational Workshop to be held Wednesday, November 14 at 3:00 p.m. at Plummer Park. He noted that 2008 Arts Grants applicants were informed of the workshop in West Hollywood via e-mail.

IX. ADJOURNMENT

The Commission adjourned at 7:05 p.m. to its next meeting scheduled November 29, 2007 at 5:00 p.m. in the Community Conference Room.



Lyn DeShields, Chair

Prentis Bonds, ACAC Secretary