

City of West Hollywood
ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES
November 30, 2006

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

A. ROLL CALL

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

Recording Secretary: Prentis Bonds

Also Present: Ray Reynolds, 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

Staff commented that the Commission will be provided

I. APPROVAL OF MINUTES – OCTOBER 26, 2006

Commissioner Campbell moved that the Arts and Cultural Affairs Commission approve the minutes of October 26, 2006. Commissioner Wiseman seconded the motion, and the motion carried unanimously.

II. ITEMS FROM THE PUBLIC

Tatiana Rodzinek, Russian Community Outreach Coordinator in the Public Safety Division distributed the "Life in Contrast Visual Art and Interior Design 2006" exhibition catalog to the Commission. The exhibition is currently at the Pacific Design Center through December 3, 2006.

III. FINANCIAL REPORT – PUBLIC ART AND BEAUTIFICATION FUND

The Commission received, reviewed and filed a copy of the FY '06-'07, First Quarter, Revenue and Expenditure Status Report for the Public Art and Beautification Fund. The Commission requested that staff provide them with the percentage of

development projects that paid into the Public Art and Beautification Fund as well as the percentage of development projects that opted to develop on-site public art.

In response to the Commission request, staff will work on developing a methodology to provide the Commission with the information by the next financial reporting cycle.

IV. UNFINISHED BUSINESS

A. ACAC Retreat Follow-up

The Commission reviewed and commented on the Arts and Cultural Affairs Commission November 12, 2006, Special Meeting and Study Session Report prepared by Phil Hetteema and Associates. Overall the Commission felt that Phil Hetteema did an excellent job of facilitating the Commission retreat.

Ray Reynolds, Director Economic Development and Special Projects commented that Appendix A of the report provides the Commission with the basis to develop a comprehensive two-year work plan. He suggested that Staff draft the work program and include benchmarks, timeline and area of responsibility for review by the Commission at their January 25, 2007 meeting.

The Commission concurred and directed staff to agendaize for the December 14th meeting a review of the Commission's mission and vision statement.

Chair Bailey requested that staff provide samples of mission statements from other art and/or arts and cultural affairs commissions.

B. Cultural Center Needs Assessment Report – Phase II

Ray Reynolds provided the Commission with an overview on Phase II of the Cultural Center Feasibility Study. Pfeiffer Partners and Webb Management who conducted Phase I of the study will also conduct Phase II of the study, which will focus on Concept Development and Business Planning. Concept Development will consist of a detailed space program and business planning will consist of defining goals and practices, activity profile, governance and operations, pro-forma operating budget, funding options and an economic impact forecast. Additionally, the consultant will conduct a Performing Arts Facility Workshop to be held Monday, December 11th from 5:30 – 8:00 p.m., at the Plummer Park Community Center – Art Room 2. He concluded his overview by providing the Commission with a copy of the December 11th invite letter to performing arts organizations and asked if the Commission would be interested in meeting with Pfeiffer Partners before the Performing Arts Facility Workshop.

Chair Bailey and Commissioner DeShields expressed interest in meeting with Pfeiffer Partners.

Staff will schedule the meeting for Monday, December 11th at 3:30 p.m. Staff will follow-up with commissioners regarding the meeting location.

C. Art on the Outside Subcommittee

Commissioner Denenberg reported on the Art and the Outside Subcommittee meeting held November 30th at which they discussed the Mark di Suvero/Rikrit Tiravanija "Power Tower" with City affiliates, Helen Goss, Director Public Information and Legal Services and Alex Stettinski, Director Avenues of Art and Design. Overall Ms. Goss and Mr. Stettinski felt the exhibition would be a great opportunity for the City. The Subcommittee also discussed the qualification of each candidate interviewed on November 28th for a Curator/Project Consultant to provide administration and management of the 2007 Art on the Outside Program. As a result, the Subcommittee felt that Maria Luisa de Herrera of Art Matters was most qualified to realize a series of light and/or projection installations as part of the 2007 Art on the Program.

Commissioner Denenberg then moved that the Arts and Cultural Affairs Commission ratify the Art on the Outside Subcommittee recommendation to approve Maria Luisa de Herrera of Art Matters as the Curator/Project Consultant for the 2007 Art on the Outside Program and authorize staff to enter into an Agreement for Services contract with Art Matters.

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

Staff was directed to schedule a meeting with the consultant and members of the Art on the Outside Subcommittee to develop the scope of work up to an hour before the December 14th the Art on the Outside Subcommittee meeting.

D. Urban Arts Subcommittee

Commissioner Denenberg reported on the Urban Arts Subcommittee meeting held November 16th. At the meeting, the Subcommittee received a presentation on new renovation concepts for the Hyatt on Sunset by art consultant Merry Norris and selected Barbara Kruger as the artist for the project. The Subcommittee tabled a policy discussion with Andrea Morse of Sculpture Conservation Studio (SCS) to the January 18, 2007 meeting. The Subcommittee felt it was important to review the final draft of the report prior to meeting with Ms. Morse.

E. Performing Arts and Cultural Affairs Subcommittee – '06-'07 Arts Grants Award

Commission Campbell reported on the Performing Arts and Cultural Affairs Subcommittee Arts Grant Review meeting held November 7th. Assisting the Subcommittee with its review were Preston Bautista, Public Programs Coordinator for the Japanese American National Museum and Leslie K. Johnson, Director, School Program, Music Center: Performing Arts Center of Los Angeles County. A total of 24 applications were received. Each application was

thoroughly reviewed and discussed; the panelists then assigned points based on criteria detailed in the 2006-2007 Arts Grant Guidelines. The panel determined that only organizations with a score higher than 90 points would receive a grant. As a result, the Subcommittee recommended Annual Arts Grant awards to sixteen performing arts organizations and an Arts Participation Grant award to a local elementary school.

Following, Commissioner Denenberg moved that the Arts and Cultural Affairs Commission approved the Subcommittee's recommendation to award arts grants to all organizations with the exception of the Museum of Contemporary Arts (MOCA) as detailed in the staff report. Commissioner Sherman seconded the motion, and the motion carried unanimously.

Commissioner Wiseman recused himself and was excused from the dais.

Commissioner Denenberg then moved that the Arts and Cultural Affairs Commission approve the Subcommittee's recommendation to award an arts grant to the Museum of Contemporary Art as detailed in the staff report. Commissioner Sherman seconded the motion, and the motion carried by majority vote.

The arts organizations and award amount are as follows:

Center for Early Education (\$1000), Classical Theatre Lab (\$4000), Gay Men's Chorus (\$5250), Greenway Arts Alliance (\$4600) Highway Performance Space (\$4600), Hollywood Master Chorale (\$3000) Los Angeles Women's Theatre Festival (\$3500) Live Arts Group (\$4500) (\$4700), LACMA/Sunday's Live (\$500), LA Doctor's Symphony (\$1600), MACHA Theatre Company/Films (\$4000), Museum of Contemporary Art (\$4500), Outfest (\$4500), Pen Center-USA (\$5000), SASSAS (\$1250), Spirit Series (\$3700), United Arts Academy (\$4500) totaling \$60,000.

IV. NEW BUSINESS

A. Public Utility Boxes Beautification Initiative

The Commission discussed the possibility of a new City initiative to beautify and improve the appearance of public utility boxes located within the City's public right-of-way. The item was brought to the attention of the Commission via the City's Human Services Department and the Public Facilities Commission. The beautification initiative is part of the PFC's work plan and the PFC has expressed interest in working with the ACAC on this project.

Chair Bailey commented that this project provides the ACAC an opportunity to increase interaction between other City commissions. He suggested that staff

agendize this topic for discussion by the Art on the Outside Subcommittee and a member of the Public Facilities Commission in the Spring.

VI. ITEMS FROM THE CHAIR

Chair Bailey reported the Chair's of City Boards and Commissions met November 20th. At the meeting, the major topic of discussion was the City's Halloween Carnival. He concluded his report by informing the Commission that Halloween impacts many of the City's Board and Commissions.

VII. ITEMS FROM THE COMMISSION

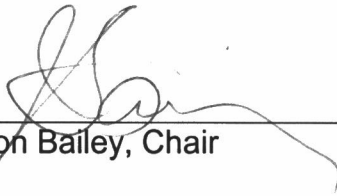
There were no items from the Commission

VIII. ITEMS FROM STAFF

There were no items from staff

IX. ADJOURNMENT

The Commission adjourned at 6:35 p.m. to its next meeting scheduled December 14, 2006 at 5:00 p.m. in the RSD Hearings Room.



Jon Bailey, Chair



Prentis Bonds, Secretary