

City of West Hollywood  
**ARTS AND CULTURAL AFFAIRS COMMISSION**  
**June 22, 2006**

CALL TO ORDER: The Arts and Cultural Affairs Commission (ACAC) meeting was called to order by the Chair at 5:04 p.m.

**A. ROLL CALL**

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

Recording Secretary: Prentis Bonds

Also Present: Ray Reynolds, Director Economic Development  
Daphne Dennis, Manager Social Services  
Corey Roskin, Social Services Specialist

**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.

**I. APPROVAL OF MINUTES – May 25, 2006**

Commissioner Campbell moved that the Arts and Cultural Affairs Commission approve the minutes of May 25, 2006. Commissioner Denenberg seconded the motion and the motion carried unanimously.

**II. ITEMS FROM THE PUBLIC**

Public comment was heard from West Hollywood resident and artist Mattia Biagi who expressed interest in the City's Art on the Outside program as a participating artist.

**III. FINANCIAL REPORT – PUBLIC ART & BEAUTIFICATION FUND**

This item was tabled to the July 27<sup>th</sup> meeting.

**IV. NEW BUSINESS**

**A. West Hollywood Speaks – Community Study 2006**

Daphne Dennis, Social Services Manager in the Human Services Department presented “West Hollywood Speaks – Community Study 2006”. The study was prepared by Sara Kocher Consulting and Cathryn Berger Kaye Consulting and compiled as a result of community meetings and a community attitude survey on a wide range of issues of local importance. Concerning the arts, the community felt that the City would benefit from a multi-purpose/cultural arts center. There was expressed interest in live/work art spaces and overall expansion of the arts and arts related events such as an arts and crafts festival, City hosted film festival, activities that nurture the talent of young people and a quarterly World Café.

**V. UNFINISHED BUSINESS**

**A. Art on the Outside Subcommittee**

Commissioner Wiseman reported on the Art on the Outside Subcommittee meeting held June 22, 2006. At the meeting the Subcommittee brainstormed ideas and possibilities for the '07 Art on the Outside exhibit that included a light/projection installation, West Hollywood From Above, a large photographic exhibit coordinated with local schools and the community as well as the possibility of exhibiting Mark di Suvero/Rirkrit Tiravanija “Peace Tower”. As a result of their discussion, it was the consensus of the Subcommittee that the next Art on the Outside exhibit should focus on a theme/genre that communicates/challenges ideas on a variety of issues that would extend beyond the medians of Santa Monica Boulevard. It was also the consensus of the Subcommittee to recommend to the Arts and Cultural Affairs Commission that they move forward with a thematic light/projection installation for the next Art on the Outside exhibit and to continue investigating the possibility of exhibiting Mark di Suvero/Rirkrit Tiravanija “Peace Tower”.

Commissioner Wiseman also reported that the Subcommittee reviewed two proposals in response to the Request for Qualifications for an art consultant to provide program administration for the Art on the Outside program. The Subcommittee reached consensus on developing a more focused RFQ aimed at art consultants who have expertise in light/projection installations. Staff was directed to write a letter to each consultant expressing the Commission’s intent to seek a consultant specific to a type of art or artist (s).

The Commission concurred.

**B. Urban Art Subcommittee – 901 Hancock**

Commissioner Denenberg presented “Circuitry” by artist Fran Siegel; the final art plan for mixed use project now under construction at 901 Hancock. The presentation included renderings and construction documents. The art consists of a network of illuminated fiber optic cable bundles that pass through metal tubes installed in the corridor leading to the parking garage. It is anticipated that the installation of the art would be installed by February '07.

### **C. Public Art Conservation Program**

Staff provided an update on the public art conservation program. Sculpture Conservation Studio (SCS) began its assessment of percent-for-art files on June 22<sup>nd</sup> and plans to finish the file assessment by June 28<sup>th</sup>. SCS is on target to present a draft report to the Urban Arts Subcommittee at their August meeting.

### **D. Cultural Center Feasibility Study**

Staff provided a progress report on the Cultural Center Feasibility Study being conducted by Pfeiffer Partners and Webb Management. On June 8<sup>th</sup> Webb Management met with the Chair and Vice-Chair of the Arts and Cultural Affairs Commission to present the preliminary Cultural Center Feasibility Study report. The preliminary report suggested a shift from an actual cultural arts center to a series of separate components incorporated in existing or new construction projects. This shift reflects the direction and trend of the industry today. Webb Management will move forward with finalizing the preliminary report for presentation to City staff, community arts groups and the Arts and Cultural Affairs Commission.

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

There were no items from the Chair.

## **VII. ITEMS FROM THE COMMISSION**

Commissioner Sherman announced that the 5<sup>th</sup> Annual West Hollywood Book Fair would be held Sunday, September 17 at West Hollywood Park from 10:00 a.m. to 6:00 p.m.

Commission Denenberg commented on the newly renovated Soffitel Hotel and expressed that hotel administrators are interested in working with the City.

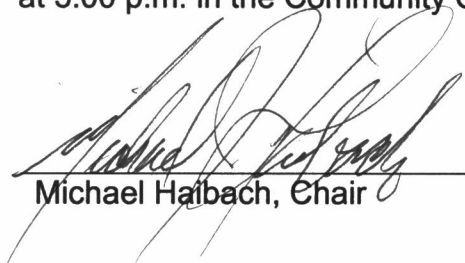
## **VIII. ITEMS FROM STAFF**

Ray Reynolds provided an update on proposed budgeted positions in the Economic Development Department. On June 5<sup>th</sup> City Council approved the 06-07 Budget that included a Cultural Affairs Administrator position, which would serve as staff liaison to the Commission and an Economic Development Coordinator/Specialist. Human Resources is in the process of writing job specifications for each position. Job specifications would need to be approved by City Council before recruitment could begin. He spoke that members of the City Council commented extensively on the arts and arts expansion and suggested that the Commission review the broadcast. He also spoke on the PDC's Red Building and the estimated one million dollar percent for art budget. He concluded his update by announcing that Council would review recommendations by the Christopher Street West Task Force on July 24<sup>th</sup> and that Santa Monica Museum is interested in relocating to West Hollywood. He asked if a couple of commissioners would be interested in meeting with museum officials.

Commissioners Campbell and Denenberg expressed interest.

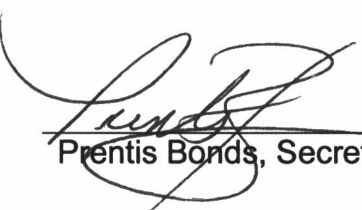
**IX. ADJOURNMENT**

The Commission adjourned at 5:50 p.m. to its next meeting scheduled July 27, 2006, at 5:00 p.m. in the Community Conference Room at City Hall.



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Michael Halbach, Chair



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Prentis Bonds, Secretary