

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
April 29, 2004**

CALL TO ORDER: The Arts and Cultural Affairs Commission (ACAC) meeting was called to order by the Chair at 5:10 PM.

A. Roll Call

Present: Richard Kaléh, Chair
Michael Haibach, Vice Chair
Ken Sherman
Lynn DeShields
Jon Bailey
Beverly Denenberg
Andrew Campbell

Liaison: Alison Maxwell
Recording Secretary: Prentis Bonds

Also Present: Dan Laray, Recreation and Parks Division
Brad Burlingame, President West Hollywood Convention
and Visitors Bureau
Corey Roskin, Book Fair Committee
Roz Helfand, Book Fair Committee
Lynn Warshafsky, Executive Director of Venice Arts
Organization

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: None

I. APPROVAL OF MARCH 25, 2004 Minutes

Commissioner Denenberg moved to approve the minutes of March 25, 2004. Commissioner Haibach seconded the motion and the motion unanimously carried.

II. UNFINISHED BUSINESS

A. Urban Arts Subcommittee

The Chair reported that the Urban Arts Subcommittee met April 15, 2004 with art consultant, Jeannie Denholm, to review works by three potential artists for the proposed expansion of the Sunset Marquis.

The subcommittee unanimously approved Christian Möller as the artist for the project and Panaiotis as the second choice. The Chair asked that the Commission ratify the recommendation of the subcommittee.

The Commission unanimously ratified the recommendation of the Urban Arts Subcommittee to approve Christian Möller as the artist for the Sunset Marquis project.

B. Halloween

Dan Laray, Special Events Coordinator in the Human Services Department distributed a list of Halloween components detailing tasks and responsible lead agency. He requested that the Commission review the list and provide direction as applicable.

Brad Burlingame, President of the West Hollywood Convention Visitors Bureau, (CVB) spoke of marketing concepts to promote Halloween and monetary benefits to the city. He stated that several companies in the private sector have expressed interest in sponsoring the event and a local television station has expressed interest in broadcasting the event.

The Commission voiced concerns about crowd control, participants' pets at the event and the lack of representation by West Hollywood businesses on the "Halloween strip". The Commission suggested that the City consider other specialty events for children including an event that would benefit a West Hollywood charity. The Commission also suggested that Special Events staff seek assistance from the West Hollywood Chamber of Commerce to develop an outreach strategy to engage local business participation.

Staff concluded by focusing on past events such as the "Red Dress Ball" that has benefited aid for AIDS, the "Drag Race" sponsored in part by Mickey's (a local night club) and events aimed at children such as the pumpkin carving contest at Plummer Park and the children's Halloween Carnival held the Saturday before Halloween.

In closing, it was the consensus of the Commission to form a subcommittee to work with Special Events staff and the CVB. Commissioners DeShields and Campbell volunteered to serve on the subcommittee.

C. Book Fair

Commissioner Sherman and Book Fair Committee members Roz Helfand of Councilmember Heilman's office and Corey Roskin of the Human Services Department provided the Commission with an update on the book fair and distributed pre-press kits that included a list of potential authors and panel discussions.

Staff reported the book fair was founded in 2002 to promote literacy in the community and that the event has grown in attendance from 6,000 to 12,000. The event has diversified, with activities and panel discussions for all ages and ethnicities. The city has budgeted \$30,000.00. The committee has also received approximately \$70,000.00 in sponsorship. The 3rd Annual Book Fair will be held October 3, 2004 from 10:00 a.m. – 6:00 p.m. at West Hollywood Park.

The Commission thanked members of the Book Fair Committee for such a well organized and concise presentation.

D. Application for New Californian Story Project Grant Funding

Commissioner Campbell introduced Lynn Warshafsky, Executive Director of Venice Arts Organization.

Ms. Warshafsky provided the Commission with a brief history of the organization and mission. For 11 years, Venice Arts has been bringing talented artists together with low-income young people to nurture their creativity, imagination, and talent. The organization focuses on those whose access to the arts, as artists or audience, has been limited. The concept of the story project for consideration by the California Council for Humanities would focus on recent immigrant, Russian Youth in the West Hollywood. Fifteen to twenty Russian youth would work with videographers, photographers as well as humanities scholars to communicate and document their stories of integration into the West Hollywood community. Should the organization receive the grant, Venice Arts anticipates an exhibition of the work in April 2005 as part the City's 20th Anniversary celebration. It was felt that the concept had a good opportunity to receive the grant.

Commissioner Campbell moved to authorize staff to work with Venice Arts to develop an application for a \$15,000.00 New Californians Story grant aimed at immigrant Russian youth, and to approve match funding to Venice Arts for the project in the amount of \$7,500.00 from 2003-2004 funds. Commissioner Sherman seconded the motion, and the motion carried unanimously.

Staff clarified that City Council would need to approve the match funding and the City's involvement in the application process.

E. Commission Retreat

The Commission reviewed the mission statement and report from the January retreat prepared by Commissioner Campbell and staff. Staff was directed to draft a letter to City Council requesting a study session with the Arts and Cultural Affairs Commission before a Council meeting.

Commissioner Bailey moved that the Commission approve the mission statement and report. Commissioner Haibach seconded the motion, and the motion carried unanimously.

F. 20th Anniversary Committee.

Staff provided the Commission with an update on the process of the 20th Anniversary Committee noting the Arts and Cultural Affairs Commission will provide an addendum to Recreation and Parks staff report to Council sometime in May. The addendum outlines proposed arts projects, grant programs, commissions and the "New California Story Project" for the City's 20th Anniversary celebration.

Staff announced that the next meeting of the 20th Anniversary Committee would be held June 16.

G. Ad Hoc Orchestra Subcommittee

Commissioner Bailey reported on his productive meeting with several board members of the West Hollywood Orchestra.

Staff commented on a funding request letter received from WHO and that she would communicate the request to the WHO AD Hoc Subcommittee.

Commissioner Campbell commented that the orchestra has been selected by the Los Angeles County Arts Commission for a potential grant to perform at the Avenues of Art and Design, 7th Annual Arts and Design Walk.

III. NEW BUSINESS

A. Chairperson of ACAC

Commission Haibach moved that the Arts and Cultural Affairs Commission approve annual rotation of the Chair based on seniority starting July 1, 2005 with a caveat that commissioners can decline the position of chair for any reason. Commissioner Bailey seconded the motion and the motion carried unanimously.

B. Experience LA.Com

Commissioner Campbell distributed ExperienceLA.com information cards. Experience LA.com is an online tour guide and trip planner developed by the Metropolitan Transportation Authority, the Community Redevelopment Agency of the City of Los Angeles and the Los Angeles Convention & Visitors Bureau. He encouraged the Commission to consider signing up.

IV. ITEMS FROM STAFF

Staff reminded the Orchestra and Arts Grant Committee of the need to meet in the near future. The Arts Grant Committee will need to revise art grant guidelines for 20th Anniversary arts grants.

V. CHAIR'S REPORT

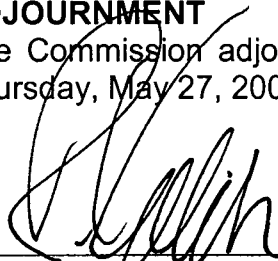
The Chair reported that Board and Commission chairs did not meet during the month of April. He directed staff to include Human Services information with the ACAC agenda packets.

VI. ITEMS FROM THE COMMISSION


Vice-Chair Haibach reported that Chairs of Boards and Commission met in March and were thrilled with the work of the Arts and Cultural Affairs Commission.

IX. ADJOURNMENT

The Commission adjourned at 8:00 p.m. to next meeting scheduled for Thursday, May 27, 2004.



R. Kalen Chair



P. Bonds, Secretary