

**STUDY SESSION OF THE WEST HOLLYWOOD
CITY COUNCIL WITH THE
ARTS & CULTURAL AFFAIRS COMMISSION
MINUTES
MONDAY, SEPTEMBER 27, 2004
WEST HOLLYWOOD PARK**

1. **CALL TO ORDER:** The meeting was called to order at 4:05 PM.
2. **PLEDGE OF ALLEGIANCE:** Donna Saur led the pledge.
2. **ROLL CALL:**
 - PRESENT:** Councilmember Guarriello, Heilman, Mayor Pro Tempore Land and Mayor Duran.
Commissioner Bailey, Campbell, DeShields, Denenberg, Haibach, Sherman and Chair Kaléh.
 - ABSENT:** Councilmember Prang arrived at 5:05 PM.
 - ALSO PRESENT:** City Manager Paul Arevalo, City Clerk Tom West, Alison Maxwell and Assistant City Clerk Gwen Peirce.
3. **APPROVAL OF THE AGENDA:** Motion by Councilmember Guarriello, seconded by Mayor Pro Tempore Land to approve the September 27, 2004 agenda and carried unanimously.
4. **STUDY SESSION:**
 - 4.A. **INTRODUCTION AND PURPOSE OF STUDY SESSION:**

Mayor Duran provided the introduction and purpose of the study session and explained the reorganization of the Commission.
 - 4.B. **BRIEF INTRODUCTION OF COMMISSIONERS:**

Each Commissioner introduced him/herself briefly to City Council outlining their area of expertise and their subcommittee involvement:

 - Ken Sherman: Literary agent, Grants Subcommittee, Video Arts Subcommittee, Orchestra Subcommittee and Book Fair
 - Michael Haibach: Advertising and marketing, professional music background, Urban Arts Subcommittee
 - Richard Kaléh: Art, design, architecture, Urban Art Subcommittee and liaison on Public Facilities Commission projects.
 - Lyn DeShields: Halloween Event, Video Arts Subcommittee
 - Andrew Campbell: Arts administrator, playwright, Grants Subcommittee

Jon Bailey: Musician, Music Director, Orchestra Subcommittee, Subcommittees between architects and artists

Beverly Denenberg: Grants Subcommittee, Urban Arts Subcommittee, Gallery owner in the City

4.C. ACAC MISSION:

Chair Kaléh presented the ACAC mission and goals as developed following its January 2004 retreat.

4.D. ACAC IN REVIEW:

Commissioner Haibach made a PowerPoint presentation outlining recent projects, accomplishments and working structure of the Commission.

4.E. ECONOMIC IMPACT OF THE ARTS

Commissioner Campbell provided an overview of the economic impact of the arts on the national, state and local level.

4.F. ACAC 2004-2005 DISCUSSION OF VISION AND WORK PROGRAM

Commissioner Denenberg introduced the vision of the work plan. Alison Maxwell, Economic Development Administrator, provided background information on each item of the work plan.

1. Councilmember Heilman expressed concern that certain organizations, such as Vox Femina, do not have activities within the City. He spoke in support of including activities that are held outdoors or in non-traditional venues.

Mayor Pro Tempore Land spoke in support of tracking the participants of activities to determine the audiences.

Mayor Duran expressed concern that there are very few venues within the City for vocal, choral or orchestra performances. Commissioner Bailey spoke regarding the lack of venues for these types of activities. He spoke in support of including plays in the park, chamber music concerts in the parks and in non-traditional venues, such as the Schindler House. Commissioner Sherman spoke regarding an outside concert of the Gay Men's Chorus at the PDC. He spoke in support of testing the plaza at the PDC to hold concerts, as well.

Mayor Duran spoke in support of looking for new sources of revenue for the arts, specifically billboard revenue.

Councilmember Guarriello spoke in support of artistic pieces on tall walls and spoke regarding art on the medians and how it attracts visitors to the area.

2. Mayor Pro Tempore Land spoke in support of building up the Art Fund. She also spoke in support of compiling a comprehensive guide of all of the artwork that the City has brought forward for the past 20 years. Commissioner Haibach stated that the Commission is interested in also providing that information on the City's website.

Councilmember Heilman expressed concern over the City paying for maintenance of artwork. He indicated his concern at providing incentives to developers to pay into the fund rather than provide on-site art work.

Commissioner Denenberg spoke regarding the importance of oversight to ensure that the developers are maintaining and protecting art pieces.

Councilmember Heilman spoke in support of using the videotrons as a source of advertising revenue. He spoke in support of showing the artwork videos on the cable channel.

Councilmember Land spoke in support of maintaining the City's leading edge and continuing to explore new media such as the video art.

3. Mayor Duran stated that the Art on the Outside is the most visible of all exhibits/events of the Commission. Mayor Duran requested the City Manager to explore the possibility of utilizing transportation fund to help finance transportation of art works.

Councilmember Prang arrived at 5:05 PM.

Councilmember Heilman spoke in support of pursuing grants for these projects. He also spoke in support of working with the City of Beverly Hills on *Art on the Outside* on Santa Monica Boulevard. He expressed concern over artwork that was not connected to other pieces. He spoke in support of using existing pieces rather than commissioning artwork. He stated that whether the City uses existing sculpture or commissioned work, there should be theme or connection between the works.

Mayor Pro Tempore Land spoke in support of also attempting to incorporate portions of Santa Monica Boulevard in Hollywood as well as Beverly Hills.

Councilmember Guarriello expressed his appreciation of the Art on Santa Monica Boulevard because it is free for all to enjoy.

Councilmember Prang expressed his appreciation for the Commission and the *Art on the Outside* program.

Chair Kaleh spoke regarding the difference between the choice of existing pieces and commissioned pieces and the difficulty of finding pieces to fit into this program.

Mayor Duran spoke in support of a thematic grouping between the artwork. He spoke in support of installing a landmark or sign on the Sunset Strip at Crescent Heights and Doheny to designate the Sunset Strip. He expressed concern that the "Welcome to West Hollywood" sign on Sunset is overgrown with brush and not visible.

Commissioner Denenberg spoke regarding the importance of the placement of a possible Sunset Strip sign. She asked support from the Council for contacting businesses to assist in the visibility of the arts.

4. No Councilmember comments.
5. No Councilmember comments.
6. No Councilmember comments.
7. Councilmember Heilman directed staff to bring a report to a future Council meeting on the status of the art at Kings Road Park.
8. Mayor Duran spoke regarding bringing the Arts & Cultural Affairs Commission into the planning on activities such as Halloween, CSW and the Book Fair.

Councilmember Prang spoke in support of the Arts & Cultural Affairs Commission input and assistance in the planning of CSW as well as the Russian Arts Festival.

Councilmember Heilman spoke in support of limiting the Commission's input in the first year to CSW and Halloween. He spoke regarding establishing a task force for CSW planning, which would include members of the Arts & Cultural Affairs Commission as well as individuals from the Convention and Visitors Bureau and other outside individuals.

Mayor Duran spoke regarding the difficulty of the CSW Board retaining board members and spoke in support of the Commission's participation in the planning of CSW. Mayor Duran

expressed concern over the increase of workload and budget concerns in forming a task force.

Mayor Pro Tempore Land spoke regarding the limit of the Commission's participation. She spoke in support of the Commission being active in planning City-sponsored events.

Councilmember Guarriello spoke in support of the City starting a Veteran's Day event, especially at the Veteran's Memorial.

Commissioner Kaleh expressed concern that the Commission doesn't have a clear vision of its role in the planning of these events.

Mayor Duran spoke in support of sub-committees being formed of the Commission to work on these other projects.

Commissioner Bailey spoke in support of the Commission taking ownership of the smaller, more artistic events, such as the Book Fair and Summer Sounds, but not the large events, such as CSW.

Councilmember Heilman spoke in support of the Commission taking ownership of the smaller events, but also having a presence on the task force for CSW. He spoke in support of the Commission making recommendations on the Halloween Carnival after this year's event to improve the event and to possibly expand it into several days of different events.

Mayor Pro Tempore Land spoke in support of enhancing and creating more Russian Cultural events.

Councilmember Prang spoke in support of the Commission assessing the larger events and reviewing the events after they take place to make recommendations for future years.

City Manager Arevalo suggested that members of the City Council could form a subcommittee to work on the development of the Commission.

9. Councilmember Heilman spoke in support of the Commission working with the Russian Advisory Board on Russian cultural events. He spoke regarding viewing the arts and cultural events in the City more holistically and spoke in support of working more with businesses and organizations in the community.

Mayor Pro Tempore Land spoke in support of the City working with smaller businesses, art galleries and other events to assist in

publicizing non-City sponsored events as well as City-sponsored events.

Chair Kaleh expressed concern over a lack of staff to plan cultural affairs.

Mayor Duran and Councilmember Prang were appointed to the subcommittee to determine the direction of the cultural events under the purview of the Arts & Cultural Affairs Commission.

Mayor Duran left the meeting at 6:06 PM.

5. PUBLIC COMMENT:

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding the importance of including the Russian community and planning of each project and event. He also spoke regarding other aspects of funding and planning for arts and cultural events.

EILEEN WINN, LOS ANGELES, spoke in support of integrating artwork for pedestrians as well as motorists.

6. COUNCILMEMBER COMMENTS:

Councilmember Prang expressed his appreciation for the Commission.

Councilmember Heilman expressed his appreciation for the Commission and staff for the planning of the various events. He spoke in support of integrating art on sidewalks.


Councilmember Guarriello spoke in support of rotating the Chair of every Board and Commission.

Mayor Pro Tempore Land spoke regarding the importance of this study session.

7. ADJOURNMENT: The City Council adjourned at 6:15 PM to their next regular meeting, which will be on Monday, October 27, 2004 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL THIS 4th DAY OF OCTOBER 2004.

ATTEST:



JOHN J. DURAN, MAYOR



THOMAS R. WEST, CITY CLERK