

ADJOURNED REGULAR MEETING OF THE
CULTURAL AFFAIRS COMMISSION,
CITY OF CULVER CITY,
CALIFORNIA

April 12, 2011
7:00 P.M.

Call to Order & Roll Call

The meeting of the Cultural Affairs Commission was called to order at 7:08 P.M.

Present: Chair Ronnie Jayne
Vice Chair Marla Koosed
Commissioner Michelle Bernardin*
Commissioner Marlyn Musicant
Commissioner Gayle Smashey

*Commissioner Bernardin arrived at 7:17 P.M.

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Pledge of Allegiance

The Pledge of Allegiance was led by Mim Shapiro.

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Public Comment - Items Not On the Agenda

Chair Jayne invited public participation.

Jen Mulder, Vox Femina Los Angeles, thanked the Commission for the Culver City Performing Arts Grant; she discussed their mission; and she invited everyone to *Intercultural Conversations* at the Culver City Presbyterian Church on April 30.

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Consent Calendar

Item C-1

Agenda Posting

MOVED BY COMMISSIONER SMASHEY, SECONDED BY VICE CHAIR KOOSSED, AND UNANIMOUSLY CARRIED (ABSENT COMMISSIONER BERNARDIN) TO RECEIVE AND FILE THE SECRETARY'S REPORT ON THE POSTING OF THE AGENDA.

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Item C-2

Meeting Minutes

MOVED BY VICE CHAIR KOOSSED, SECONDED BY COMMISSIONER MUSICANT, AND UNANIMOUSLY CARRIED (ABSENT COMMISSIONER BERNARDIN) TO APPROVE THE MINUTES OF THE MARCH 8, 2011 REGULAR MEETING.

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Action Items

Item A-1

Consideration of a Temporary Art Installation by Shannon Ebner in Conjunction with The Hammer Museum and LA><ART

Christine Byers, Public Art and Historic Preservation Coordinator, provided a summary of the material of record.

A discussion followed between staff and the Commission regarding activating the vacant lots in Culver City; the concept and approach; and signage for the sculpture.

Cesar Garcia, LA><ART, indicated that prominent signage would explain the collaboration between LA><ART and The Hammer Museum.

Further discussion ensued between staff, Commissioners and Mr. Garcia regarding future requests for financial assistance; the Redevelopment Agency's project areas; costs for improvements and liability insurance; public access; consideration of the concept on the west side of Culver City; the process; the CAC's Public Art sub-committee; the importance of a formal opening; linkage between the exhibition venues; the sculpture; timing and length of the exhibition; the fiscal analysis; concerns with usage of staff time; communication with City staff; the branding of Culver City; partnerships with larger initiatives; clarification that LA><ART is a non-profit art organization; and signage location and legibility.

Commissioner Musicant moved the staff recommendation.

Vice Chair Koosed asked that comments be taken into consideration.

Commissioner Musicant accepted the amendment.

MOVED BY COMMISSIONER MUSICANT, SECONDED BY VICE CHAIR KOOSSED, AND UNANIMOUSLY CARRIED THAT THE CULTURAL AFFAIRS COMMISSION APPROVE THE ARTWORK BY SHANNON EBNER IN CONJUNCTION WITH THE 2011 LA><ART/HAMMER MUSEUM EXHIBITION FOR A SITE IN CULVER CITY WITH COMMENTS FROM THE COMMISSION TO BE TAKEN INTO CONSIDERATION SHOULD THE ITEM GO BEFORE THE REDEVELOPMENT AGENCY.

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Item A-2

**Consideration of a Streetlight Pole Banner Installation
Featuring Swimmers from the Culver City Municipal Plunge**

Chair Jayne invited public participation.

The following member of the audience addressed the Commission:

Judy Starkman discussed the origins of her project and thanked Diego Cevallos, Aquatics Coordinator at the Culver City Municipal Plunge.

Christine Byers, Public Art and Historic Preservation Coordinator, provided a summary of the material of record noting that the item would require approval from the Parks, Recreation and Community Services Commission, and from the City Council.

A discussion ensued between staff, the Commission, and Ms. Starkman regarding potential placement of images on the fence at the Plunge; the desire see a mock-up of the banners; concern with lessening the impact of the images by superimposing words onto them; including website information and interspersing text-only banners;; the proposed placement of the images; marketing and promotion; fading of images; reprinting and reinstallation costs; The Secret Life of Swimmers website; the number of viable light poles; the typical length of road used for banner installations and the number of banners; financing; fulfillment of the public art requirement; length of the

installation; and the downtown parameters for hanging.

Responding to Commissioner Musicant regarding his goals for the project, Diego Cevallos, Aquatics Coordinator, discussed increased revenues; anticipated benefits of the installation; the ability to track progress; the number of new users; and focused reporting.

Further discussion ensued between the Commission, staff and Ms. Starkman regarding the number of people used for the banner project and potential issues with directing the public to a private website vs. the City website.

MOVED BY VICE CHAIR KOOSD, SECONDED BY COMMISSIONER BERNARDIN, AND UNANIMOUSLY CARRIED THAT THE CULTURAL AFFAIRS COMMISSION RECOMMEND THE CITY COUNCIL APPROVE THE ARTWORK CONCEPT BY JUDY STARKMAN FOR A STREETLIGHT POLE BANNER PROJECT.

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Public Comment for Items Not on the Agenda

Chair Jayne invited public comment.

No speakers came forward and no cards were received.

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Receipt of Correspondence

Jeremy Green, Cultural Affairs Administration and Special Projects Coordinator, distributed correspondence from the Culver City Historical Society.

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Items From Staff

Susan Obrow, Performing Arts and Special Events Coordinator, reported on the successful *Speak Easy* at the Culver Events Center; she announced the upcoming *Rainbow Day* at The Help Group on April 16 and promotional activities for the event; and she discussed the upcoming performance by Vox Femina Los Angeles at the Culver City Presbyterian Church.

Christine Byers, Public Art and Historic Preservation Coordinator, encouraged Commissioners to see a mural painted on the east-facing wall of Corey Helford Gallery to commemorate an exhibition by British street artist D*Face.

Jeremy Green, Cultural Affairs Administration and Special Projects Coordinator, announced the release of an RFP for a temporary art installation for IndieCade 2011.

Christine Byers, Public Art and Historic Preservation Coordinator, discussed restoration efforts for *Tree of Life*, a sculpture by Dora De Larios, in Dr. Paul Carlson Park.

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Items From Commissioners

Commissioner Smashey encouraged everyone to attend the Spring Salon at The Wende Museum on April 15.

Commissioner Bernardin encouraged everyone to attend a presentation by Julie Lugo Cerra and Marc Wanamaker at the Culver City Historical Society General Meeting in the Multi-Purpose Room at Veterans Auditorium on April 20.

Vice Chair Koosed thanked staff for working on last minute opportunities.

Chair Jayne reported that the section of Ballona Creek going west from Overland Avenue had reopened and she was eager to see more improvements; she discussed the generous offer of a park bench from Gerry Sallus and she requested an update on the Culver City Music Festival.

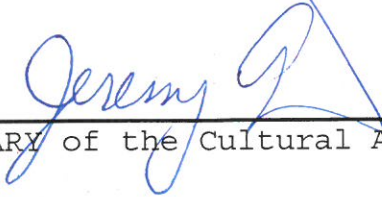
Susan Obrow, Performing Arts and Special Events Coordinator, reported that Gary Mandell was moving forward with booking the Festival.

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Adjournment

There being no further business, at 8:42 P.M., the Cultural Affairs Commission adjourned its meeting to a Regular Meeting to be held at 7:00 P.M. on May 10, 2011 in the Mike Balkman Council Chambers at City Hall.

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SECRETARY of the Cultural Affairs Commission

APPROVED

May 10, 2011

RONNIE JAYNE

CHAIR of the Culver City Cultural Affairs Commission
City of Culver City, California

I declare under penalty of perjury under the laws of the State of California that, on the date below written, these minutes were filed in the Office of the City Clerk, City of Culver City, California and constitute the Official Minutes of said meeting.

Martin R. Cole
CITY CLERK

Date

By:

Ela Valladares
Deputy City Clerk