



Arts and Recreation Committee

Tuesday, April 6, 2010 @ 6:30 p.m.

5455 Wilshire Blvd., Suite 1615 / Los Angeles, California 90036

MINUTES

Call to Order

Present – David Brady (runs non-profit, full-time working artist, teacher and Creative Director), Stan, David M., Nina, Nicole A., Judy Lai, Barbara Pflaumer (LACMA), Bruce, Shawni, Rebecca

Roll Call & Introductions

Public Comments

- I. MCWCC Members Running for Office – Impact
 - Stan and David up for reelection; Nina and Rebecca not running
 - Spots on board and room for people to run (i.e. write-in on ballots)
 - Non-profit, minority, religious, and other interest-specific spots still available
 - Barbara might have the “arts” spot, so she is going to check with Sonia Ruben and Jeff Jacobberger re: write in spaces
 - Those who work for MMAW can run even if s/he doesn’t live here

- II. Miracle Mile Art Walk
 - A. Quarterly Art Walk update: April responsibilities and needs—David Mann, Chris Denson, Shawni D.
 - No reception possible at CAFAM but they will have Director’s tour for us
 - Korean Cultural Center having a walking tour that week so we may be able to collaborate
 - Bear Flag – chose Country Club Projects (Schindler House)
 - Shawni waiting to hear back from DNJ and Voila! Re: their party
 - Extended Trolley hours one extra hour
 - We desperately need volunteers – Judy Lai may be able to help out for a couple of hours (balloons and flyers from 10 - 12)
 - Loft at Liz’s still collecting \$ for Haitian effort (Doctros without Borders)
 - Lucie Foundation – 160 photographers represented at galleries throughout LA
 - Gourmet on Wheels, The Sweets’ Truck and The Grilled Cheese Truck will be present
 - Shawni waiting to hear back from ZICO (coconut water) for sponsorship



- Shawni asked about cross-promotion with Amoeba/As the Record Turns/other record shops celebrating Record Store Day
- Flier mentions LACMA (needs to mention BCAM as well?)
- David Brady said his friends have problems interpreting our typical flier format (too busy). Group considered using symbols (ie square for Wilshire) with gallery # inside symbol, for the list of event times
- David Brady asked about parking (i.e. pickup or drop-off spots/times) – this will need to be addressed later (for July)
- DJ Eric available – we need to tell him which gallery
- Chris found professional photog. to volunteer to shoot (Indigo Project will be at Coachella).
- Chris sent request for donation for food from Busby's. American Rag unable to start their party at 10 pm (violates their protocol).

B. Banner Update

- Barbara not as optimistic LACMA can underwrite the banners, but she may be able to get a discount through LACMA. She and David M. think it should be the gallery owner's responsibility to store banners.
- Shawni's friend is willing to make our stanchions (poles and base) using backpack material (should be sturdy enough).
- Amount total for 12 banners (excluding poles/bases) = \$900. (Per banner = \$75). Storage withstanding, Barbara thinks we should maybe get a few extra banners made.
- Banners probably should not assume viewers already know what the acronym (MMAW) stand for. Maybe spelled out on other side? URL should be at the bottom of the banners.

C. Gallery Forum IV – Report from March 23, 2010

- Nicole to send electronically

D. Miracle Mile Art Walk Website

- Judy had the idea that we can elaborate on individual galleries on the site (i.e. what type of art is shown, per Nina's concern)
- Parking info can be put on site
- Flier will be put on site this week

III. NC Budget changes and impact

- Bruce said they had meeting this morning re: items in compliance; no major update yet

IV. Recreation Facilities – Stanley

- No new info – Stan wasn't able to go to the last board meeting
- Nina said they passed a petition around the senior center since



the city will be letting many people go. Nina wants Meals on Wheels (and as many senior programs as possible) to be kept.

V. Trash Can Art

- Holly was going to be here tonight – but she was called on a case tonight. It's her last month on the job but she did provide us with the proposal (handed out at meeting).
- Bus Benches proposed (instead of Trash Cans) with art representing local non-profit agencies. 29 total. Eagle Rock gave us helpful info – about \$2000 per can based on 20 cans.
- Targeting neighborhood grants, Pepsi neighborhood grant.
- Benches may not be a good option per Rebecca because they make a lot of \$ (city owns the benches and draws revenue.
- David B. thinks the usual billboard sponsors could join in with this effort to put up beautifying ads (i.e. "Kaiser has partnered with the MCW to bring more art into the community ...")
- Rebecca wants us to hold these ideas until Holly presents hers.

VI. Arts and Recreation Committee meeting location

- Meeting confirmed for May 4 at 6:30 - 8 pm at LACMA cafeteria.

VII. Other business from the Committee

- David M.: "Miracle Mile Arts District" designation – David will meet with Tom LaBonge todiscuss examples of signs in other parts of town that say "Arts District"
- Initiative needs 500 signatures. Galleries themselves would put out signature sheets alongside their own sign-up/email books.
- Shannon has template we can put out to get signatures for Art Walk – signers need to live and/or work in the area. No time frame is set for this initiative.
- Rebecca – we need to update our domain name by April 26. All in favor of the expense of \$95 for three years.

VIII. Additional Public Comments

ADJOURNMENT

NEXT MEETING: May 4, 2009 @ 6:30 p.m.

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