




Beverly Hills City Council Liaison / Arts and Culture Commission
Committee will conduct a Special Meeting, at the following time and place,
and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
Room 280A
Beverly Hills, CA 90210

Wednesday, December 18, 2019
2:00 PM

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Ai Weiwei Updates
- 3) Arts and Culture Expansion Initiative Work Plan Update
- 4) Greystone Theater Preliminary Program and Events Plan
- 5) Adjournment


Huma Ahmed, City Clerk

Posted: December 13, 2019

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE.***



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STAFF REPORT

Meeting Date: December 18, 2019
To: City Council Liaisons
From: Kristin Buhagiar, Recreation Services Manager
Subject: Ai Weiwei Updates
Attachments: 1. Draft image of donation plaque

A donation of \$200,000 has been secured for the Ai Weiwei art piece *Iron Root*. The donation will be applied towards acquisition of the piece and will include a plaque recognizing the donor. Staff has worked with the donor to identify potential language for the plaque. The language identifies a partial donation from the donor, as the City is paying the majority of the cost for the art piece out of the Fine Art Fund. The City Council liaisons should review the draft plaque language and discuss.

Iron Root

Ai Weiwei

Cast Iron, 2015



Funded by
City of Beverly Hills
Public Art Fund
and a partial donation in honor of
Richard M. Cohen who planted his
roots here



STAFF REPORT

Meeting Date: December 18th, 2019
To: City Council Liaisons/Arts and Culture Commission Committee
From: Pam Shinault, Assistant Community Services Director
Subject: Arts and Culture Expansion Initiative Work Plan Update
Attachments: None

Listening Tour

The new Arts and Culture Commission has been busy this fall as it has begun a "Listening Tour" hearing presentations from stakeholder groups and learning about their organization, who they serve, the programs they offer and any gaps or opportunities they see in the Beverly Hills Arts and Culture programs, offerings, and venues throughout the City.

To date, the following groups have given presentations to the Commission:

1. The Wallis Annenberg Center for the Performing Arts
2. Theatre 40
3. Los Angeles Virtuoso Orchestra
4. The Saban Theatre
5. Invertigo Dance Theatre
6. Beverly Hills Conference and Visitors Bureau
7. Margaret Herrick Library, Academy of Motion Picture Arts & Sciences

Staff invites stakeholders groups to present at each Commission meeting and the Commissioners ask questions and are gathering lots of great information. Additionally, our consultants Karen Constine and Jessica Cussack are compiling all of the information gathered from the kickoff event and each of the presentations, to create a report that will become a useful tool to help guide the Commission's work. Presentations will continue through January, February and likely March as groups can be scheduled.

Work Plan Progress

1. The new Arts and Culture website and community arts and culture calendar was launched on December 9th and will continue to be a work in progress as more groups start to regularly post events and activities. We have assigned a staff person to recruit organizations to post. Active promotion and outreach is being done to help drive more people to the site to provide content and to get information. This week a presentation to the Beverly Hills Unified School

Meeting Date: December 18, 2019

District's Administrative staff, Principals, VP and others, were reminded of the arts and culture expansion initiative and the website and calendar.

2. Survey was created and data is still being collected from stakeholders and the community. Survey information collection began in October and will conclude this month and be included in the report along with the Listening Tour information.
3. The Commission has reinvented and created new Ad Hoc Committees to address work plan tasks and align with their new duties. The following Ad Hoc Committees were created and staff are assigned to work closely with each Committee.
 - a. Fine Art/Public Art Ad Hoc
 - i. Oversight of fine art obligation and fine art purchases, donations and loans. Will oversee public art considerations.
 - b. Performing and Arts and Culture Ad Hoc
 - i. Provides policy development on special projects, arts programming, including events or initiatives, and other new performing or visual arts that are non-fine art or public art.
 - c. Public Art Criteria and Process Ad Hoc
 - i. Research best practices in other cities for the review and consideration of public art for art that does not meet fine art criteria and provides policy development, criteria, and process for public art consideration, placement or display.
 - d. Marketing and Education Ad Hoc
 - i. Provides policy development on arts education including docent program art walks, and promotion of the new arts and culture website.
 - e. Community Outreach Ad Hoc
 - i. Creates and supports speakers series for information sharing and performs community outreach and heightening awareness of the arts and culture expansion initiative.
4. Will assist with the launch of the new Greystone Theater. The proposed Program and Event Plan is for your consideration today.
5. Continue to work on the existing fine art installations – Kusama, Nechita, Ai Wei Wei
6. Creation of a new Art Walks brochure, in collaboration with the Convention and Visitors Bureau offering a variety of art walk options featuring BH amazing art works. CVB will assist with distribution and promotion of the brochure and any docent walks that result.

Summary

The Listening Tour has been a big hit and successful with gathering great information and identifying potential partnership opportunities. Presenters are being introduced to new groups and networking with each other as part of the experience. There is much excitement and energy being created! When this outreach process is completed staff will bring a report outlining the findings and conclusions to the City Council.



STAFF REPORT

Meeting Date: December 18th, 2019
To: City Council Liaisons/Arts and Culture Commission Committee
From: Pam Shinault, Assistant Community Services Director
Subject: Greystone Theater Preliminary Program and Events Plan
Attachments: Preliminary Plan

The construction activity continues at the Greystone Theater. Current projected completion is late January/early February. Once construction is complete it has been recommended that staff take a week to get up to speed and familiar with the new audio and other systems in the new space. Therefore, the kickoff event is scheduled for mid-February (offering 2 date choices) to be sure the facility and staff are ready to operate the facility.

Since the theater is a new city facility and is part of a park property that has the potential for rental and event activity throughout the year, staff considered current uses at the site and created preliminary programs and events targeting a variety of groups and ages. Additionally, focus was given to being sure to use the space for the multiple purposes it was designed for, so both film and live performances are included in the draft Plan. The timeline for the Preliminary Plan is suggested for February through the end of the fiscal year in June of 2020.

Rentals are not recommended in this Plan during these first few months until we have a good feel for the facility, how the different types of uses work and how programming goes for youth, families or older adults. However, renting out the space starting in August or September after fees and use policies are in place, is recommended. Staff has already undertaken research on screening rooms to know what is around us and how they structure their fees and operate their facilities.

Staff is seeking Council Liaison direction on the Preliminary Program and Events Plan so that planning can begin in earnest for the opening of our next wonderful community asset.

**Preliminary Program/Event Plan for February through June 2020
at Greystone Theater**

12.9.19

GRAND OPENING:

Wednesday, Feb. 12 or Wednesday, Feb. 19

- PREVIEWS week of opening event:
 - Council
 - Commissioners
 - Staff
 - Resident preview day
 - CVB & Chamber?
 - Media – tie in with one of above?

- Ribbon cutting
- Promo reel ready
- Opening movie/clip on loop for people to see
- Arrange opening so both cinema and theater set up can be viewed

FEBRUARY programming:

Note: Only have M, T, & W available in Feb due to Theatre 40 "The Manor"

- Grand opening
- Tours of space
- Movie night in February or wait until March festival?

MARCH:

- March Movie/Cultural Arts Festival: Wed, 3/4 through Saturday, 3/7 (*Could be movies only or movies, music, etc.*)
- Start monthly movie night – Monday at the Mansion? First Friday? Third Thursday? (*Or movie festival only this month and start monthly event in April*)
- Family-friendly event: Sunday, March 15 or Sunday, March 22 at 11am
- Twelfth Night or other play/staged reading (*Twelfth Night depends on availability of group*)
- Theater open during FOG open house (3/29)

APRIL:

- Monthly movie night
- Morning family-friendly event: Sunday, April 19
- Talk for National Architecture Month
- Theatre 40 – staged reading (*need to confirm timing with them, either April or June*)

MAY:

- Monthly movie night
- Beverly Hills film festival first weekend (April 30-May 3)
- Talk for Preservation Month - partner with Beverly Hills Historical Society

JUNE:

- Monthly movie night
- Morning family-friendly event
- Theatre 40 – staged reading (*need to confirm timing with them, either April or June*)

Ongoing:

- Monthly movie night
- Something for families
- Talks – set up series
- 2x per year, Friday – Sunday: Senior Acting Class Performance
- Teen Movie nights (# of nights to be determined)
- 1x per year Teen Advisory Committee's Teen Leadership day

Future programming:

- Involve directors/people in industry (residents) to introduce / do Q&A with film
- Halloween movies
- Holiday movies
- Staged readings/small one-night performances
- Brainstorm with Catskills staff how to use theater during Catskills summer day camp

Rentals:

- Start rentals later in 2020 to better understand space first before renting. Tentative earliest bookings would be August or September