

CITY CLERK'S RECORD OF MEETING

City Council Pride Subcommittee
August 2, 2023

Present: Mayor Shyne, Mayor Pro Tempore Erickson, Event Services Manager, Cleo Smith, Event Services Supervisor, Megan Reath, Event Services Coordinator, Kerry McCormack, and Assistant City Clerk, Lulu Morales.

The meeting was called to order at 3:06 p.m.

Mayor Shyne read the Land Acknowledgement.

Public Comment

Mike Che, Arts Coordinator for the City of West Hollywood - provided an update on the WEHO Pride Arts Festival formerly known as One City Once Pride noting and provided an overview of the programming for the 2023 program, he composed a Request for Qualifications for an arts curator producer which will be agendized for the Arts and Cultural Affairs Commission to review prior to solicitation.

Mayor Shyne requested the Request for Proposal be reviewed by the LGBTQ+ Commission as well prior to its publication date.

UNFINISHED BUSINESS - ITEM 3.A WEHO PRIDE 2023

Event Services Supervisor Megan Reath provided a preliminary overview of the second West Hollywood Pride 2023 event, held June 2nd through June 4th noting it encompassed the same core elements of last year's inaugural event with differentiating elements such as the addition of the free concert event held on Friday, and the expansion of the footprint of the street fair, which allowed for more community participation and free public programming. She reported well attended statistics over the weekend, opening with the City sponsored free Friday night event, followed by the OUTLOUD concert series and WeHo Pride Street Fair on Saturday and Sunday, alongside the Women's Freedom Festival and Dyke March. She further stated that the event concluded with the WEHO Pride Parade on Sunday, and commented on the co-sponsorships that were executed with various organizations, which extended about \$100,000 in funding to produce their own events or support their efforts. Megan Reath stated Event Services continues to gather feedback from stakeholders and plans to attend the LGBTQ+ Commission meeting and start planning for next year's event.

Mayor Pro Tempore Erickson thanked staff for their work on this year's event and congratulated them on the positive feedback received by community members. He commented on the thoughtfulness of the Santa Monica Boulevard closure and the community booths, suggesting that staff explore opportunities for the footprint to have more spacing, reducing the OUTLOUD ticketing booth's footprint to allow for a larger walkable area. He furthered expressed his love

for the community stage and inquired if it could be stationed closer, and requested staff strategize on limiting the chances of “selling out” the free Friday night event. Additionally, he commented on the usage of Santa Monica Boulevard lanes during the closure, requested for an earlier set-up time on events, expressed his satisfaction with Sunday’s parade programming and honorees, commented on the team’s success with media management, and requested staff explore options to expand local businesses into the programming.

Mayor Shyne, agreed with Mayor Pro Temp Erickson’s comments noting that the 2022 event was great, however, this year’s Pride was beyond. She asked if staff had conducted an economic revenue analysis of local businesses. Megan Reath stated that Event Services and Economic Development divisions are working on compiling data and information would be provided to the full council. Additionally, Mayor Shyne inquired if staff would request feedback from groups who received funding. Megan Reath stated debriefing conversations and post event questionnaire would be collected and reviewed to be presented at a future meeting.

Mayor Shyne expressed concerns with co-sponsored community event timing and suggested staff plan a master calendar next year and involve the LGBTQ+ Commission on the community group event process coordination. Megan Reath expressed challenges with community group organizations’ competing events and confirmed that Event Services would explore options for future improvements.

Mayor Pro Tempore Erickson suggested adding verbiage within the community group event application to address competing events and dates.

Mayor Shyne expressed her excitement with the Harvey Milk Day Kick-Off. She requested that the Mayor’s party be the first Pride event next year, and that snacks and refreshments be served during media sessions. Mayor Shyne additionally inquired if booths could be operating on Friday since streets were already closed. Megan Reath stated that streets were closed Friday at noon to allow time to build the infrastructure for the event’s booth operation to begin on Saturday at noon. Mayor Shyne also inquired if staff had sponsorship credit information readily available. Megan Reath stated that information would be presented at the October 2 Council meeting. Additionally, Mayor Shyne suggested creating a standard protocol for future co-sponsored community events.

Mayor Pro Tempore Erickson stated the Ferris Wheel had become super popular and requested it be part of future programming. He thanked staff for communicating closely with boards and commissions on the expectations for Parade float participation, and suggested they be contacted with ample time in future events.

Mayor Shyne applauded staff for their work on the floats and she commended staff and public safety personnel on their preparedness with security measures. She inquired on how staff planned to include LGBTQ+ Commission in the future. Megan Reath stated that once the full Council approves 2024 programming gives direction at a future meeting, Event Services will meet early with the Commission to determine the appropriate role they will hold in the process, including the community group co-sponsored events.

Mayor Pro Tempore Erickson expressed his desire to continue supporting non-profit community groups in their participation with the City.

Mayor Shyne commented on concerns with signage and requested staff create a uniformed street pole banner encompassing all WeHo Pride elements.

Mayor Pro Tempore Erickson requested better micro mobility options.

ITEMS FROM SUBCOMMITTEE MEMBERS:

Subcommittee Members provided feedback and recommendations of future planning.

ITEMS FROM STAFF:

None

The meeting adjourned at 3:42 P.M.

Lourdes Morales

Lourdes Morales, Assistant City Clerk