



Date: March 2, 2018

Attendees: Mohamed Alyajouri, Meagan Atiyeh, Randy Blazak, Eugenie Fontana, Sabina Haque, Victor Maldonado, Valerie Otani, April Slabosheski

Guests: Travis Czehalski, Sarah Farahat, Mehran Heard, Deborah “Majik” Hodges, Julie Keefe, John Laursen, Jon Strommel, Zach Yarrington, Larry Yes

Staff: Roberta Altstadt, John Fall, Jennifer Koozer, Scott Nance, Michelle Traver

Subject: Hollywood Transit Center Tribute Advisory Committee Meeting

MEETING NOTES

January 31, 2018

3:00 - 6:00 p.m.

Valerie Otani, Committee Chair, welcomed everyone and reminded everyone that the meeting would be on a tight schedule. She asked for a member to volunteer as time-keeper for each of the presentations (give them a 5 minute wrap-up reminder, etc.). Victor Maldonado volunteered. Michelle Traver, Public Art Administrator, reviewed the selection criteria and queried the committee about whether there was a preference for consensus or majority for the selection; majority prevailed. She reminded the committee that each of the artists was provided a small stipend (\$1,500) to develop their proposals, which are at 30% design. She also stipulated that the selected proposal would also be shared with the immediately impacted family members for their input.

Rather Severe, Travis Czehalski and Jon Strommel presented a very colorful and bold concept design. It consisted of phrases from the original memorial and they proposed that the community could help them paint it by filling in the colors. Their stated intention was to elevate the community’s voice. Committee members asked them numerous questions about their proposal.

Julie Keefe, with team members Mic Crenshaw (not present), Deborah Hodges and Larry Yes presented their concept proposal, which featured Taliesin’s final words, “Tell Everyone on this Train I Love Them.” They noted that takeaway from this tragedy is that love is the real answer. The proposal included a series of workshops where those involved and community members would generate text for the inside of the ramp walls. The committee again had numerous questions.

Zach Yarrington and Mehran Heard aka Eatcho brought in a model of their proposal featuring a cityscape where each of the signs contained a message from the spontaneous memorial, as an

image image of what the city is growing into. On the back of the ramp was boldly written, "PLEASE TELL EVERYONE IN THIS CITY THAT I LOVE THEM." They also intention of engaging the community to assist with the underpainting.

Sarah Farahat presented a concept that included images of a sunflower in various stages of growth and a poem written in Arabic calligraphy. She noted that the seed represents the potential for each of us to bloom and grow in the face of adversity. Her proposal included outreach to students at Beaumont Middle School and Interrupting Hate workshops for the public.

After a short break, the committee reconvened to deliberate in a closed session. They discussed the merits and challenges of each proposal, but ultimately recommended Sarah Farahat's concept design proposal advance to final design. They provided the following comments for her consideration as she further develops her concept:

- There is something beautiful and lyrical about the approach, but it doesn't have necessarily have to consist of the poem or the sunflower - the strength of the proposal is in the essential concept - seeding and growing individuals and the community (to face their fears, to grow despite the darkness, etc).
- How does the sunflower image, for example, equate with why it is there?
- Consider user experience from a multitude perspectives - neighborhood, transit user, etc
- Should you proceed with the poem, consider translating it into multiple languages; there is a concern related to "othering" (the notion of a separate plaque was not favorable)
- Continue to develop the interior walls and the public involvement component of helping to paint them (or clarify if this is the intention)
- The scale of both platform-facing walls is working, though neither design was approved
- Elaborate on the technical execution of the mural component in the final design.

Next meeting scheduled for Wednesday, February 28, 2018 (later rescheduled to Mar 7).