



AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, January 25, 2021 at 7:00 p.m.

Staff Liaison

Alexandra Orologas | 510-215-4302
aorologas@ci.el-cerrito.ca.us

VIA TELECONFERENCE

<https://elcerrito.webex.com/elcerrito/onstage/g.php?MTID=ed4d0b60211edc7aac91d4d4add6ebfa1>

Event ID: 146 371 1649

Event Password: accmeeting

Join by Phone: (408) 418-9388

Access code: 146 371 1649

Pursuant to Executive Orders N-25-20 and N-29-20, and in Response to the COVID-19 Pandemic, Teleconference Restrictions of the Brown Act Have Been Suspended, as Well as the Requirement to Provide a Physical Location for Members of the Public to Participate in the Meeting.

Any person wishing to speak to the Arts and Culture Commission on any of these matters is invited to participate via teleconference as described above.

The City encourages submission of written comments in advance to the Arts and Culture Commission via email to aorologas@ci.el-cerrito.ca.us prior to the meeting or by contacting the staff liaison listed above.

7:00 p.m. CONVENE REGULAR MEETING

1. **ROLL CALL** – Chair Allison Cooper; Vice-Chair Blake Washington; Members: Ruth Cazden, George Gager, Courtney Helion, Bill Nichols, Ann Wiens
2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**
3. **ORAL COMMUNICATIONS FROM THE PUBLIC**
Remarks are typically limited to three minutes per person, and may be on anything within the subject matter jurisdiction of the body. Remarks on non-agenda items will be heard first; remarks on agenda items will be heard at the time the item is discussed.
4. **APPROVAL OF MINUTES**
Consider approval of the minutes of the December 7, 2020 meeting.
(Attachment)
5. **BUDGET UPDATE**
Receive Staff update regarding 1% Public Art Fund.

- 6. REQUEST FOR SUPPORT - MINI GRANT PROGRAM**
Presentation by Erin Merritt on proposed “Neighborhood Stories” project for discussion and possible action. (Attachment)
- 7. APPROVAL OF POET LAUREATE**
Discussion and possible action to approve recommended finalist(s) for Poet Laureate.
- 8. PUBLIC UTILITY ART BOX PILOT PROGRAM**
Discussion and possible action to approve the recommended finalists for the Public Utility Art Box Pilot Program.
- 9. PARKS AND RECREATION COLLABORATION**
Discussion regarding work of the Recreation Liaison Subcommittee.
- 10. WORKPLAN DISCUSSION**
Discussion about the 2020 Workplan and ongoing projects. (Attachments)
- 11. UPCOMING ACC-SPONSORED EVENTS**
None
- 12. SUBCOMMITTEE UPDATES**
 - a. Community Outreach Subcommittee (Cazden, Gager, Washington)
 - b. Recreation Liaison Subcommittee (Cazden, Cooper, Helion)
 - c. Visual Arts Subcommittee (Cooper, Helion, Nichols)
- 13. ITEMS FOR NEXT MEETING**
- 14. ADJOURNMENT**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison, (510) 215-4302. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).

Any writings or documents provided to a majority of the members regarding any item on this agenda will be made available for public inspection at www.el-cerrito.org/acc.



DRAFT MINUTES

MEETING OF THE Arts and Culture Commission

Monday, December 7, 2020 at 7:00 p.m.

This meeting was held via teleconference.

Staff Liaison

Alexandra Orologas | 510-215-4302
aorologas@ci.el-cerrito.ca.us

This Meeting Place is Wheelchair Accessible

CONVENE REGULAR MEETING Vice Chair Washington called the meeting to order at 7:06 p.m.

1. **ROLL CALL – Present:** Vice Chair Blake Washington; Members Ruth Cazden, George Gager, Courtney Helion, Bill Nichols, Ann Wiens. **Absent:** Chair Allison Cooper (excused).

2. **COMMISSIONERS REPORTS AND COUNCIL LIAISON REPORTS**

Staff Liaison Alex Orologas introduced herself to the commissioners.

3. **COMMENTS FROM THE PUBLIC**

None.

4. **APPROVAL OF MINUTES**

Moved/Second: Member (Helion/Wiens) **Action:** Passed a motion to approve the minutes of the October 26, 2020 meeting as submitted. **Ayes:** Vice Chair Blake Washington; Members Ruth Cazden, George Gager, Courtney Helion, Bill Nichols, Ann Wiens. **Noes:** None. Passed unanimously.

5. **APPROVE THE 2021 REGULAR MEETING SCHEDULE FOR ARTS AND CULTURE COMMISSION**

Moved/Second: Member (Nichols/Cazden) **Action:** Passed a motion to approve the 2021 Regular ACC Meeting Schedule as submitted. **Ayes:** Vice Chair Blake Washington; Members Ruth Cazden, George Gager, Courtney Helion, Bill Nichols, Ann Wiens. **Noes:** None. Passed unanimously.

6. **ECCRU CALL FOR ARTISTS**

Staff Liaison Orologas proposed delay of the ECCRU program, due to staff reduction and complications at the Recycling Center due to COVID-19.

Moved/Second: Member (Helion/Nichols) **Action:** Passed a motion to postpone the ECCRU program and revisit it in August 2021. **Ayes:** Vice Chair Blake Washington; Members Ruth Cazden, George Gager, Courtney Helion, Bill Nichols, Ann Wiens. **Noes:** None. Passed unanimously.

7. UTILITY BOX PUBLIC ART PILOT PROGRAM

Member Nichols described the plan and reasoning to get input from the Human Relations Commission on possible finalists' artwork.

Moved/Second: Member (Washington/Wiens) **Action:** Passed a motion to accept the amended schedule for the Utility Box Public Art Pilot Program. **Ayes:** Vice Chair Blake Washington; Members Ruth Cazden, George Gager, Courtney Helion, Bill Nichols, Ann Wiens. **Noes:** None. Passed unanimously.

8. COMMUNITY SURVEY RESULTS

Review of and discussion about results of the Community Survey.

9. WORKPLAN DISCUSSION

Discussion of Workplan development, taking into account COVID-19 restrictions. Directed staff to update the Workplan and to present a quarterly breakdown.

10. UPCOMING ACC-SPONSORED EVENTS

None.

11. SUBCOMMITTEE UPDATES

- a. Community Outreach Subcommittee (Cazden, Gager, Washington): no update
- b. Recreation Liaison subcommittee (Cazden, Helion, Cooper): Member Helion will continue to reach out; suspects mis-matched expectations.
- c. Visual Arts Subcommittee (Cooper, Helion, Nichols): Member Helion and Heidi Goldstein met with contractor .

12. ITEMS FOR NEXT MEETING

- a. Continue discussion on the Work Plan
- b. Present recommended artist(s) for Utility Box Pilot Program
- c. Present recommended poet(s) for Poet Laureate
- d. Fiscal update

13. ADJOURNMENT

The meeting adjourned at 8:43 p.m.

Blake Washington, Vice Chair

This is to certify that the foregoing is a true and correct copy of the minutes of the Arts and Culture Commission meeting of December 7, 2020 as approved by the Arts and Culture Commission.

Alexandra Orologas, Staff Liaison

**Arts & Culture Commission Support
APPLICATION**

Contact/Applicant Name: _____

Organization Name (if applicable): _____

Contact Phone: _____ Contact Email: _____

Contact Address/City/Zip: _____

Location of proposed event/project: 7 locations across the city, including Anticipated number
Eagles Hall, sidewalk in front of CCCT, driveway at 1339 Contra Costa... of attendees?

Date(s) & Time(s) of the event: _____

REQUEST: Publicity Venue/Space Detail (please include the estimated cost) _____

Financial support – *If applicable, how much are you asking from the ACC?*

\$Up to \$3,000 (three options are enclosed as attachments - Micro/Small/Ideal)

What is your basic budget, and how will it be spent? If you've received funding from ACC in the past, please indicate the history for how much you were awarded. If you're requesting more than you were awarded in the past, please provide justification for the increase. From where else will you receive support? *You are welcome to include an additional sheet.*

PLEASE COMPLETE PAGE 2

Arts & Culture Commission Support APPLICATION

PROJECT DESCRIPTION:

Neighborhood Stories (NS) is a new kind of socially distanced episodic theatrical event that allows artists and audiences to share the joy of live performance in complete safety during the pandemic. Audiences in cars buy a timed ticket (only 3 cars per time slot) and follow a GPS-guided driving tour across a city or neighborhood, directed to an array of 7 - 8 very different locations (chosen to give a picture of the community as a whole) where short, live performances unfold into one satisfyingly curated event which showcases an ethnically and artistically diverse cast of professional actors, dancers, singers, comedians, musicians, spoken word artists, et c all El Cerrito and Richmond residents, with local historical information as a frame that ties together the whole experience. Each artist performs in public spaces at or near their own homes in windows, yards, sidewalks, pocket parks, and street corners for audiences watching from the safety of their cars. Together we experience our city with fresh eyes, noticing places we've never noticed before, learning new appreciation for other sites, and advancing deep connections to the city and pride both to live in this location and among these highly skilled performers. Neighborhood Stories says, "We are all neighbors. Let's get to know each other" and fosters connections to the people and places of El Cerrito.

For more details, see my website at <https://neighborhood-stories.com/>

The Arts & Culture Commission cares about diverse audiences and environmental sustainability. Can you tell us how you will address those concerns?

Eventually I hope to offer this kind of event as a walking or biking tour, but right now have to restrict it to cars to ensure audiences and performers are safely distant from each other, but the event is geared towards building emotional investment in the community & I'd love to feature the recycling center as a site. I wanted to perform first in EC instead of Oakland but didn't have the diversity of performers here until now. I work with other artistic leaders to identify ethnically and artistically diverse performers, then work with them and the neighborhood where they are performing to attract diverse audiences. Since the audience travels, each population segment is introduced to each other's neighborhoods. See neighborhood-stories.com/stories-oakland/ to see the range of performers I had there. I have run other companies before, all with a focus on bringing different communities together and representing the full range of our diverse Bay Area population.

Have you done a similar event or project before? *If yes, 1) what worked well and 2) what would you do differently this time?* Yes No

Yes, I ran an equivalent event in Oakland in Sept/Oct 2020 during which I polished the logistical part of the event. This event will follow a shorter route to allow a greater proportion of the experience to be performances and less driving. In partnership with the El Cerrito Historical Society (and my recent experience researching WWII-era EC/Richmond for a project I did for the Rosie the Riveter Museum), I'm adding historical information to the experience in the form of a downloadable mp3 that attendees can play in their car while driving between locations. If that proves too expensive to create, I will offer the same information as a pdf that attendees can read before or after the event. I will be mounting a run in Mill Valley before this one, so I expect to have this issue ironed out before performing in El Cerrito. I want to be sure I tie the artists to the community and its past and present more explicitly, as that will both make the event feel like one experience instead of a random assortment of unconnected performances and clarify the importance of artists as carriers of a region's culture.

STAFF/PERSONNEL:

paid staff _____

volunteers _____

###

Option 1 - Micro Budget
Neighborhood Stories Budget

	<u>3 weekends</u>	<u>4 weekends</u>	<u>Comments</u>
INCOME			
Individual Contributions	\$815.00	\$715.00	
Foundation or City Funds	\$2,000.00	\$2,000.00	\$1000 this grant, \$1000 CA\$H (rec'd)
Ticket Sales	\$3,000.00	\$4,000.00	20 cars/day @ \$25 each
TOTAL INCOME	\$5,815.00	\$6,715.00	
EXPENSES			
Personnel & Services			
Artistic	\$2,100.00	\$2,800.00	Performers (7 @ \$100/weekend)
	\$300.00	\$300.00	Directors (1 @ \$300)
	\$300.00	\$300.00	Researchers/Writers (1 @ \$300)
Technical/Production	\$600.00	\$800.00	Tech Staff (2 @ \$100/weekend)
	\$500.00	\$500.00	Sound Design/Mix
Administration	\$1,000.00	\$1,000.00	Producer/curator
	\$100.00	\$100.00	Website updates
	\$500.00	\$500.00	Marketing/media/community links person
Sub-total Personnel	\$5,400.00	\$6,300.00	
Operating Expenses			
Site expenses	\$0.00	\$0.00	City waive?
Insurance Share	\$275.00	\$275.00	
Office/Communications	\$60.00	\$60.00	
Marketing/Publicity Materials	\$50.00	\$50.00	
Other Project/Contingency	\$30.00	\$30.00	
Sub-total Operating Expenses	\$415.00	\$415.00	
TOTAL EXPENSES:	\$5,815.00	\$6,715.00	

Option 2 - Small Budget
Neighborhood Stories Budget

	<u>3 weekends</u>	<u>4 weekends*</u>	<u>Comments</u>
INCOME			
Individual/Business Contributions	\$2,215.00	\$1,715.00	
Foundation and City Funds	\$3,000.00	\$3,000.00	\$1000 this grant, \$1000 Richmond (pending); \$1000 CA\$H grant (rec'd) 20 cars/day @ avg \$25 each (PWYC options as low as \$10)
Ticket Sales	\$3,000.00	\$4,000.00	
TOTAL INCOME	\$8,215.00	\$8,715.00	
EXPENSES			
Personnel & Services			
Artistic	\$3,900.00	\$5,200.00	Performers (13 @ \$100/weekend)
	\$600.00	\$600.00	Directors (2 @ \$300)
	\$600.00	\$600.00	Researchers/Writers (2 @ \$300)
Technical/Production	\$600.00	\$800.00	Tech Staff (2 @ \$100/weekend)
	\$500.00	\$500.00	Sound Design/Mix
Administration	\$1,000.00	\$1,000.00	Producer/curator
	\$100.00	\$100.00	Website updates
	\$300.00	\$300.00	Marketing/media/community links person
Sub-total Personnel	\$7,600.00	\$9,100.00	
Operating Expenses			
Site expenses	\$200.00	\$200.00	site and parking permits
Insurance Share	\$275.00	\$275.00	
Office/Communications	\$60.00	\$60.00	
Marketing/Publicity Materials	\$50.00	\$50.00	
Other Project/Contingency	\$30.00	\$30.00	
Sub-total Operating Expenses	\$615.00	\$615.00	
TOTAL EXPENSES:	\$8,215.00	\$9,715.00	

*can add extra weekend if indicated by audience demand

Option 3 - Ideal Budget
Neighborhood Stories Budget

	3 weekends	4 weekends	Comments
INCOME			
Individual Contributions	\$2,315.00	\$3,215.00	
Foundation or City Funds	\$5,000.00	\$5,000.00	\$3000 this grant, \$1000 CA\$H (rec'd); \$1000 Richmond (seeking private funding)
Ticket Sales	\$3,000.00	\$4,000.00	20 cars/day @ \$25 each
TOTAL INCOME	\$10,315.00	\$12,215.00	
EXPENSES			
Personnel & Services			
Artistic	\$4,500.00	\$6,000.00	Performers (15 @ \$200/weekend)
	\$900.00	\$900.00	Performers (rehearsal time @ \$15/hr avg 4 hrs)
	\$600.00	\$600.00	Directors (2 @ \$300)
	\$600.00	\$600.00	Researchers/Writers (2 @ \$300)
Technical/Production	\$1,200.00	\$1,600.00	Tech Staff (2 @ \$200/weekend)
	\$500.00	\$500.00	Sound Design/Mix
Administration	\$1,000.00	\$1,000.00	Producer/curator
	\$100.00	\$100.00	Website updates
	\$500.00	\$500.00	Marketing/media/community links person
Sub-total Personnel	\$9,900.00	\$11,800.00	
Operating Expenses			
Site expenses	\$0.00	\$0.00	Cities waive parking permits?
Insurance Share	\$275.00	\$275.00	
Office/Communications	\$60.00	\$60.00	
Marketing/Publicity Materials	\$50.00	\$50.00	
Other Project/Contingency	\$30.00	\$30.00	
Sub-total Operating Expenses	\$415.00	\$415.00	
TOTAL EXPENSES:	\$10,315.00	\$12,215.00	

Goal A: Increase access to public art in the community	Goal B: Support the local artistic and cultural community	Goal C: Promote excellence in the arts	Goal D: Beautify El Cerrito	Timeframe Focus
Public Utility Box Pilot Program	Public Utility Box Pilot Program	Public Utility Box Pilot Program	Public Utility Box Pilot Program	First Half of 2021
Poet Laureate Program	Poet Laureate Program	Poet Laureate Program		First Half of 2021
Library Signage Project	Library Signage Project		Library Signage Project	First Half of 2021
Grants/Sponsorship of Art & Events	Grants/Sponsorship of Art & Events	Grants/Sponsorship of Art & Events	Grants/Sponsorship of Art & Events	First Half of 2021
ECCRU Artist in Residence	ECCRU Artist in Residence	ECCRU Artist in Residence		Possible Second Half of 2021, or early 2022?
City Hall Gallery	City Hall Gallery	City Hall Gallery		2022
Community Orchestra Program	Community Orchestra Program	Community Orchestra Program		2022
Event Tabling	Event Tabling			2022
Art Acquisition				2022

1. What is the ACC NOT doing?
2. What in the Master Plan needs to be modified?

Grants/Sponsorship of Art & Events

	Music	Literary	Visual Art	Dance	Children	Youth	Adult
ECHS Jazz Festival	●					●	●
Messy Art Day			●		●		
4 th of July Festival	●			●	●	●	●
Music of El Cerrito	●				●	●	●
One City One Book		●				●	●
Free Folk Festival	●				●	●	●
Restaurant Week Music	●						

* Mini-Grant Applications not included in list above, however is included in category of Grants/Sponsorship of Art & Events.