



AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, August 23, 2021 at 7:00 p.m.

Staff Liaison

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

VIA TELECONFERENCE

<https://zoom.us/j/91505993322?pwd=QXISb2JKUVBSQTFIQ3hNMWxjazdpUT09>

Webinar ID: 915 0599 3322

Webinar Password: 082321

Join by Phone: (408) 638-0968

Passcode: 082321

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: George Gager, Courtney Helion, Bill Nichols, Alan Pavlosky, 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 July 26, 2021 meeting. (Attachment)
5. **EL CERRITO CREATIVE REUSE (ECCRU) CALL FOR ARTISTS (CFA)**
Discussion and action on the draft ECCRU CFA. (Attachment)

6. WORKPLAN

Discussion on Arts and Culture Commission workplan and template.
(Attachment)

7. FENCING ON PRIVATE PROPERTY

Staff update on Community Development's action to grant temporary use permits for fencing on certain private property lots to help alleviate blight/trespassing and proposed art requirement. Receive feedback on local community based art organizations/providers.

8. UPCOMING ACC-SPONSORED EVENTS

Discussion and possible action on possible upcoming ACC-sponsored events:

- a. Chalk Festival

9. AD-HOC SUBCOMMITTEE UPDATES

- a. Workplan & Mini Grant Subcommittee (Cooper, Helion, Washington)
- b. Long-Term Vision/Sustainability Subcommittee (Gager, Nichols, Wiens)
- c. Community Outreach & Marketing Subcommittee (Gager, Washington, Wiens)
- d. Artist Engagement Subcommittee (Helion, Nichols, Pavlosky)
- e. Chalk Festival Subcommittee (Gager, Pavlosky, Wiens)

10. ITEMS FOR NEXT MEETING

11. 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

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, July 26, 2021, at 7:00 p.m.

Staff Liaison

Alexandra Orologas | 510-215-4302

aorologas@ci.el-cerrito.ca.us

VIA TELECONFERENCE

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1. **ROLL CALL – CONVENE REGULAR MEETING** Chair Cooper called the meeting to order at 7:02 p.m. **Present:** Chair Allison Cooper; Members: George Gager, Courtney Helion, Bill Nichols, Alan Pavlosky, Ann Wiens. **Absent:** Vice-Chair Blake Washington (Excused).

 2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**
Chair Cooper reported that Poet Laureate Evelyn Mitchell is working on a poetry reading event. She also noted that the recycling center is now open and hoped to resume El Cerrito Creative Reuse (ECCRU) Program soon.

Staff Liaison Orologas announced that the city buildings are now open limited hours to the public. The City is planning on fully open after Labor Day and having in person meetings again in October; however, it will depend on Covid-19 variants and related issues.

 3. **ORAL COMMUNICATIONS FROM THE PUBLIC**
None

 4. **APPROVAL OF MINUTES**
Moved/Second: Member Pavlosky/Member Nichols **Action:** Motion to approve June 28, 2021, meeting minutes with amendment of one typographical correction and additional details on agenda item number 9b. **Ayes:** Chair Cooper; Members Gager, Helion, Nichols, Pavlosky, and Wiens. **Noes:** None. Minutes approved.

 5. **ARTIST ENGAGEMENT SUBCOMMITTEE PRESENTATION**
Receive information, conduct discussion and possible action regarding the Artist Engagement Subcommittee.
Action: Presentation received from Artist Engagement Subcommittee member Helion.

 6. **UPCOMING ACC-SPONSORED EVENTS**
Discussion and possible action on possible upcoming ACC-sponsored events:
 - a. Chalk Festival
Moved/Second: Member Gager Cooper/Member Pavlosky **Action:** Motion to sponsor a Chalk Festival to be held at the City Hall on preferably Saturday, October 23, and October 24 as a backup date, with a budget not to exceed \$2000.00 to pay for supplies, stipends, and advertisement. The subcommittee will return with more details during next meeting.

Ayes: Chair Cooper; Members Gager, Helion, Nichols, Pavlosky, and Wiens.

Noes: None. Passed unanimously.

Public Comments:

Cordell Hindler – expressed his excitement on the Chalk Festival.

7. AD-HOC SUBCOMMITTEE UPDATES

- a. Workplan & Mini Grant Subcommittee (Cooper, Helion, Washington) None
- b. Long-Term Vision/Sustainability Subcommittee (Gager, Nichols, Wiens)
Member Nichols reported that he has been working on setting up a meeting.
- c. Community Outreach & Marketing Subcommittee (Gager, Washington, Wiens) None
- d. Artist Engagement Subcommittee (Helion, Nichols, Pavlosky) Already covered in Agenda 5
- e. Chalk Festival Subcommittee (Gager, Pavlosky, Wiens) Already covered in Agenda 6

8. ITEMS FOR NEXT MEETING

Library project, California Sound Collective, Free Folk Festival, Utility Box Program, Chalk Festival, and Poet Laureate event.

9. ADJOURNMENT

The meeting adjourned at 8:27 p.m.

Allison Cooper, 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 August 23, 2021, as approved by the Arts and Culture Commission.

Alexandra Orogas, Staff Liaison



DRAFT

CALL FOR ARTISTS

City of El Cerrito, California

El Cerrito Creative ReUse (ECCRU) Artist Residency Program

Deadline: Early/Mid October 2021

www.el-cerrito.org/ECCRU

The City of El Cerrito invites artists to apply for a nine-month residency taking place at the El Cerrito Recycling + Environmental Resource Center (“RERC” or “Center”).

The purpose of the program is to support local artists who work with recycled materials, and to encourage environmental stewardship – *specifically resource conservation, recycling and upcycling* – in the community through art that inspires people to think about sustainability and consumption.

The El Cerrito Creative ReUse (“ECCRU”) Artist Residency provides the artist with: a stipend, access to materials at the RERC for use in artistic projects, an on-site storage bin for materials, and support for an exhibition at the end of the residency. Artwork will be created in the artist’s own workspace, which is not provided. We encourage artists working in all mediums to apply, including but not limited to, painters, textile artists, musicians, performers, photographers, printmakers, those working in film and video, and conceptual and installation artists.

Eligibility

The ECCRU Artist must:

- Be either a resident of or work in Contra Costa County or Alameda County
- Be at least 18 years old
- Demonstrate a commitment to upcycling and creative reuse

Additional Considerations:

- **Artists must attend a tour of the RERC (see website for available dates)**
- Artists must demonstrate that creation of the artwork will be conducted in a safe workspace with the proper tools required for the chosen mediums. If deemed appropriate, the Artist must conduct a site visit to their workspace as part of the interview process.

Length of Term

The ECCRU Artist Residency is a nine-month term. However, at the discretion of the El Cerrito Arts and Culture Commission (“ACC” or “Commission”), the term is negotiable up to 12 months.

Honorarium

The Artist will receive a stipend of \$100 per month of the residency (\$900 for the nine-month term).

About El Cerrito and Our Recycling + Environmental Resource Center

The City of El Cerrito is located in western Contra Costa County and forms part of the highly urbanized area along the eastern shore of San Francisco Bay. This 3.9 square-mile city has a pleasant climate year-round, and the hilly areas of El Cerrito provide spectacular views of its famous neighbor, San Francisco. El Cerrito's 25,000 residents enjoy over 100 acres of open space (known as the Hillside Natural Area), as well as 45 acres of parks, 18 acres of school recreational areas, and 38 acres of other amenities, including the Ohlone Greenway, a pleasantly landscaped area that runs along the BART right-of-way the length of the city and is popular with walkers, runners and bicyclists. El Cerrito's major commercial corridor runs the length of San Pablo Avenue, a multi-jurisdictional state highway.

The RERC is a unique community resource that provides El Cerrito and area residents and businesses a convenient location to recycle a wide range of conventional and hard-to-recycle items, to exchange reusable items and to obtain information about other environmental concerns and efforts. The Center strives to be a one-stop shop for residents and businesses interested in sustainability topics from energy efficiency, to Earth Day, to transportation, and more.

The RERC serves as the City's environmental heart, and also as an example of green building for residents and businesses alike. Operated by the City's Environmental Services Division, the center was founded as E.C.ology by community volunteers in 1971 and the City took over its operation in 1977. The Center was rebuilt in 2011-2012 to serve as the sustainability hub for the City's environmental mission and programs, and is home to the City's Environmental Services Division and curbside recycling operation.

ECCRU Artist in Residency Program

The ECCRU Program was approved by the El Cerrito Arts and Culture Commission ("ACC") in 2015. The Program is funded by the Art in Public Places Program, established with the passage of the City's Public Places Ordinance (Section 13.50 ECMC).

A summary of the El Cerrito Art in Public Places Program is included on page 7.

Duties and Requirements of the ECCRU Artist:

1. During their residency, Artist will create artwork primarily using materials they find at the RERC Center.
2. Artist will conduct at least two workshops or other educational programs at the RERC or other City facility or school. These can be conducted virtually or by video.
3. Artist shall give reasonable access to the ACC, City staff, or other person or group approved by the ACC to document the creative process.

4. Halfway through the residency term, the Artist will give a presentation to the ACC demonstrating their progress and plan for the remainder of the residency
5. At the end of the residency, the artwork will be shown at an exhibition, with the duration and location of the show depending on the availability of City space and the nature of the work. The ACC will determine work(s) to be exhibited, and the Artist will assist in installation of the exhibition. **May be conducted virtually or by video.**
6. **Artist may donate to the City one piece created during the ECCRU Residency.**
7. At the end of the residency, Artist should return unused found items to the RERC.

Provided to the ECCRU Artist:

1. The City and RERC shall provide access to donated material at the RERC, other than things identified as off-limits by the City in the program guidelines or as verbally directed by any staff at the RERC.
2. The ACC shall provide a locked bin for storage and/or sorting located at the RERC.
3. **Stipend: \$900 for nine-month term.**
4. Support to host an exhibit and/or reception for the Artist

Acquisition, Donation, Display, and Retention of Artwork:

1. Artist retains copyright of their artwork, and rights granted by the Visual Artists Right Act and the California Art Preservation Act.
2. ACC shall have the option to purchase additional artwork at its discretion for the City's collection.
3. The ACC/City shall have all rights over exhibition, placement, and any other use of donated and purchased artworks.
4. In the event that the ACC/City determines that any artwork should be sold or otherwise disposed of, the ACC shall give the Artist first rights to purchase it back at a price to be determined by the ACC.

Selection Process

A selection panel will evaluate the application materials and select finalists for interviews in **Mid/Late October 2021**. The panel may also seek more detailed proposals and, if deemed appropriate, may conduct a site visit to the artists' workspaces.

The panel may consist of one member of the ACC, one RERC staff member, a local artist and/or a member of the El Cerrito Environmental Quality Committee. Selection criteria will include:

- Applicant's professional qualifications as an artist
- Demonstrated commitment to resource conservation, recycling and creative reuse through art
- Experience in art and/or environmental education
- Artistic merit as evidenced by the submitted materials
- Appropriate studio workspace for the artist's chosen medium(s) and demonstrated ability to work safely with required tools and materials
- Proven ability to undertake successful creative, innovative, and effective approach in comparable projects

- Meet the El Cerrito Art in Public Places Program's guidelines for artwork
- Excellent communication skills
- Demonstrated ability to work creatively with groups of different ages and backgrounds
- Experience with and dedication to use of non-toxic and sustainable art methods
- Ability to meet deadlines
- Artist must be at least 18 years of age and either live or work in Contra Costa or Alameda County
- Priority will be given to working and/or teaching artists

The City of El Cerrito and the ACC are committed to reflecting the diversity and cultural richness of our City in selecting the ECCRU Artist. The selection committee will also identify artists who have a demonstrated interest in and commitment to community outreach and education. References provided will be contacted prior to any interviews.

Based on the applications and review of support materials, references and interviews, the ECCRU Artist will be recommended by the selection panel and approved by the ACC. City Staff will assist the Artist with the contract, any required insurance coverage, and all activities undertaken at the RERC. The ACC reserves the right to reject any application.

Application Requirements

The City requires that all submissions be provided online only. If this proves to be a hurdle, please contact staff to discuss as soon as possible.

www.el-cerrito.org/ECCRU

To apply, the applicant must provide:

- 1) Completed application form
- 2) Professional Resume and Exhibition List: Please do not send more than three pages. Please arrange your exhibition list by year and indicate solo versus group shows.
- 3) Images and image list:
 - a. Please submit 10 images. Please use good quality images no larger than 2 MB each. Images must be accompanied by an image list in a text file with title, date, size, media and, if applicable, description and/or conceptual intent. Additional information, if applicable, could include site, commissioning person or agency, and budget. Installations or 3-dimensional work may be illustrated by multiple images.
 - b. Video & Audio:
You may submit a maximum of two video or two audio files. You may submit a combination of images, video, and audio as long as the total number of files does not exceed 20. We accept MPEG-4 video files and all standard audio files. Each

video and/or audio clip must be no longer than one minute, and each must be accompanied by a description in a text file.

4) Proposal:

Proposals should not exceed two pages and should address the following:

- a. Describe your goal - a succinct statement of what you hope to accomplish.
- b. Describe specific projects you have in mind, if any, and how you would go about executing them.
- c. Describe the types of materials you are most interested in and indicate whether you anticipate wanting to request donations of specific materials from the public towards your artwork.
- d. Describe your anticipated fabrication methods, and your experience with those methods.
- e. Describe how your goal and proposed projects meet the selection criteria specified above.

5) Three professional references

Application materials will not be returned. Please do not send additional materials, such as letters of recommendation, newspaper clippings, postcards, etc. You may mention them in your cover letter and we will ask for them if needed.

Note: Proof of current residency or employment in Contra Costa or Alameda County will be required of the selected artist.

Estimated Timeline

The schedule is contingent upon the City’s project schedule and may be changed at any time.

Early September, 2021	Call for Artists Released
Early/Mid October, 2021:	Applications Due
Mid/Late October, 2021:	Panel Reviews Applications, Conducts Interview Process with Selected Candidates
Early December, 2021	Panel Candidate Recommendation to ACC
Mid-December 2021 – January	Contract Process Completed
April 1, 2022 – January 1, 2023:	Dates of ECCRU Artist in Residence Appointment
Council Meeting TBD:	Present ECCRU Artist to City Council
TBD with selected artist:	Dates of Exhibition and/or Workshop(s) and/or Demonstration(s) and/or Presentation(s)

Deadline

Proposals are due by 6 p.m. on Day of Week, October XX, 2021.

Inquiries

All questions regarding this Call for Artists are to be directed to Alexandra Orologas, Assistant City Manager, City of El Cerrito, 10890 San Pablo Avenue, El Cerrito, CA 94530. (510) 215-4302. Email: aorologas@ci.el-cerrito.ca.us

DRAFT

El Cerrito Art in Public Places Program

In 2005, the El Cerrito City Council adopted an Art in Public Places Ordinance (Section 13.50 ECMC). The purpose of the ordinance is to establish guidelines, procedures, and standards for the integration of public art into new private and public development and redevelopment projects. In order to realize the vision of enhancing art in public places, new projects with development costs of \$250,000 or more shall devote an amount not less than 1% of the development costs to the acquisition and installation of public art. This commission fulfills the San Pablo Avenue Streetscape Project's contribution to the Art in Public Places Program.

The Program dictates that public art shall:

- Be designed and constructed by a visual art professional who is not a member of the Project architect, engineering or landscape architect firm
- Require low a level of maintenance
- Relate in terms of scale, material, form and content to the immediate surroundings
- Meet all applicable building code requirements

The following guidelines should be taken into consideration for any public art placed within the City of El Cerrito:

1. **Quality:** The work should be of the highest standard with regard to workmanship, materials, assembly, content, placement, and appropriateness in theme and character as determined by the ACC.
2. **Elements of Design:** consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve as focal points, modifiers, definers of public spaces and/or creates identity within the public realm.
3. **Context/Style and Nature:** Works of art must be compatible in scale, material, form, and content with their surroundings. Consideration should be given to the architectural, historical, geographical, and social/cultural context of the site. Works may be participatory in nature.
4. **Diversity:** The Arts in Public Places program should strive for diversity of style, scale, media, artists—including ethnicity and gender—and equitable distribution of artworks throughout the City.
5. **Originality:** edition of one or part of a limited edition
6. **Conservation:** consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and accessibility requirements.
7. **Public Safety and Accessibility:** Each work shall be evaluated to ensure that it does not present a hazard to public safety and complies with all applicable building codes and accessibility requirements.
8. **Public Liability:** artworks should be examined for unsafe conditions or factors that may bear on public liability.



**FISCAL YEAR (YYYY - YYYY) WORK PLAN
AND (YYYY - YYYY) ACCOMPLISHMENTS**

(ADVISORY BODY NAME)

Staff Liaison
(First Last) | (liaison phone)
(Liaison email)

Chair (First Last); Vice-Chair (First Last); Members (First Last), (First Last) - listed in Alpha order by last name

MISSION STATEMENT: (State mission as identified in enabling legislation and include legislation citation)

HISTORICAL BACKGROUND: (Brief discussion regarding when the commission/committee was established and how it has changed over time)

FISCAL YEAR (YYYY - YYYY) WORK PLAN

	Goal/Objective	Proposed Activities	Priority Ranking	Timeline For Completion
1.				
2.				
3.				
4.				
5.				
6.				

PRIOR YEAR ACCOMPLISHMENTS

	Goal/Objective	Activites Supporting Goal	Status
1.			
2.			
3.			
4.			
5.			
6.			

ONGOING PROJECTS

	Project	Activites
1.		
2.		
3.		
4.		
5.		