



## AGENDA

### SPECIAL MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, March 28, 2022 at 7:00 p.m.

**Staff Liaison**

Alexandra Orologas | 510-215-4302  
[aorologas@ci.el-cerrito.ca.us](mailto:aorologas@ci.el-cerrito.ca.us)

**VIA TELECONFERENCE**

<https://us06web.zoom.us/j/82553378405?pwd=SU1BcU5xUkZLZ2REaFlKSUhzZlJZUT09>

**Webinar ID:** 825 5337 8405

**Webinar Password:** 032822

**Join by Phone:** (408) 638-0968

**Passcode:** 032822

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](mailto: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; Members: George Gager, Courtney Helion, 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 February 28, 2022 meeting.  
(Attachment)
5. **APPOINTMENT OF CHAIR AND VICE CHAIR**  
Receive nominations and consider approval of a one-year term of a Chair and Vice Chair of the Arts and Culture Commission.

**6. BUDGET UPDATE**

Receive a brief budget update of the Public Art Fund.

**7. REQUEST FOR SUPPORT – FOURTH OF JULY/WORLD-ONE FESTIVAL**

For discussion and possible action, consider request for support from applicant Corey Masion, worldOne Festival Producer, regarding the Fourth of July/worldOne Festival. (Attachment)

**8. AD-HOC SUBCOMMITTEE UPDATES**

Discussion and possible action:

- a. Workplan & Mini Grant Subcommittee (Cooper, Helion)
- b. Community Outreach & Marketing Subcommittee (Gager, Wiens)
- c. Centennial Park Mural Project Subcommittee (Weins, Helion)

**9. UPCOMING ACC-SPONSORED EVENTS**

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

**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](http://www.el-cerrito.org/acc).



## **DRAFT** MINUTES

### SPECIAL MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, February 28, 2022 at 7:00 p.m.

#### Staff Liaison

Alexandra Orologas | 510-215-4302

[aorologas@ci.el-cerrito.ca.us](mailto:aorologas@ci.el-cerrito.ca.us)

#### VIA TELECONFERENCE

1. **ROLL CALL** – Chair Cooper called the meeting to order at 7:02 p.m. **Present:** Chair Cooper; Members: George Gager (joined at 7:04 p.m.), Courtney Helion, Alan Pavlosky, Ann Wiens
  
2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**  
Chair Cooper reported the annual El Cerrito Trail Trekkers Hillside Festival would be hosting a haiku contest and encouraged everyone to share and promote the event. Secondly, the California Sound Collective has decided to postpone its orchestra program until next year. Lastly, she would be presenting ACC Workplan during March 15, 2022 City Council Meeting.  
  
Councilmember Abelson provided an update on the City's financial situation and the reasons why the City's financial condition have approved.  
  
Staff Liaison Orologas reported the new Finance Director, Sandra Dalida, to join the City on March 1, 2022
  
3. **ORAL COMMUNICATIONS FROM THE PUBLIC**  
Buddy Akacić – shared four upcoming community events he has helped organized and invited everyone to participate.
  
4. **APPROVAL OF MINUTES**  
**Moved/Second:** Member Pavlosky/Member Wiens **Action:** Motion to approve January 24, 2022 meeting minutes. **Ayes:** Chair Cooper; Members Pavlosky, Gager, Helion and Wiens **Noes:** None. Minutes approved.
  
5. **REQUEST FOR SUPPORT – MINI GRANT PROGRAM**  
**Moved/Second:** Member Pavlosky/Member Helion **Action:** Motion to approve a Mini Grant of \$750.00 to support the El Cerrito Preschool Cooperative on Messy Art Day with the stipulation of ACC to receive photos of the event. **Ayes:** Chair Cooper; Members Pavlosky, Gager, Helion and Wiens **Noes:** None. Motion approved..
  
6. **2022 EL CERRITO UTILITY BOX PUBLIC ART CALL FOR ARTISTS (CFA)**  
**Moved/Second:** Chair Cooper/Member Wiens **Action:** Motion to approve the 2022 Utility Box Public Art CFA with the amendments of 1) Artists to be responsible for reasonable upkeep of the artwork at the discretion of City staff, 2)

Utility Boxes No. 1, 9, and 11, and 3) To include a wider theme of social justice movements and environmental sustainability. **Ayes:** Chair Cooper; Members Pavlosky, Gager, Helion and Wiens **Noes:** None. Motion approved.

**Moved/Second:** Chair Cooper/Member Wiens **Action:** Motion to approve Member Pavlosky as selection panelist and liaison for 2022 Utility Box Art CFA. **Ayes:** Chair Cooper; Members Pavlosky, Gager, Helion and Wiens **Noes:** None. Motion approved.

Public comments:

Buddy Akacić – expressed his desire to be on the selection panel as a member of HRC.

**7. ARTIST ENGAGEMENT SUBCOMMITTEE**

**Moved/Second:** Chair Cooper/Member Wiens **Action:** Motion to receive final report and dissolve subcommittee. **Ayes:** Chair Cooper; Members Pavlosky, Gager, Helion and Wiens **Noes:** None. Motion approved.

**8. POTENTIAL PROJECTS FOR CONSIDERATION**

**Moved/Second:** Chair Cooper/Member Wiens **Action:** Motion to add Centennial Park mural project to 2022 Workplan and establish an ad-hoc subcommittee with Members Wiens and Helion as subcommittee members. **Ayes:** Chair Cooper; Members Pavlosky, Gager, Helion and Wiens **Noes:** None. Motion approved.

**9. AD-HOC SUBCOMMITTEE UPDATES**

To be discussed in the next meeting.

**10. UPCOMING ACC-SPONSORED EVENTS**

No events planned at this time.

**11. ITEMS FOR NEXT MEETING**

Election of Chair and Vice Chair, budget update, Utility Box Art.

**12. ADJOURNMENT**

The meeting adjourned at 8:53 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 February 28, 2022, as approved by the Arts and Culture Commission.

---

Alexandra Orologas, Staff Liaison

# El Cerrito 4<sup>th</sup> of July worldOnefestival 2022

## Festival Highlights:

~ **Previous years' average attendance, estimated at 8-12K** (as falls variably, weekday/end) July 4, 2022 is a Sunday (weekend), following 2 year hiatus. Freely presented.

~ **Intergenerational, multicultural, textural, color~filled red + white + blue + rainbows too.**

~ **Multiple award winning** (Contra Costa County AC5 Arts Award, Best of Contra Costa County Family Event - Parents Press Magazine).

~ **An El Cerrito original "signature" and largest annual event**, in association with El Cerrito High School Public Radio Station keCg and worldOneradio.

~ **Volunteer Village collaboration and support is integral** to the LiFTING of the event (work intensive due to detail~rich, heart and hand~crafted look~feel, community intention). U.S.ALL!

## worldOnefestival Estimated Budget:

<b>Music Ensembles &amp; Performers</b>	<b>\$11,400</b>
SF String QTT + Aza (Berber/Amazig) + Jubba White (Reggae) + Luv Phenomenon (JazzHipHopAfroLatinxFusion) + Batalla (Brazil/Carnaval) + DJs Jose Ruiz (KPFA) + Gregg McVicar (Undercurrents Radio)	
<b>Festival Production Management</b>	<b>\$8,600</b>
Event Coordination, field and backstage supplies, tents, collateral hardware.	
<b>Stage and Sound Providers</b>	<b>\$10,000</b>
<b>Festival Direct Estimated Costs</b>	<b>\$30,200</b>
<b>Shared &amp; Indirect Estimated Costs</b>	<b>\$9,800</b>
Security, set-up/break-down & clean-up, tables & chairs, porta-potties, etc.	
<b>4<sup>th</sup> of July worldOne festival Total Estimated Costs</b>	<b>\$40,000</b>

The El Cerrito City Council has provided direction that the 4<sup>th</sup> of July Festival shall be cost neutral in 2022 as the City continues to improve its fiscal health and sustainability. City~lead fundraising is underway. The 2022 festival goal is to raise at least \$50,000 in new sponsorships and individual donations in addition to reducing expenses. Our vision is to reseed festival with assistance from the Arts in Public Places Fund as cornerstone in 2022, in a long-range vision to grow festival sponsorship over time, thus, smaller requests of ECACC in years to come.

A \$25,000 grant from the Arts in Public Places Fund will ensure fundraising efforts are successful with only 3 months left until the 4<sup>th</sup> of July. If fundraising goals are exceeded, proceeds will be set aside for future events only. Aside from celebrating Independence Day, the City of El Cerrito & worldOne 4<sup>th</sup> of July Festival brings El Cerrito together in celebration and community like no other event. This is especially needed now after being apart for 2 years.

Thank you for your positive consideration!

~Corey Mason, worldOnefestival Producer



## **SUPPLEMENTAL AGENDA MATERIALS**

**REGULAR ARTS AND CULTURE COMMISSION MEETING  
March 28, 2022**

### **Agenda Item 7 – REQUEST FOR SUPPORT – FOURTH OF JULY/WORLD-ONE FESTIVAL**

1. Presentation



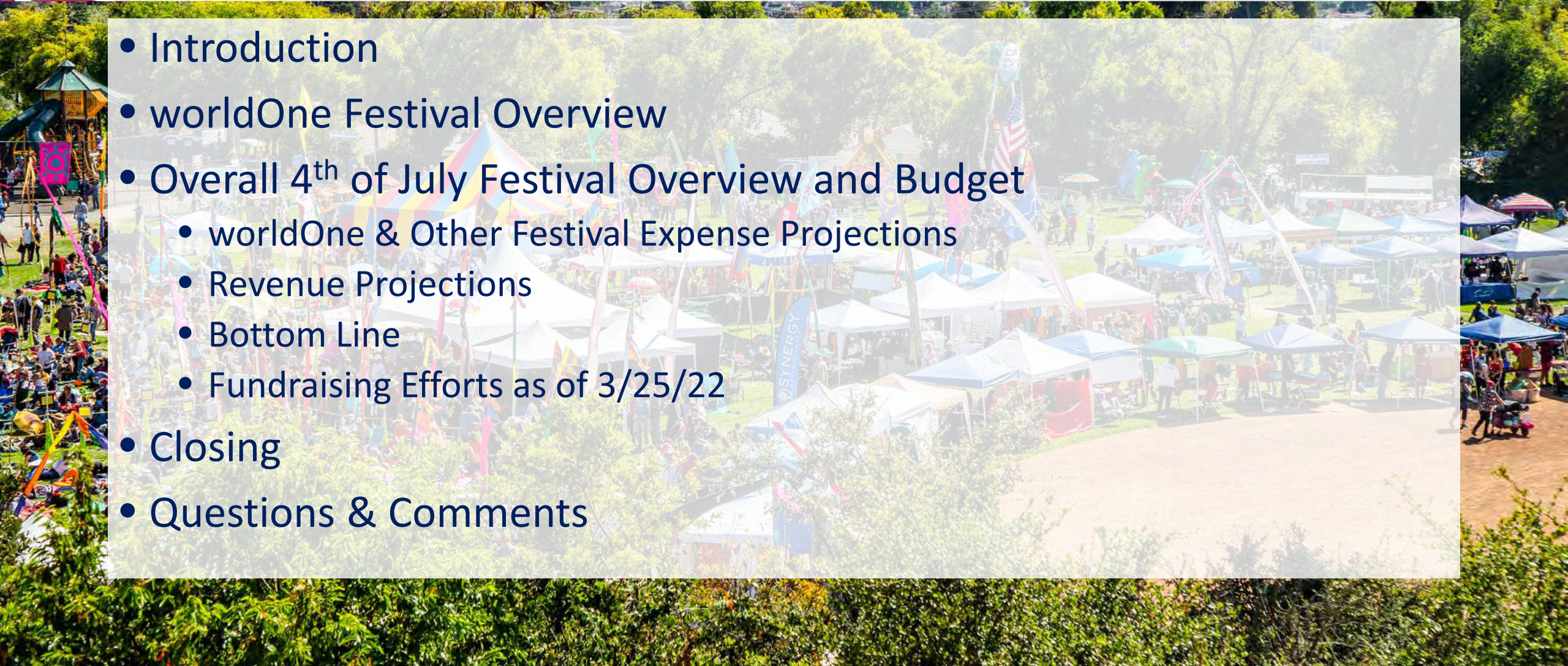
# City of El Cerrito & worldOne 4<sup>th</sup> of July Festival 2022

El Cerrito Arts & Culture Commission  
Monday, March 28, 2022



# Tonight's Agenda

- Introduction
- worldOne Festival Overview
- Overall 4<sup>th</sup> of July Festival Overview and Budget
  - worldOne & Other Festival Expense Projections
  - Revenue Projections
  - Bottom Line
  - Fundraising Efforts as of 3/25/22
- Closing
- Questions & Comments







# 2022 Festival Overview

## Festival Highlights

- Community and Vendor Booths
- Food
- Games & Rides
- worldOne Music Festival

## Changes & Cost Reductions

- COVID-19 Pandemic Considerations
- Reduction in Festival Hours
- Less staff intensive
- Exploring additional features
- No July 3<sup>rd</sup> Event





# Budget – worldOne Expenses

2019 worldOne Budget	
Entertainment	\$22,800
Festival Management, Coordination & Supplies	\$9,600
Stage & Production Equipment	\$9,502
Direct Costs	\$41,902
Shared and Indirect Costs*	\$10,645
<b>Total worldOne Festival Cost</b>	<b>\$52,547</b>

2022 Projected worldOne Budget	
Entertainment	\$11,600
Festival Management, Coordination & Supplies	\$9,500
Stage & Production Equipment	\$10,000
Direct Costs	\$31,100
Shared and Indirect Costs*	\$9,800
<b>Total worldOne Festival Cost</b>	<b>\$40,900</b>

**Savings: \$11,647**



# Budget – Total Festival Expenses

2019 Total Festival Budget	
Outside Suppliers and Vendors	\$51,030
Supplies	\$15,308
City Personnel	\$28,011
worldOne Festival Direct Costs	\$41,902
<b>Total Festival Expenses</b>	<b>\$136,251</b>

2022 Projected Total Festival Budget	
Outside Suppliers and Vendors	\$55,800
Supplies	\$12,000
City Personnel	\$22,000
worldOne Festival Direct Costs	\$31,100
<b>Total worldOne Festival Expenses</b>	<b>\$120,900</b>

**Total Savings: \$15,351**



# Budget – Festival Revenue

2019 Festival Revenues	
Tickets & Wristbands	\$35,527
Beer & Wine	\$9,846
rECgrill	\$5,809
rECtreats & sweets	\$3,035
Booths	\$8,500
Food Vendors	\$7,250
Sponsors	\$6,650
<b>Total Festival Expenses</b>	<b>\$76,617</b>

2022 Projected Festival Revenues	
Tickets & Wristbands	\$40,000
Beer & Wine	\$10,000
Food Trailer Revenue Share	\$2,000
Booths	\$10,000
Food Vendors	\$8,500
Sponsors & Donations	\$56,650
<b>Total worldOne Festival Cost</b>	<b>\$127,150</b>

**Increase: \$50,533**



# Budget – Projected Festival Bottom Line



2022 Projected Festival Bottom Line	
<b>Expenses</b>	
worldOne	(\$40,900)
Other Festival Expenses	(\$80,000)
<b>Revenues</b>	
Day Of Revenue, Food Vendors & Booths	\$70,500
Sponsorships & Donations	\$56,650
<b>Total Projected Bottom Line</b>	<b>\$6,250</b>

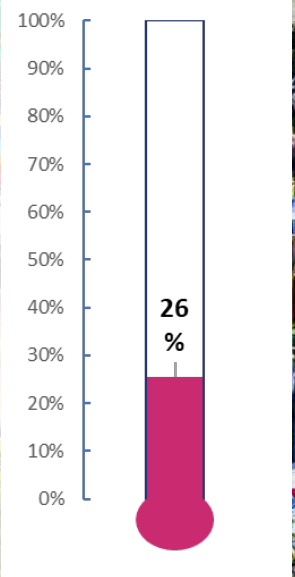




# Fundraising Efforts

## Total Raised as of 3/25/22

- Sponsorships: \$9,300
- Individual Donations: \$3,463
- Goal: \$50,000
- Achieved: \$12,763



## Sponsors

### Stars & Stripes - \$2,500

- Premier Graphics
- Stege Sanitary District

### Blue - \$1,000

- East Bay Sanitary District
- El Cerrito Democratic Club
- NUG of El Cerrito

### Red - \$500

- El Cerrito Trail Trekkers
- Meyers Nave

### White - \$300

- Dave Weinstein & Mary Barkey



**BRING BACK THE 4TH!**  
City of El Cerrito worldOne **JULY 4 festival**  
Cerrito Vista Park  
THE STRONG EL GERRITO

# Questions & Comments