



AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, June 27, 2022 at 7:00 p.m.

Staff Liaison

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

VIA TELECONFERENCE

<https://us06web.zoom.us/j/81713257628?pwd=Zk9kZUhFR3hOVU0wa253NFJOK1dOdz09>

Webinar ID: 817 1325 7628

Webinar Password: 062722

Join by Phone: (408) 638-0968

Passcode: 062722

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 Courtney Helion; Vice Chair Alan Pavlosky; Members: Allison Cooper, George Gager, 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 May 23, 2022 meeting. (Attachment)
5. **EL CERRITO FREE FOLK FESTIVAL MINI GRANT REQUEST**
For discussion and possible action, consider request for support from applicant Bob Helliessen from the El Cerrito Free Folk Festival. (Attachment)

6. PEACE CRANES FOR UKRAINE ART PROJECT

Discussion debrief regarding the project and reception for the Peace Cranes for Ukraine Art Project by Fairmont Elementary School students.

7. RECRUITMENT EFFORTS

Discussion and possible action regarding Arts & Culture Commission's efforts to recruit additional commissioners.

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 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.

**DRAFT Minutes****REGULAR MEETING OF THE
ARTS AND CULTURE COMMISSION**

Monday, May 23, 2022 at 7:00 p.m.

VIA TELECONFERENCE**Staff Liaison**

Alexandra Orologas | 510-215-4302

aorologas@ci.el-cerrito.ca.us

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1. **ROLL CALL** – Chair Helion called the meeting to order at 7:04 p.m. **Present:** Chair Courtney Helion; Vice Chair Alan Pavlosky; Members: Ann Wiens, George Gager; **Absent:** Member Allison Cooper (excused).
 2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**
Council Liaison Abelson announced the recent retirement of Fire Chief Pigoni and the draft budget for fiscal year 2022-23 to be presented at the next Council meeting.

Staff Liaison Orologas reported additional details on the upcoming budget proposal.
 3. **ORAL COMMUNICATIONS FROM THE PUBLIC**
Buddy Akacić – expressed his appreciation for the opportunity to serve on the 2022 Utility Box Art selection panel and the return of in-person City Council meeting in June.
 4. **APPROVAL OF MINUTES**
Moved/Second: Vice Chair Pavlosky/Member Wiens **Action:** Motion to approve April 25, 2022 meeting minutes. **Ayes:** Chair Helion; Vice Chair Pavlosky; Members Gager and Wiens **Noes:** None. Minutes approved.
 5. **PUBLIC UTILITY ART BOX PROGRAM**
Moved/Second: Vice Chair Pavlosky/Member Wiens **Action:** Motion to approve the recommended finalists, Kristen Kong for Box 9 & 11 and Shanna Strauss for Box 1, for the Public Utility Art Box Program. **Ayes:** Chair Helion; Vice Chair Pavlosky; Members Gager and Wiens **Noes:** None. Public Utility Art Box Program finalists approved.
 6. **PEACE CRANES FOR UKRAINE ART PROJECT RECEPTION**
Discussion and possible action regarding a reception for Monday, June 6 or Wednesday, June 8 at City Hall for the Peace Cranes for Ukraine Art Project by Fairmont Elementary School students.
Moved/Second: Vice Chair Pavlosky/Chair Helion **Action:** Motion to approve hosting a reception on Monday, June 6 at 6:30 P.M. at City Hall for the art project

and provide monetary support of \$200 in refreshments and \$200 in printing postcards as a memento for the students. **Ayes:** Chair Helion; Vice Chair Pavlosky; Members Gager and Wiens **Noes:** None. Art project reception and monetary support approved.

7. CENTENNIAL PARK MURAL PROJECT

Staff Liaison Orogas reported the discovery of a seasonal amphibian habitat at the base of the potential Centennial Park Mural Project site which has been cared for by a community group. Additional research of the environmental impact on the habitat would be required in order to move forward with the project.

Public Comment:

Cordell Hindler – suggested centennial celebration theme for the Centennial Park Mural.

Buddy Akacić – suggested frog related art work to recognize the amphibian habitat.

8. RECRUITMENT EFFORTS

Discussion of utilizing both personal and social media outreach methods to recruit additional commissioners.

Public Comment:

Cordell Hindler – suggested El Cerrito Chamber of Commerce as a resource for recruitment and offered to provide a list of local artists for recruitment outreach.

9. AD-HOC SUBCOMMITTEE UPDATES

Discussion and possible action:

- a. Workplan & Mini Grant Subcommittee (Cooper, Helion) - None
- b. Community Outreach & Marketing Subcommittee (Gager, Wiens) - None
- c. Centennial Park Mural Project Subcommittee (Weins, Helion) – discussed in agenda Item 7

Public Comment:

Cordell Hindler – offered to submit some photographs from 2017 Centennial Celebration for the Centennial Park Mural Project.

10. UPCOMING ACC-SPONSORED EVENTS

Member Gager provided some historical background on staffing at July 4th Festival booth and volunteered to work at this year's booth.

11. ITEMS FOR NEXT MEETING

July 4th Festival booth, debrief on Peace Cranes for Ukraine Project, update on grassroots recruitment efforts, city budget update.

Public Comment:

Cordell Hindler – invited ACC members to attend an upcoming play and suggested ACC to meet at a different time.

12. **ADJOURNMENT**

The meeting adjourned at 9:00 p.m.

Courtney Helion, 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 May 23, 2022, as approved by the Arts and Culture Commission.

Alexandra Orologas, Staff Liaison

**Arts & Culture Commission Support
APPLICATION**

PROJECT DESCRIPTION: _____

We will present a one day music festival on a Saturday in October, from noon until 8:00

PM. The festival plans to include two stages for musical acts, two classrooms for

instruction, an area for jamming, an open mike space, a dance program and a children's

program. Most of the program will be indoors. The performers and instructors are highly

skilled - either professionals or well qualified experienced amateurs. a past chair of ACC

described the festival as "a signature event for El Cerrito." After skipping the past two years

of Covid, we are anxious to bring back this festival.

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

We are making a special effort to invite performers and instructors with various

backgrounds to appeal to diverse audiences. Our volunteers care about environmental

sustainability, and our festivals have had low environmental impacts - little littering, a high

level of respect for the city's property.

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

We have put on a number of festivals in the past. The first El Cerrito festival happened in

2009. The first San Francisco Free Folk Festival - after which the El Cerrito festival is

patterned, was in 1949. We have been happy with past in person festivals and do not see a

need for big changes. One thing we would change would be more publicity.

STAFF/PERSONNEL:

paid staff 0

volunteers 40

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To: El Cerrito Arts and Culture Commission (ACC)

**From: Bob Heliessen, El Cerrito Free Folk Festival/
San Francisco Folk Music Club**

Date: May 19, 2022

Background

The El Cerrito Free Folk Festival dates back to 2009. For its first three years, the festival was held at private Windrush School. When that school closed in 2012, the festival lost its site and was forced to skip the next two years. In 2014, the festival started up again at El Cerrito High School, and it continued there through 2019. The festival moved online in 2020 and 2021 due to Covid and there were no expenses born by the city.

The El Cerrito festival has been co-sponsored by the San Francisco Folk Music Club and The City of El Cerrito Arts and and Culture Commission since its beginning.

The festival is patterned after the San Francisco Free Folk Festival which has occurred annually for the past 45 years at several San Francisco Public School sites. I the El Cerrito program has included two stages for music acts, a children's program, two classrooms for music instruction, a dance program, and space for jamming and open mike. The festival has been described by one former chair of the ACC as "a signature event for El Cerrito." We normally get 300-350 attendees, depending on weather, local baseball teams being in the post season, etc.

The festival is put on by volunteers who are members of the San Francisco Folk Music Club. The folk club also provides financial support and voluntary contributions are solicited from attendees. The ACC helps primarily by giving financial support, help in locating a site, providing chairs and publicity within the city.

Finances in recent years

Expenses include printing, equipment and vehicle rental, insurance, website, publicity etc. which come to around \$1,000 a year before inclusion of custodial services. By far the largest expense is the site. In the form of custodial services charged by the school district. Fees for the past few years up to 2019 were as follows:

2017	\$1,271
2018	\$1,482
2019	\$2,970 !!

In 2017, we asked for and received an ACC contribution of \$750. In 2018, we asked for and received a contribution of \$1,000. In 2019, the most recent in-person festival, we anticipated that custodial charges would approximate those of 2018 so we asked the ACC for \$1,000. We were shocked when actual charges from the school district more than doubled. We asked if we could split the increase, and ACC agreed, so the ACC contribution was \$1,750.

In 2020, due to Covid, we were unable to have an in-person festival.

In 2021, we planned for an in-person festival. We contacted the school district, and were told the fee would be similar to the 2019 one. We asked for ACC support at the 2019 level and were asked to look into other, less expensive site options. We found an acceptable, lower cost alternative – the Community Center. Cost for the center would have been \$2,018 (after a 40% discount reflecting El Cerrito's co-sponsorship) plus perhaps \$153 custodial, thus perhaps \$900 less than for the school. Before we could present this option to the ACC, we were informed that an in-person festival would not be permitted, again due to Covid.

We don't know if we will be able to hold an in-person festival in 2022. The Community Center is not yet taking reservations for October. We propose a contribution from the ACC of \$1,250 towards the cost of the 2022 festival, assuming the site will be available.