



**MINUTES OF THE
MEETING OF THE
Arts and Culture Commission
Monday, August 22, 2016 at 7:00 p.m.**

**El Cerrito City Hall Council Chambers
10890 San Pablo Avenue, El Cerrito**

Approved 9/26/16

Roll Call

Present: Ruth Cazden, George Gager, Heidi Rand, Christopher Sterba, Nga Trinh.

Absent: Paul Fadelli, Mollie Hazen

1. Commissioners Reports & Liaison Reports

Sterba reported that he introduced poet laureate to City Council at their last meeting. Iarla will bring back draft contract for laureate. Maw Shein Win has already planned two events.

2. Comments from the Public

Barbara Hill stated that she watched the introduction of the Poet Laureate and Dave Weinstein's induction to the Wall of Fame on TV.

3. Approval of Minutes

It was moved (Rand/Cazden) to approve the minutes of the special meeting on Monday, July 25, 2016 without corrections. Unanimous.

4. El Cerrito Historical Society Film Showing on October 15

Barbara Hill – reported that the movie was shown once at the Cerrito Theater and it was a sellout crowd, ever since she has wanted to show it again at the Cerrito. She stated that the movie is an excellent documentary and suggested to the El Cerrito Historical Society Board that they seek the rights to show it. The Cerrito Theater will show it on October 15, 2016 from 10am to noon. The cost of showing the movie is \$250. Showing will be publicized through Historical Society email list and hopefully through the El Cerrito Journal and other social media sites.

Motion (Hazen/Rand) to sponsor the cost of the viewing rights of \$250 and up to \$50 to cover any staffing costs. Event should be published through City website and other normal ACC means. Unanimous.

Chair Sterba requested that the Historical Society publicize the Commission's October 1st Arts Day event.

5. October's Arts Day Festival

Chair Sterba reported on Arts Day sub-committee plans: They will be meeting in about a week to go over everything. The event will be from 2-5pm including a reading from the Poet Laureate accompanied by jazz saxophone. My Fair Lady cast from the Civic Theater will do four songs. The mayor will be there, George McCrae will be acting and the MC introducing performers and guests. Ah Lan's dance studio will bring around 50 dancers. The main event will be the Afro-Latin Pop Group Guarandinga. There will be a professional sound engineer to help with the day's sound needs. Paul Fadelli is arranging for the mayor and other council members to be there and he is also arranging food.

Rand reported that a flyer with more content has been developed and will be put on social media. She will write up an email with detailed information to send to commissioners who can then distribute to those they know. The flyer will be blown up so that they can be put up around town. Outreach ideas are welcome.

Chair Sterba has publicized the event at El Cerrito senior centers, through the Korematsu PTSA and by reaching out to local preschools. Each organization will use their mailing lists to get the word out. Cazden reported that it was difficult to get flyers to the public schools in El Cerrito but private schools have distributed information in the past.

Chair Sterba discussed food options for the event. He also discussed preliminary thoughts on the event set-up.

Cazden discussed whether or not there should be healthy food options available and if they should be given away or charged for.

Chair Sterba also discussed thoughts on roles that need to be filled such as event director, photographer, reception, etc.

Trinh will teach kids how to make an origami hat and paper airplanes out of newspaper/recycled paper.

Commissioners discussed their specific roles at the event.

Cazden suggested adding more information to the flyer to acknowledge additional participants.

Commissioners discussed having a more detailed handout or schedule to distribute or post at the event.

6. Centennial Celebration Planning Update

Cazden discussed last Monday's Centennial Celebration Task Force Meeting and reviewed what the Arts and Culture Commission had previously agreed to do. She mentioned that she does not feel a sub-committee is necessary to facilitate the Commission's events because they have already been planned and they just need to put a "Centennial" spin on them. Commission could consider putting out a call for El Cerrito themed art work that already exists for purchase. She stated that the task force was pleased with the Art and Culture Commission's level of involvement.

Chair Sterba stated that he would like to reconsider commissioning a piece of public art for the Centennial.

Cazden suggested placing consideration of commissioning art on the next agenda as well as getting more details about a proposal to purchase art that already exists.

Gager suggested a wall of photos of homes that are 100 years or older and mentioned putting art in the City's open space.

Cazden also stated that there may be an above ground time capsule, a parade, and a gala dinner in addition to other small events. There was also a proposal for a history book to be written about El Cerrito.

7. Discussion on Exhibit Spaces in El Cerrito

Gager discussed possible locations to exhibit art in vacant properties along San Pablo Avenue. He mentioned the idea of San Pablo Avenue becoming "Arts Street" which could fit in with the Economic Development Committee's ideas of pop up businesses along San Pablo Avenue. He discussed possible scenarios of artists displaying their work in vacant businesses and possibly staying in them as well.

Chair Sterba expressed interest in Gager arranging a tour of the vacant businesses for interested commissioners.

8. Discussion on Gallery Space Call to Artists

Commissioners discussed the timing of future exhibits and at what meeting the next call should be scheduled for. They also discussed themes.

Cazden discussed different themes for different shows, not necessarily all based around the centennial theme.

Liaison Jones mentioned having a parks theme for the Summer show in celebration of July as Parks and Recreation Month.

Rand mentioned a creative re-use theme.

Chair Sterba expressed a desire to reinvigorate the themes moving forward.

The Commission discussed putting out a call in September and reviewing them in November.

9. Items for Next Meeting

Consideration of commissioning a piece of art for the centennial or purchasing an existing piece of art.

Consideration of a joint sub-committee with Economic Development Committee to explore exhibit spaces in vacant buildings.

Future Art Gallery themes.

Adjourned – 8:43pm