AGENDA

REGULAR MEETING OF THE
ARTS AND CULTURE COMMISSION

Monday, June 28, 2021 at 7:00 p.m.

VIA TELECONFERENCE
https://zoom.us/j/92131255994?pwd=c25weVI4cXhDMHpRYzRHMFY0OGZydz09

Webinar ID: 921 3125 5994
Webinar Password: 06282021

Join by Phone: (408) 638-0968
Passcode: 06282021

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 May 24, 2021 meeting. (Attachment)

5. UTILITITY BOX PUBLIC ART PILOT PROGRAM
   Receive a informational presentation from Staff Liaison on the outcome of the Utility Box Public Art Pilot Program
6. EVALUATION OF NEWLY ESTABLISHED AD-HOC SUBCOMMITTEES & MEMBER ASSIGNMENTS
Discussion and possible action on the four newly established ad-hoc subcommittees (Workplan & Mini Grant, Long-Term Vision/Sustainability, Community Outreach & Marketing, and Artist Engagement) and the assignment of subcommittee membership

7. MINI GRANT PROGRAM
Discussion and possible action on Mini Grant Program Guidelines

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)

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.
1. **ROLL CALL - CONVENE REGULAR MEETING** Chair Cooper called the meeting to order at 7:03 p.m. **Present:** Chair Allison Cooper; Vice-Chair Blake Washington (arrived at 7:17 PM); Members: George Gager, Courtney Helion, Bill Nichols, Alan Pavlosky, Ann Wiens **Absent:** None

2. **COMMISSIONERS’ REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**
Chair Cooper reported that she attended the Neighborhood Story event and highly recommended others to attend as well. She would like the producer, Erin Merritt, to provide a post-production update to ACC.

Councilmember Rudnick announced the upcoming BART Transit-Oriented Development Meeting and City Council Meeting and encouraged attendance.

Staff Liasion Orologas further elaborated the upcoming budget update and public hearing in the next City Council Meeting. She also invited everyone to attend the Truth & Reconciliation Listening Sessions hosted by Human Relations Commission and Neighborhood Stories events.

New Member Pavlosky introduced himself to everyone.

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

4. **APPROVAL OF MINUTES**
Member Helion/Member Nichols **Action:** Motion to approve April 26, 2021 meeting minutes. **Ayes:** Chair Cooper; Vice Chair Washington; Members Gager, Helion, Nichols, Pavlosky, and Wiens. **Noes:** None.

**Action:** Minutes approved.

5. **OVERVIEW OF THE BROWN ACT AND MEMBER ROLES**
Receive a presentation from Holly M. Charléty, City Clerk on the Requirements of the Brown Act and a Overview of Roles and Responsibilities. **Action:** Presentation received.

6. **CITYWIDE DEVELOPMENT UPDATE**
Update from Sean Moss, Planning Manager on Citywide Development. **Action:** Update received.
7. **EL CERRITO FOLK ART FESTIVAL**
   Receive a presentation from Bob Helliesen regarding the El Cerrito Free Folk Festival in October for Discussion and Possible Action.
   **Action:** Presentation received. Bob Helliesen stated that he will provide an update to ACC when festival venue is confirmed.

8. **EVALUATION OF NEWLY ESTABLISHED AD-HOC SUBCOMMITTEES & MEMBER ASSIGNMENTS**
   Discussion and possible action on the four newly established ad-hoc subcommittees (Workplan & Mini Grant, Long-Term Vision/Sustainability, Community Outreach & Marketing, and Artist Engagement) and the assignment of subcommittee membership.
   **Moved/Second:** Member Pavlosky/Member Helion  **Action:** Motion to establish Artist Engagement Ad-hoc subcommittee with Members Helion, Nichols, and Pavlosky.  **Ayes:** Chair Cooper; Vice Chair Washington; Members Gager, Helion, Nichols, Pavlosky, and Wiens.  **Noes:** None. Passed unanimously.

9. **UPCOMING ACC-SPONSORED EVENTS**
   Discussion and possible action on upcoming ACC-sponsored events
   Member Gager provided an update on a list of people he has contacted for various possible locations to host Arts Month events.

10. **AD-HOC SUBCOMMITTEE UPDATES**
    Workplan & Mini Grant Subcommittee (Cooper, Helion, Washington) – Chair Cooper stated that they had a meeting to clarify and refine Mini Grant process and created a set of guidelines for future Mini Grant applications.

    No updates from other ad-hoc subcommittees were provided.

11. **ITEMS FOR NEXT MEETING**
    Mini Grant Guidelines, Utility Box Public Art Program, and October Art Month events.

12. **ADJOURNMENT**
    The meeting adjourned at 9:08 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 May 24, 2021 as approved by the Arts and Culture Commission.

____________________
Alexandra Orologas, Staff Liaison
Project Description
The City of El Cerrito Utility Box Public Art Pilot Program is a beautification initiative designed to add to the vibrancy of the San Pablo Avenue corridor. We invite community artists to participate in this program to help our community transform drab and unsightly utility boxes into attractive and captivating works of art that will enhance the beauty of the City’s streets and sidewalks for years to come. This first Call for Artists is a pilot program that will include three utility boxes (see locations and photos in Attachments A and B). If the pilot program is well-received by the community, a subsequent Call for Artists may include a larger number of utility boxes.

The program is sponsored by the El Cerrito Arts & Culture Commission (ACC).

Application Deadline
The application is due by 4 p.m. on Wednesday, October 28, 2020. If mailed, the application must be postmarked by Wednesday, October 28, 2020 and received no later than Saturday, October 31, 2020.

Application Guidelines
- If submitted by mail, application materials must be on 8.5” x 11” paper.
- Artists may submit a single application for one or multiple utility boxes. The City reserves the right to select a single artist for all three boxes or may select different artists for different boxes.
- All components of the application must be submitted at one time as a single package.
- All entries must be the original design and artwork of the applicant(s); artwork must not be plagiarized, stolen, or copied.
- Entries that use copyrighted or trademarked images are not eligible unless legal permission has been granted.
- Entries must not defame or invade the rights of any person, living or dead.
- The artist(s) name and a photo of the artwork may be featured on the City of El Cerrito website and other promotional materials.
- Make sure to include all items listed in the Application Checklist below (see Attachment C).
Applications can be submitted online at [www.el-cerrito.org/publicartbox](http://www.el-cerrito.org/publicartbox) or mailed to:

City of El Cerrito  
Attention: Maya Williams  
Utility Box Public Art Pilot Program  
10890 San Pablo Ave  
El Cerrito, CA 94530

For questions, contact Maya Williams at (510) 215-4318 or [mwilliams@ci.el-cerrito.ca.us](mailto:mwilliams@ci.el-cerrito.ca.us).

<table>
<thead>
<tr>
<th>Project Schedule</th>
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<tbody>
<tr>
<td>Monday, September 14, 2020</td>
<td>Call for Artists released</td>
</tr>
<tr>
<td>Wednesday, October 28, 2020</td>
<td>The application is due <strong>4 p.m. on Wednesday, October 28, 2020.</strong></td>
</tr>
<tr>
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<td>If mailed, the application must be postmarked by Wednesday, October 28, 2020 and received no later than Saturday, October 31, 2020.</td>
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<tr>
<td>Week of November 23, 2020</td>
<td>Interviews with Selected Applicants</td>
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<tr>
<td>Monday, December 7, 2020</td>
<td>Artist(s) Selected</td>
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<tr>
<td>Monday, January 4, 2021</td>
<td>Final designs are submitted by the artist(s) and work begins</td>
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<tr>
<td>Friday, February 26, 2021</td>
<td>Boxes complete!</td>
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**Theme**  
Artwork that embraces local social justice movements and/or the Black Lives Matter movement is preferred. El Cerrito residents have historically supported working towards a diverse, inclusive, and welcoming community for people of all racial and socioeconomic backgrounds, including all those who live, work, attend school and visit El Cerrito. Additionally, the City Council has committed to encourage community action towards eliminating racial disparities.

**Art Installation Process**  
City Staff will coordinate with the artist, other City departments, and neighboring businesses or homeowners to select a mutually agreeable painting period between January 1, 2021 and Friday, February 26, 2021.

Artists are responsible for prepping the utility box, painting the design with appropriate paint, and sealing it with a clear anti-graffiti coating. Artists are responsible for purchasing their own painting, prepping, and sealing supplies.

Artists are expected to paint the entire utility box including the side boxes and pipes. The cement base is optional. Artists may **not** paint over key holes, meters or numbers.
Artists may enlist painting assistants. All painting assistants must sign a liability waiver and release. Underage painting assistants must have a parent sign the liability waiver and release. All painters and artists MUST adhere to state, local, and CDC guidelines and maintain social distance of 6 feet, wear a mask, and clean hands often.

Upon completion of the box(es), City Staff will meet with the artist at the site to inspect/approve the artwork and take a publicity photo of the artist with their completed utility box.

**Compensation**

The artist or artist groups will receive a $2,000 award for the creation of the final design for each utility box. 50% (or $1,000) of the payment will be issued prior to the start of the painting and 50% (or $1,000) will be issued upon satisfactory completion of the project.

Artists are not employees of City and shall not be eligible for any benefits, entitlements, or incidents of City employment, including but not limited to, eligibility to enroll in the California Public Employees Retirement System (PERS) as an employee of the City and entitlement to any contribution to be paid by City for employer contributions and/or employee contributions for PERS benefits.

**Eligibility**

1. This program is open to individual artists, teams of artists, or community groups with a designated lead artist. (The compensation for each utility box is $2,000 regardless of the number of artists or individuals who work on the visioning and creation of the design.)

2. Preference will be given to applicants residing or working in or near El Cerrito, with the next level of preference given to applicants living in Contra Costa and Alameda Counties.

3. Selected artists will be required to sign a liability waiver/consent form in order to participate in the project.

**Program & Design Requirements**

- The design must be suitable for viewing by all ages in a public space. Generally, this rule means that the art may not contain advertising, religious art, violence, sexual content, or political partisanship. Designs that do not comply with these standards will not be approved by the City and/or eligible for the award.

- Dark colors over large areas should be avoided, as this may cause the utility box to absorb heat and damage equipment.

- All entries must be the original design and artwork of the applicant(s); artwork must not be plagiarized, stolen, or copied.

- Artwork created under this program will be considered temporary artwork and the sole
property of the City of El Cerrito. As such, the City retains the right and sole discretion to remove, modify, or replace the artwork. Situations in which the City may exercise this right include, but are not limited to, those in which the image or utility box is damaged, or the box needs to be accessed by an authorized agency, organization, or individual.

- Artwork may include the artist’s signature, no larger than 5” x 7.”
- Artwork must be an original design and the artwork of the applicant.
- Artwork must be painted in fade-resistant acrylic paint.
- Artwork must be suitable for all ages and in keeping with community values.
- Artwork must reflect the City’s diversity, historic heritage, or show a connection to El Cerrito in some way.
- Entries must not defame or invade the rights of any person, living or dead.
- Entries that use copyrighted or trademarked images are not eligible unless legal permission has been granted.
- The Artist must include “Sponsored by the City of El Cerrito Arts & Culture Commission” on the finished work.
- The artist(s) name and a photo of the artwork may be featured on the City of El Cerrito website and other promotional materials.

**Evaluation Criteria (not in order of importance)**

- Residency
- Applicant examples of previous work
- Creativity and originality
- Compatibility of the design with the immediate location of the utility box as well as the general scenery and urban design of the vicinity
- Adherence to the project theme of social justice, as described above
- The relationship of the proposed artwork to the social and cultural identity of the El Cerrito community
- Bold and bright colors and graphics tend to work well on utility boxes so they can be seen from a distance
Review and Selection Process
City Staff will review applications for completeness. The ACC’s Utility Box Public Art Pilot Program Selection Panel will review submissions and recommend to the ACC an artist or artists based on the eligibility standards and evaluation criteria listed above. Following the ACC’s approval of the design concepts and selected artists, staff will work with the artist(s) to execute any and all contracts and agreements. Then artist(s) will transition the approved design concepts into final artwork.

Applicants may be invited to present their conceptual designs to the ACC and the City Council and, if selected for this project, invited again to present their final designs.
Attachment A
Three Utility Box Locations

Utility box #1 (12)
San Pablo Ave./Ohlone Greenway
(Near Baxter Creek Gateway Park)

Utility box #2 (7)
San Pablo Ave./Conlon Ave.

Utility box #3 (10)
Knott Ave./San Pablo Ave.
Attachment B
Utility Box Photos

Utility box #1 (12)
San Pablo Avenue/Ohlone Greenway (Near Baxter Creek Gateway Park)
About 65" height x 30" width x 35"
Utility box #1 (12)
San Pablo Avenue/Ohlone Greenway (Near Baxter Creek Gateway Park)
About 65" height x 30" width x 35"
Utility box #2 (7)
San Pablo Ave./Conlon Ave.
About 65" height x 30" width x 35"
Utility box #3 (10)
Knott Ave./San Pablo Ave.
About 65" height x 30" width x 35"
CITY OF EL CERRITO
UTILITY BOX PUBLIC ART PILOT PROGRAM
CALL FOR ARTISTS

Utility box #3 (10)
Knott Ave./San Pablo Ave.
About 65" height x 30" width x 35"
Attachment C
Project Guidelines and Application Form

Application Deadline
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Costs Incurred in Responding to the Call for Artists:
The City of El Cerrito shall not be liable for any costs incurred by the artist(s) in responding to this request for a design.
Application Checklist

☐  Application Coversheet

☐  Lead Artist Biography/Qualifications

☐  Examples of previous work that are relevant to this Call for Artists:

❖  No more than five examples of previous work should be included. Artists need not have painted utility or signal boxes before.

❖  Each example should include information such as descriptions of the work, location, type of surface, materials used, and who the work was commissioned by or created for.

❖  Examples can be provided in hard copy format (on 8.5” x 11” paper) or as attachments to the online form. Electronic files should be at a resolution appropriate for viewing.

☐  Design Rendering(s) — Provide color renderings of your proposed design(s) for the box(es), showing all four sides and the top of each box. Artists may submit up to three designs. However, each proposed design must have its own separate page. If you wish to be considered for a specific box location or locations, please label the rendering with the utility box number. If you have no preference, label the rendering “Any.” Label each rendering with your name.

    Renderings can be provided in hard copy format (on 8.5” x 11” paper) or as attachments to the online form. Electronic files should be at a resolution appropriate for viewing

☐  Design Description(s) — up to 300 words for each utility box. This is an opportunity to explain your design and indicate how it is related to the preferred theme and/or its connection to El Cerrito.
**Application Coversheet**
*(must be filled out by the Lead Artist)*

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<thead>
<tr>
<th>Lead Artist First Name and Last Name</th>
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**Assistant Artist(s) First Name(s) and Last Name(s)** - Artists may enlist assistants, but all assistants must be named here. Use additional pages if necessary

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**Title of Artwork (if submitting designs for more than one utility box, include all the artwork titles here and list the utility box # that corresponds to each artwork title)**

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**Name of community group or organization - if applicable**

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</table>
Lead Artist Biography/Qualifications (up to 300 words):
Design Description(s) - up to 300 words for each utility box:

Lead Artist Printed Name

Date

Lead Artist Signature

Date