AGENDA

SPECIAL MEETING OF THE
ARTS AND CULTURE COMMISSION

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

VIA TELECONFERENCE
https://us06web.zoom.us/j/82553378405?pwd=SU1BcU5xUkZLZ2REaFIKSUhzZIJIUT09

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 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.
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

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

ORAL COMMUNICATIONS FROM THE PUBLIC
Buddy Akacić – shared four upcoming community events he has helped organized and invited everyone to participate.

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.

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.

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 4th of July worldOne festival 2022

Festival Highlights:

~ Previous years’ average attendance, estimated at 8-12K (as falls variably, weekday/end) July 4, 2022 is a Sunday (week end), 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:

Music Ensembles & Performers $11,400
SF String QTT + Aza (Berber/Amazig) + Jubba White (Reggae) + Luv Phenomenon (JazzHipHopAfroLatinxFusion) + Batalla (Brazil/Carnaval) + DJs Jose Ruiz (KPFA) + Gregg McVicar (Undercurrents Radio)

Festival Production Management $8,600
Event Coordination, field and backstage supplies, tents, collateral hardware.

Stage and Sound Providers $10,000

Festival Direct Estimated Costs $30,200

Shared & Indirect Estimated Costs $9,800
Security, set-up/break-down & clean-up, tables & chairs, porta-potties, etc.

4th of July worldOne festival Total Estimated Costs $40,000

The El Cerrito City Council has provided direction that the 4th of July Festival shall be cost neutral in 2022 as the City continues to improve is 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 4th 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 4th 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
4th of July Festival 2022

El Cerrito Arts & Culture Commission
Monday, March 28, 2022
Tonight’s Agenda

- Introduction
- worldOne Festival Overview
- Overall 4th 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 3rd Event
### 2019 worldOne Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>$22,800</td>
</tr>
<tr>
<td>Festival Management, Coordination &amp; Supplies</td>
<td>$9,600</td>
</tr>
<tr>
<td>Stage &amp; Production Equipment</td>
<td>$9,502</td>
</tr>
<tr>
<td>Direct Costs</td>
<td>$41,902</td>
</tr>
<tr>
<td>Shared and Indirect Costs*</td>
<td>$10,645</td>
</tr>
<tr>
<td><strong>Total worldOne Festival Cost</strong></td>
<td><strong>$52,547</strong></td>
</tr>
</tbody>
</table>

### 2022 Projected worldOne Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>$11,600</td>
</tr>
<tr>
<td>Festival Management, Coordination &amp; Supplies</td>
<td>$9,500</td>
</tr>
<tr>
<td>Stage &amp; Production Equipment</td>
<td>$10,000</td>
</tr>
<tr>
<td>Direct Costs</td>
<td>$31,100</td>
</tr>
<tr>
<td>Shared and Indirect Costs*</td>
<td>$9,800</td>
</tr>
<tr>
<td><strong>Total worldOne Festival Cost</strong></td>
<td><strong>$40,900</strong></td>
</tr>
</tbody>
</table>

**Savings: $11,647**
# Budget – Total Festival Expenses

<table>
<thead>
<tr>
<th>2019 Total Festival Budget</th>
<th>2022 Projected Total Festival Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Suppliers and Vendors</td>
<td>Outside Suppliers and Vendors</td>
</tr>
<tr>
<td>Supplies</td>
<td>Supplies</td>
</tr>
<tr>
<td>City Personnel</td>
<td>City Personnel</td>
</tr>
<tr>
<td>worldOne Festival Direct Costs</td>
<td>worldOne Festival Direct Costs</td>
</tr>
<tr>
<td>Total Festival Expenses</td>
<td>Total worldOne Festival Expenses</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>$51,030</td>
<td>$55,800</td>
</tr>
<tr>
<td>$15,308</td>
<td>$12,000</td>
</tr>
<tr>
<td>$28,011</td>
<td>$22,000</td>
</tr>
<tr>
<td>$41,902</td>
<td>$31,100</td>
</tr>
<tr>
<td>$136,251</td>
<td>$120,900</td>
</tr>
</tbody>
</table>

Total Savings: $15,351
## Budget – Festival Revenue

### 2019 Festival Revenues

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets &amp; Wristbands</td>
<td>$35,527</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>$9,846</td>
</tr>
<tr>
<td>rECgrill</td>
<td>$5,809</td>
</tr>
<tr>
<td>rECtreats &amp; sweets</td>
<td>$3,035</td>
</tr>
<tr>
<td>Booths</td>
<td>$8,500</td>
</tr>
<tr>
<td>Food Vendors</td>
<td>$7,250</td>
</tr>
<tr>
<td>Sponsors</td>
<td>$6,650</td>
</tr>
<tr>
<td><strong>Total Festival Expenses</strong></td>
<td><strong>$76,617</strong></td>
</tr>
</tbody>
</table>

### 2022 Projected Festival Revenues

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets &amp; Wristbands</td>
<td>$40,000</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>$10,000</td>
</tr>
<tr>
<td>Food Trailer Revenue Share</td>
<td>$2,000</td>
</tr>
<tr>
<td>Booths</td>
<td>$10,000</td>
</tr>
<tr>
<td>Food Vendors</td>
<td>$8,500</td>
</tr>
<tr>
<td>Sponsors &amp; Donations</td>
<td>$56,650</td>
</tr>
<tr>
<td><strong>Total worldOne Festival Cost</strong></td>
<td><strong>$127,150</strong></td>
</tr>
</tbody>
</table>

**Increase:** $50,533
### 2022 Projected Festival Bottom Line

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>worldOne</td>
<td>($40,900)</td>
</tr>
<tr>
<td>Other Festival Expenses</td>
<td>($80,000)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Revenues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Of Revenue, Food Vendors &amp; Booths</td>
<td>$70,500</td>
</tr>
<tr>
<td>Sponsorships &amp; Donations</td>
<td>$56,650</td>
</tr>
</tbody>
</table>

| Total Projected Bottom Line   | $6,250 |
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
Questions & Comments