



AGENDA
MEETING OF THE
Arts and Culture Commission
Wednesday, April 17, 2013 at 7:00 p.m.
El Cerrito City Hall – Hillside Conference Room
10890 San Pablo Avenue, El Cerrito

This Meeting Place Is Wheelchair Accessible

Roll Call

1. Council / Staff Liaison / Commissioners Reports

2. Comments from the Public

Comments from the public on non-agenda items may be limited to three (3) minutes each. Comments related to items appearing on the Agenda are taken up at the time the Commission deliberates that item.

3. Approval of Minutes

Consider approval of the minutes of the meeting of March 20, 2012.

4. Discussion on the Draft Arts and Culture Master Plan

Discuss and then revise/edit the draft Arts and Culture Master Plan document.

5. Upcoming Events: Earth Day Celebration, Stockton Art Stroll, July 4th Festival

- Update from Staff Liaison Iarla on the ACC's hands-on art activity at the City's annual Earth Day Celebration on Saturday, April 20, 2013.
- Report by Staff Liaison Iarla on opportunity for ACC to get involved or support the Stockton Art Stroll (planned for May 2013), followed by discussion and possible action.
- Report by Staff Liaison Iarla on opportunity for ACC to have a booth space at the City's July 4th Festival, followed by discussion and possible action.

6. Discussion on Possible New meeting Date and Location

Continue the discussion regarding consideration of date and location change for regular ACC meetings, followed by possible action. Based in input at the March meeting, the proposed change would move meetings to the 4th Monday of the month in the Council Chambers at City Hall.

7. Liaison Assignments with other Agencies/Organizations/Boards

Discussion and selection of assignments for Commissioners to serve as liaison with other local groups.

8. Discussion on Youth Mentorships

Discussion led by Commissioner Zavala to identify possible ways the Commission might encourage local artists to mentor youth. The discussion may be followed by possible action.

9. Items for Next Meeting/Future Meetings:

Opportunity for Commissioners to suggest items for a future meeting.

Pending Topics: Recycling and Environmental Resource Center Public Art Project; El Cerrito Free Folk Festival (co-sponsored by ACC, tentative date October 12, 2013) Rich Fowler's Art Walk idea.

Adjourn

Any writings or documents provided to a majority of the ACC regarding any item on this agenda will be made available for public inspection at City Hall - 10890 San Pablo Avenue, El Cerrito, during normal business hours.

COMMUNICATION ACCESS INFORMATION

To request a meeting agenda in large print, Braille, or MP3 file, or to request a sign language interpreter for the meeting, call Suzanne Iarla, Staff Liaison at 215-4318 at least FIVE (5) working days notice prior to the meeting to ensure availability.



**DRAFT MINUTES
MEETING OF THE
Arts and Culture Commission
Wednesday, March 20, 2013 at 7:00 p.m.
El Cerrito City Hall – Hillside Conference Room
10890 San Pablo Avenue, El Cerrito**

This Meeting Place Is Wheelchair Accessible

7:05 p.m. Roll Call: Commissioners Cazden, Rand, Sethi and Zavala were present. Commissioners Donovan and Danziger arrived later. Commissioner Hawley and councilmember Friendman were absent.

1. Council / Staff Liaison / Commissioners Reports

Staff Liaison Iarla provided an update including upcoming events, deadline for commissioners to submit their Form 700 and presented a letter from Amalia Cunningham with the El Cerrito New Library Committee.

Commissioner Zavala would like the Commission to talk at a future meeting about liaison assignments as well as about youth arts mentorships.

Commissioner Rand announced she is the co-manager of the new art gallery on San Pablo Avenue and that she also organizes the speakers for the Pinole Artisans Association.

2. Comments from the Public

None.

3. Approval of Minutes

It was moved (Rand/Cazden) to approve the minutes of the special meeting of February 20, 2012. Unanimous.

The Commission welcomed new member Deb Danziger. The Commission will do brief introductions at the next meeting.

4. Discussion on the Draft Arts and Culture Master Plan

There was discussion on the goals for the Arts and Culture Master Plan. There was agreement to Commissioner Donovan's suggestion to complete the Master Plan by September by working on a portion of the draft document for a short period of each meeting.

There was consensus in support of the new, consolidated goals. It was suggested to remove "for youth" from the 6th bullet for Goal A and to move the 2nd bullet from Goal D under Goal C, then delete Goal D.

It was moved (Cazden/Sethi) to accept the mission and goals with edits. Unanimous.

5. Earth Day Celebration

Staff Liaison Iarla provided information about the opportunity for the ACC to host a hands-on art activity at the City's annual Earth Day Celebration on Saturday, April 20, 2013. It was moved (Donovan/Cazden) to direct staff to work with the East Bay Depot for Creative Re-use to host a hands-on art activity Earth Day with expenses not to exceed \$200. Unanimous.

6. Request for Co-Sponsorship for Special Screening of "Nani"

Staff Liaison Iarla provided information about a request by resident Lu Tipping for co-sponsorship for the special screening of "Nani" at El Cerrito High School on March 29, 2013. The film was made by an ECHS

alum, Justin Tipping. It was moved (Rand/Donovan) to co-sponsor the film screening and help promote the event. Unanimous.

7. Discussion on Possible New meeting Date and Location

Staff Liaison Iarla proposed consideration of moving the regular ACC meetings into the Council Chambers (in City Hall), which would require a date change for the monthly meetings. It was agreed that the meeting time would remain as 7pm, and for the Commission to consider at a future meeting, changing to a Monday night schedule.

Commissioner Rand had to leave the meeting early.

8. Items for Next Meeting/Future Meetings:

Commissioner Zavala suggested the Commission talk about ways the Commission might encourage local artists to mentor youth.

It was requested that Staff Liaison Iarla check in with Rich Fowler regarding his Art Walk idea.

The meeting adjourned around 9:05 p.m.

February 26, 2013

Arts & Culture Commission
Via Suzanne Iarla
City Hall
10890 San Pablo Ave.
El Cerrito CA 94530

Dear Commissioners:

On behalf of the El Cerrito New Library Committee, I am writing to provide you with more information about the new library project.

The committee is currently assembling a proposal for the City's consideration for the 2013-14 City budget and work plan. At this point, we expect the request will include some or all of:

- an update to the existing 2006 Library Facility Needs Assessment, incorporating more community input, demographic changes, and new standards in library practices and technology;
- a preliminary site analysis, to help hone in on the best possible sites; and
- additional open hours at the current facility to better meet community needs.

We are also working on fundraising to contribute to those efforts, community outreach to build awareness of the unmet need for a new library, forming a 501(c)3 non-profit corporation, and enhancing our website, <http://newelcerritolibrary.org/>. If you have not visited our website yet, please do so, and sign up for regular e-newsletters for all the latest information as we move forward. Down the road, if your commission is interested, we would be happy to schedule a presentation at one of your meetings.

We welcome any individual suggestions about how to advance the new library project. You can reach our Chair, Steven Poulos, at stpoulos@comcast.net, or me at lorentz18@yahoo.com. Thank you!

Sincerely,

Amalia Cunningham
Vice-Chair

DRAFT Assets

1. Acquisition:

- a) Acquisitions should be directed toward artworks of the highest quality
- b) Acquisition of artworks into the City's collection implies a commitment to the ongoing preservation, protection, maintenance, and display of the artworks for the public benefit
- c) Acquisition of artworks whatever the source of funding should imply permanency within the City's collection so long as physical integrity, identity and authenticity are retained and so long as the physical sites for the artworks remain intact
- d) When possible, artworks should be acquired without restrictions as to future use and disposition

Asset Evaluation:

- a) ACC considers assets to include City-owned objects, locations, and structures
- b) City arts and cultural assets will be inventoried and reviewed on an annual basis to maintain and preserve the value of such assets
- c) ACC encourages/welcomes public participation in identifying the arts and cultural assets of EC
- d) ACC considers historical sites to be of cultural value to the City and such sites should be identified and listed. The ACC encourages the preservation of these sites as well as the public awareness of these City resources

2. Desired sites/facilities

As the City embarks on development of area specific projects, opportunities for public art thrive. Public art can be included in a single development project or part of a larger planned development. Artworks should be located in an area which is accessible to the public and allow for unrestrained viewing from a variety of vantage points. Sites may include urban gateways, vistas, public spaces and plazas, or other interior or exterior publicly accessible places. The ACC will periodically review the appropriate places in the City for public art, such as:

- Civic Center Area
- Ohlone Greenway
- San Pablo Avenue
- Parks
- Commercial Districts:
 - Stockton
 - Fairmount
 - Central
 - Cerrito Theater block
 - Moeser Lane between San Pablo Avenue and Navellier
 - Del Norte Area
 - Areas that may be rezoned in the future
- Existing City facilities: the inclusion of art into current City facilities is encouraged, including:
 - Senior center
 - Library
 - Community center
 - City Hall
 - Other public buildings

- Future facilities: The ACC would encourage development of new facilities to foster arts and culture, either stand alone or incorporated into planned facilities. The desire would be that such facilities would be centrally located and/or publicly accessible, with easy access to transportation (such as BART):
 - Art center
 - Performance space

3. Deaccessioning

The City of El Cerrito recognizes that the deaccession of artwork must be handled with great care, as apprehension that public art might be disposed of to pay operating expenses or satisfy the trading desires of the City could discourage potential donors or artists. Moreover, haphazard deaccessioning could cause irreparable harm to the City's collection. The City of El Cerrito has a fiduciary obligation to maintain the collection for the benefit of its citizens.

The ACC's intent in this regard is that future commissions keep in mind the long-term and historical value of assets instead of fashion, style or social convention. The City should hold the artwork as an asset, and balance what is kept as an asset as opposed to what is publicly displayed. If possible, the City should keep the work of art.

4. Relocation

The ACC recognizes the relocation of artwork may be necessary from time to time. This relocation will be done with consideration for artists original intent for the work and the best interests of the community. All relocations of artworks will be reviewed and approved by the ACC.

PUBLIC ART CRITERIA AND GUIDELINES

When the City Council accepted the Commission's recommendation and adopted the Art in Public Places ordinance in 2005, the Council found that:

- the experience of public art will make the City more livable and more visually stimulating and the public areas of buildings and their grounds more welcoming, and will create a deeper interaction with the places we visit and in which we work and live
- the incorporation of public art into private and public development will create a unique sense of community as well as public identity and enhance the visual and aesthetic quality of such developments
- the incorporation of public art and cultural programs in private and public development is in the public interest and enhances the general welfare of the persons living and working in the City of El Cerrito
- this program is consistent with the El Cerrito General Plan, which calls for implementing City beautification programs such as public art "...to make El Cerrito a more pleasant environment to live, work, and play."

In 2007, the ACC researched and developed a set of criteria that would serve as standards for public art within the City of El Cerrito. These standards are:

1. **Quality:** The work should be of the highest standard with regard to workmanship, materials, assembly, content, placement, and appropriateness in theme and character as determined by the ACC.

2. **Elements of Design:** consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve as focal points, modifiers, definers of public spaces and/or creates identity within the public realm.
3. **Context/Style and Nature:** Works of art must be compatible in scale, material, form, and content with their surroundings. Consideration should be given to the architectural, historical, geographical, and social/cultural context of the site. Works may be participatory in nature.
4. **Diversity:** The Arts in Public Places program should strive for diversity of style, scale, media, artists—including ethnicity and gender—and equitable distribution of artworks throughout the City.
5. **Originality:** edition of one or part of a limited edition
6. **Conservation:** consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and accessibility requirements.
7. **Public Safety and Accessibility:** Each work shall be evaluated to ensure that it does not present a hazard to public safety and complies with all applicable building codes and accessibility requirements.
8. **Public Liability:** artworks should be examined for unsafe conditions or factors that may bear on public liability.
9. **Distribution:** in addition to reviewing guidelines for public art criteria, the ACC should consider the criteria appropriate to the character of an area of the community in conjunction with other City departments.

The ACC shall consider this public art criteria as it pertains to projects by/for:

- Developers, both public and private developments

- City of El Cerrito, through the ACC
 - for artists
 - for siting of public art
 - for commissioning of public art projects
- Programming criteria, including
 - Art in Public Places Program
 - Events
 - Programs and volunteer opportunities
- Accepting donations and loans of public art