



**REGULAR MEETING OF THE  
Arts and Culture Commission  
Monday, August 24, 2015 at 7:00 p.m.  
El Cerrito City Hall – Council Chambers  
10890 San Pablo Avenue, El Cerrito**

This Meeting Place Is Wheelchair Accessible

**Roll Call**

Commissioners: Ruth Cazden, Deb Danziger, Paul Fadelli, George Gager, Mollie Hazen, Heidi Rand, Christopher Sterba.

**1. Commissioners Reports & Liaison Reports**

**2. Comments from the Public**

Comments from the public on non-agenda items may be limited to three (3) minutes each.

**3. Approval of Minutes**

Consider approval of the minutes of the special meeting of August 3, 2015.

**4. Presentation by Tina Amidon regarding her artwork, “The Tepco Coffeecup Chair”**

Presentation by local artist Tina Amidon who is seeking a location in El Cerrito to display the Tepco Coffeecup Chair, followed by discussion and possible action.

**5. Consideration of establishing a Poet Laureate Program**

Discussion led by Sterba on establishing a Poet Laureate Program in El Cerrito, followed by discussion and possible action.

**6. Consideration of Updating Gallery Space Submission Guidelines**

Discussion and possible action to revise the guidelines for submitting City Hall Gallery Space proposals.

**7. Update on subcommittee to evaluate a mural installation on the BART pylons**

Update from Rand on work by the subcommittee, followed by discussion and possible action including input on possible locations.

**8. Update Planning for Arts Month 2015**

Continued discussion on planning for the event to be held on October 17<sup>th</sup> at City Hall, followed by discussion and possible action.

**9. Consideration of Items for Next Meeting/Future Meetings:**

Pending Topics: Gager to lead discussion on identification of possible exhibit spaces; Development of Policies/Procedures for the Commission; Rand to give presentation on “Little Free Libraries”

**Upcoming ACC co-sponsored events:**

- Farhat Daud Artist’s Reception – 5pm-6:30pm on August 29<sup>th</sup> at City Hall
- Music for Madera – September 20, 2015 at the Community Center
- El Cerrito Free Folk Festival - September 26, 2015 at El Cerrito High School
- Arts Day at City Hall – 1pm-5pm, Saturday, October 17, 2015

**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.*

*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 OF THE SPECIAL MEETING**

**Arts and Culture Commission**  
**Monday, August 3, 2015 at 7:00 p.m.**  
**El Cerrito City Hall – Council Chambers**  
10890 San Pablo Avenue, El Cerrito

*Staff Summary // Not Yet Approved*

### **Roll Call 7:05 am**

Commissioners Present: Ruth Cazden, Deb Danziger, Paul Fadelli, George Gager, Heidi Rand, Chris Sterba  
Commissioners Absent: Mollie Hazen (excused).

#### **1. Commissioners Reports & Liaison Reports**

Staff Liaison Iarla provided an update on BART's outreach about upcoming art opportunities, including at the del Norte station, announced National Night Out is happening on August 4, 2015, announced the City is gathering input about library priorities and passed along a message from Commissioner Hazen about the scheduling of special meetings.

Sterba announced April is National Poetry Month so he would like to present a proposal at the next ACC meeting.

Cazden reported that she recently spoke with David Ramadanoff of the Young People's Symphony Orchestra; he is developing a new orchestra and they are looking for performance spaces. Currently, the performing art center at the high school is not a choice venue because it lacks an orchestra shell (temporary acoustic walls). Cazden plans to participate in talks with Kevin Little at ECHS about possible ways to fund an orchestra shell.

#### **2. Comments from the Public**

None

#### **3. Approval of Minutes**

It was moved (Danziger/Rand) to approve the revised minutes of the meeting of June 26, 2015. Motion passed 5-0-1 with Sterba abstaining.

#### **4. Reflection on the ACC booth at July 4 Festival**

There was consensus that the ACC's booth at the City's July 4 Festival was a success- the Creative Reuse Crafting activities were a hit with all ages and people were making crafts at the booth the whole day. It was suggested to have an additional table and consider having a 20'x10' space to better accommodate the art activity. There was also discussion about not being directly next to the ECAA's spin art activity. Staff Liaison Iarla was sorry that the ACC banner was not displayed at the booth.

#### **5. Design of Street Banners for Arts Month**

There was discussion regarding the draft design for the Arts Month street banners and the Commissioners provided direction to Iarla regarding changes.

Danziger offered to be on a subcommittee to finalize the banner design.

It was moved (Cazden/Gager) to authorize the existing Arts Day Subcommittee to work with Iarla to finalize the banner design. Motion passed unanimously.

#### **6. Planning for Arts Month 2015**

Cazden provided a report on behalf of the subcommittee, highlighting changes since the last update. The event will now be held from 1pm-5pm (not 2pm-6pm) on October 17<sup>th</sup> at City Hall.

#### **7. Update on the El Cerrito Creative ReUse ("ECCRU") Program**

Rand provided a report on behalf of the subcommittee on the status of establishing the ECCRU program.

Iarla will check to see if the Poinsett Park clubhouse could be considered as a possible artist's workspace.

**8. Consideration of Items for Next Meeting/Future Meetings:**

AUGUST:

Consideration of establishing a Poet Laureate Program (Sterba); Arts Day planning; Presentation by Tina Amidon regarding her artwork, "The Tepeco Coffeecup Chair"

*Pending Topics:* Presentation by Corey Mason regarding ACC stipend in support of the July 4 Festival Gager to lead discussion on identification of possible exhibit spaces; Consider 2015 Music Performance Series; Development of Policies/Procedures for the Commission; Rand to give presentation on "Little Free Libraries"

**Adjourned 9:00 pm**

DRAFT

## A Proposal for Poetry

El Cerrito Arts and Culture Commissioners,

I would like to propose the following:

Whereas: The large property at 945 King Drive was generously donated by the Rosenberg family to the City of El Cerrito for use as a park, and the creation of this Dorothy Rosenberg Memorial Park was proclaimed on July 21, 2015;

Whereas: Dorothy Sargent Rosenberg was a published poet;

Whereas: The Dorothy Sargent Rosenberg Poetry Prizes (formerly administered by U.C. Berkeley; currently folded in with the Poetry Foundation's Ruth Lilly Poetry Awards) have been a form of important support and recognition for young poets across this country since 2004, when they were generously initiated by Marvin, Mary, and Barr Rosenberg;

Whereas: April is National Poetry Month;

Whereas: The late Maya Angelou, noted poet and writer, was a part-time El Cerrito resident;

Whereas: The El Cerrito Arts and Culture Commission has been discussing the appointment of an El Cerrito Poet Laureate, so this event in April would be an appropriate time to announce one;

Whereas: Lawrence Ferlinghetti was the first poet laureate of San Francisco;

Whereas: The Bay Area has produced several United States poets laureate (Robert Haas, 1995-1997, Kay Ryan, 2008-2010);

I propose for April 16, 2016 (or another day in April as you see fit) to be the First Annual Poetry in the Park event at the new Dorothy Rosenberg Memorial Park -- an outdoor poetry reading by noted as well as "amateur" poets, readings of some historic poetry (Ina Coolbrith's, for example -- the first state poet laureate in the country), reading of Dorothy Rosenberg's poems, reading of Maya Angelou's poems, a reading of the proclamation regarding the new park, and, in general, a celebration of the artistic and poetic voice. I also request assistance, support, and publicity from the El Cerrito Arts and Culture Commission and the City of El Cerrito for the attainment of this goal.

Sincerely,

Jenny Hammer  
El Cerrito resident

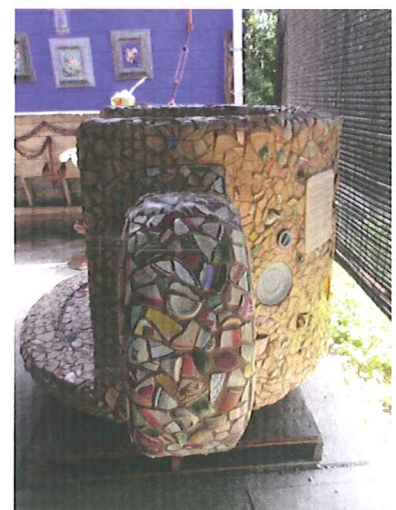
# Tina Amidon

*mosaic sculpture & installations*

The Tepco Coffeecup chair is a functional contemporary loveseat which references the now-defunct Technical Porcelain and China Ware Company factory of El Cerrito, California). From 1918 through 1968, Tepco produced dinnerware for restaurants and institutions, as well as the US Navy's Pacific Fleet, including the Liberty and Victory ships which were built in the Richmond Shipyards during World War II. Broken and imperfect porcelain dinnerware was routinely dumped along the Richmond bayshore, where I gathered the wave-tumbled shards for this mosaic work.

The shape and "suglow" color of this piece refer directly to the most popular coffee cups produced by Tepco. It is meant as an homage to the factory and to the men and women who worked there, and in the shipyards. I like to imagine them eating dinner and drinking coffee from Tepco ware in the local restaurants and cafes where they spent their hard-earned money after work. In fact, Tepco porcelain is still in use in several local establishments.

The Tepco Chair brings to life East Bay history by simply walking around the chair and reading the artisan locally made historical tiles.



**TIDAL ZONE ARTS**

**[WWW.TIDALZONEARTS.COM](http://WWW.TIDALZONEARTS.COM)**

# BART Pylon Mural Subcommittee

Notes from August 13, 2015 7:30PM Meeting

Members Present: Nicholas Arzio, Linda Jolivet, Heidi Rand, Abby Thorne-Lyman (BART Planner), Zakhary Mallett (BART Director)

## I. IMPLEMENTATION COSTS

- a. **\$2700- \$3500+ per column<sup>1</sup>** (\$400 Prep; \$300 Materials; \$2000 - \$2800 Labor)
- b. **Scaffold and Insurance costs unknown**
- c. **Possible funding sources**
  1. BART- Measure J (County); Prop 1B (State); Possible 1% BART ART Fund, TBA
  2. El Cerrito- ACC 1% Public Art Fund; OBAG grant?
  3. Other sources- Home Depot, Safeway, Creekside Developer

## II. SIZE AND LOCATION OF MURAL

- a. **Selected locations.**
  1. San Pablo Ave. at northern gateway (P-341 – 343)
    - i. Pros: Great motorist visibility, major gateway, Home Depot funding?
    - ii. Cons: Pedestrian Traffic? Owned by Caltrans? Maint. agreement with BART?
  2. Potrero (“Gateway” P-287 and 288 or “Dog Park” 288 – 290)
    - i. Pros: EC/Bart maintenance agreement, fwy exit road, minor gateway; near dogpark; TOD area
    - ii. Cons
  3. Entrance from Creekside Apts. (P-169)
    - i. Pros: EC/Bart maintenance agreement, high pedestrian traffic; high graffiti area
    - ii. Cons: Secluded, higher possibility of vandalism to mural
- b. **Size.** up to 10’ tall
  1. Reduces risk of damage from track maintenance
  2. Reduces cost (scaffolding, ins.(?))
  3. Sufficient to deter most graffiti

## III. TOPICS FOR NEXT MEETING (Monday, September 14<sup>th</sup>, 7:15PM)

- a. **Implementation costs**
  1. Insurance and scaffolding requirements and costs. [CPC]
- b. **Location**
  1. Coordinate with planned Ohlone Greenway BART station improvements. [CPC]
  2. ID sites with earthquake safety upgrades, maintenance agreements [Abby]
  3. Graffiti and other crime rates of each site. [CPC]

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<sup>1</sup> Per150ft<sup>2</sup> area (6 sides), based on Temescal BID, 1AM mural productions estimates, assumes no permit fee.

4. Rank aesthetic value of sites [ACC]

c. **Art**

1. Themes [ACC]
2. Outreach [ACC]
3. Ownership [Abby]

d. **Maintenance**

1. Maintenance cost and graffiti rates
  - i. Pylons at potential EC mural sites [Abby]
  - ii. Existing mural sites: Temescal BID, Hayward [CPC]
2. Effect of climate on durability (peeling) [Abby/CPC]



Potrero Gateway



Potrero at King Dog Park



San Pablo Ave Northern Gateway





Creekside Apartments

