



MINUTES OF THE
SPECIAL MEETING OF THE
Arts and Culture Commission

Thursday, August 24, 2017 at 7:00 p.m.

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

Approved 9/25/2017

7:01pm Roll Call

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

Absent: Christopher Walsh (excused)

1. Commissioners Reports & Liaison Reports

Tannenbaum reported that writer/artist Devra Pughe has offered to put on free writing workshops for children in El Cerrito in May, June, July and August of 2018. Tannenbaum provided a document regarding the proposed workshops. It was agreed that this will be an agenda item for a future Commission meeting.

Cazden reported that the Centennial Time Capsule dedication ceremony took place last evening, and mentioned that a list of all the items in the capsule is available. She also reminded the commissioners about the Centennial Celebration weekend events in September and that the Commission will march in the parade on Saturday, September 16, 2017.

Staff Liaison Suzanne Iarla reported that the current City Hall Gallery Space show is a joint show by Mei-Yu Black and Joanne Uomini.

2. Comments from the Public

None.

3. Approval of Minutes

It was moved (Rand/Cazden) to approve the minutes of the meeting on July 24, 2017 as amended. Motion passed 5-0-1 (Sterba abstained).

4. Consideration of 2017 Work Plan

It was moved (Cazden/Tannenbaum) to approve the 2017 Work Plan as presented. Unanimous (6-0). Iarla will inform Sterba regarding when he might present the Work Plan to the City Council.

5. Economic Development Committee Presentation

Bill Kuhlman, chair of the Economic Development Committee (EDC), shared background and process for developing a list of art-related projects that could be undertaken in conjunction with ACC. The top five projects identified by EDC are (1) BART art (on pillars), (2) parklets, (3) activate sidewalks (music/lights), (4) utility box coverings, and (5) El Cerrito poster created by artists. Other project ideas were provided as well. (Attachment)

Following the presentation, there was discussion of the various projects; Gager mentioned that he likes the idea of Arhoolie Music artists performing at Rialto Cinemas Cerrito. There was conversation about the Commission having a discussion at a future meeting to further investigate interest in these projects, followed by discussion as to forming an ACC subcommittee to look into such projects; the issue of establishing such a subcommittee and its mission will be an agenda item for a future meeting.

Kuhlman said that he would be happy with the outcome if a subcommittee identified one project that ACC and EDC can work on jointly.

6. Arts Month Planning

Iarla reported on the following:

One City, One Book program: a draft flyer for this program and events has been created; it will be finalized by the end of next week. She hopes that the press release will be approved by September 1. The books will start being available and distributed as of September 5. Sterba suggested putting the flyer and author photo on the Arts Month webpage; he also reported that he will lead the group discussion at the October 10 event.

Arts Month: There was discussion of the Arts Month poster and street banners; Walsh has created the poster for Arts Day music event on October 21, for which program is lined up, as are the refreshments and activities. Commissioners are encouraged to Inform Iarla of any art events they know of in El Cerrito in October.

Free Folk Festival: Iarla described the San Francisco Folk Music Club is fairly self-sufficient; the City and ACC provide the venue, chairs, and flyers. Iarla suggested an ACC table at the festival, as a primary co-sponsor.

El Cerrito Art Association: ECAA has asked if ACC would like to judge and award the prize at the annual art show on October 6, and also requested a financial contribution. It was moved (Sterba/Rand) that Gager and Trinh represent the ACC at the 2017 El Cerrito Art Association show as judges (Sterba will serve as alternate). Unanimous (6-0).

It was moved (Sterba/Rand) to authorize \$25 for the ECAA show. Unanimous (6-0).

7. Consideration of City Hall Mosaics Project

Sterba provided an update on the Public Art subcommittee's work investigating the possibility of developing and installing a mosaic work on the street barriers in front of City Hall. The subcommittee has considered theme (which they hope will tie City Hall to the natural history of El Cerrito), scope and budget. Sterba presented a draft RFP.

Discussion followed on budget considerations and how such considerations might affect the RFP, and also the possibility of finding a mosaic artist to act as technical consultant. Timeline considerations were also discussed, in regard to stage of the application and selection processes. The subcommittee will continue to investigate the costs and timeline and will report at the next meeting.

8. Participation in Centennial Parade

The Commission previously agreed to participate in the Centennial parade on September 16, 2017. There was discussion as to whether the Commission will have a table at the festivities at the park after the parade, and it was decided to do so.

9. Consideration of Organizing a Film Series

This item was tabled until the next meeting.

10. Items for Next Meeting

Possible discussion regarding forming a subcommittee to outreach to institutions.

Keith Johnson, High School Band Director, would like to be on October meeting agenda regarding continued support of Jazz Festival.

Adjourned – 8:56pm

Proposed EDC/ACC Collaboration Project Ideas - Joint Meeting 6/5/17

EDC Priority	Proposed EDC / ACC Collaboration Projects	Ideas / Details	EDC / ACC Role	Time Frame	ACC Priority Level	Potential Funding Source
High	BART Art (Pillars)	Existing proposal (longer term, 2018).				
High	Parklets	Incorporate art on a parklet structure or within the parklet space. Get costs/process ideas from Walnut Creek. Look at upper Stockton and Fairmount commercial streets or SPA sidewalks.				
High	Activate Sidewalk (Music / Lights)	Examples: "Illuminate SF" Night Arts Event http://www.sfravel.com/illuminate-sf , "Vivid Sydney" https://www.vividsydney.com/ , Street/Sidewalk Art along commercial streets.				
High	Utility Box Coverings	Work with ACC on call for artists & purchase a wrap/covering for key utility boxes along SPA. Gendale, CA: http://glendaleca.gov/government/departments/library-arts-culture/arts-culture-commission/beyond-the-box-utility-box-murals				
High	El Cerrito Poster Created by Artists	Store front window art competition for businesses on SPA / commercial streets.				
Med	Mural / Sculpture on Ohlone Greenway	Feature art along the Ohlone Greenway to highlight culture of El Cerrito.				
Med	Permanent Public Art at Businesses (near Developments / Plaza)	Sculptures/murals/etc. to incorporate art at El Cerrito businesses.				
Med	Movie Night (Outdoor)	Outdoor movie night along commercial corridors to encourage activity on SPA & promote businesses. El Mono or Mechanics Bank parking lots. Consider partnering w/ Off the Grid.				
Med	Arhoolie Music Concert	Concert featuring Arhoolie Records near commercial corridors.				

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Low	Temporary Public Art at Businesses (near Developments / Plaza)							
Low	Business Signs along Ohlone Greenway							
Low	Road Art (placemaking)							
Low	Street Banners Pole Signs - District Focused							
Low	Art Contest, Chalk art (Plaza / Theater)							
Low	Pop up gallery in vacant spaces							
Low	Art District, Special Treatment							
Low	Centennial "Time In History"							
Low	Recycle Center - Public Board							
Low	Sell Local Artist's Work (w/ biz, arts craft fair day)							
Low	Art on sidewalk							
Low	interactive video in locations							