



**MINUTES OF THE
MEETING OF THE
Arts and Culture Commission
Monday, January 22, 2018 at 7:00 p.m.**

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

Approved February 26, 2018

7:01pm Roll Call

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

Council Liaison: Paul Fadelli

Acting Staff Liaison: Karen Pinkos

1. Commissioners Reports & Liaison Reports

Cazden reported that she has again been in touch with David Ramadanoff, Bay Area symphony conductor, who is interested in offering a 3-tiered music program in El Cerrito in the coming summer. Ramadanoff will provide a proposal, including budget considerations.

Sterba reported that he is investigating a performance and exhibit by Arhoolie Records/Down Home Music.

Council Liaison Fadelli reported on major actions taken by the Council at recent meetings.

Acting Staff Liaison Karen Pinkos reported that interviews for the vacant Assistant to the City Manager position will occur next week.

2. Comments from the Public

Dave Weinstein, President of the El Cerrito Historical Society, presented a preliminary idea to stage a historical concert in August, based on the Centennial Arts Day event in October 2017. He posed questions of funding and venue.

3. Approval of Minutes

It was moved (Rand/Tannenbaum) to approve the minutes of the meeting on December 4, 2017. Unanimous.

4. Proposal for Earth Day

Laurenteen Brazil (RERC) and Shana McCracken presented a proposal for an Earth Day 2018 activity, "Fashion Re-Imagined." (Attachment) There followed discussion as to intersectionality of this proposal and ECCRU Artist in Residence work, and the possibility of including a fashion-themed event in October (Arts Month).

5. Report on Poet Laureate Spring Activity

Sterba reported on Poet Laureate Maw Shein Win's activities during her tenure. Win then described the "Poetry and Place" event to be held on May 20, 2018.

It was moved (Cazden/Rand) to fund the event in an amount not to exceed \$1200. Unanimous.

6. Presentation on worldOne/July 4th Festival

Corey Mason reported on the 2017 July 4 Festival, and also provided a brief summary of the vision and performers for the 2018 Festival.

It was moved (Cazden/Rand) to fund the July 3 event of the 2018 July 4th Festival in the amount of \$3000. Unanimous.

7. Review of Gallery Space Proposals

The commissioners reviewed and approved an updated proposal by Margery Hazelton for a Gallery Space show.

Sterba described a collaborative proposal for a music event and art exhibit by Arhoolie/DownHome Music. It was moved (Cazden/Trinh) to approve Gallery Space show and event by Arhoolie/DownHome Music. Unanimous.

8. Economic Development Committee Partnership

Sterba provided a draft statement of purpose regarding collaborative efforts with the Economic Development Committee. (Attachment) There followed discussion as to the purpose of the document and the direction of possible collaborative efforts. The subcommittee will meet to discuss further.

It was moved (Sterba/Cazden) to approve the statement as a mission statement in regards to collaboration with EDC. Unanimous.

Adjourned – 8:57pm

PROPOSAL

Shana L. McCracken
1136 Johnson St.
Redwood City, CA 94061
650-454-9934
smlevy@mindspring.com

Laurenteen Brazil, Waste Prevention Specialist
City of El Cerrito
Operations & Environmental Services Division
10890 San Pablo Avenue
El Cerrito CA 94530

Re: A Proposal to the City of El Cerrito for Outreach Services

BACKGROUND

The City of El Cerrito holds an Earth Day event each year honoring members of the city staff and local citizens who have contributed to a clean and thriving environment. The City provides lunch as well as a number of activities and information booths. This year the City would like to add textile-related activities to inspire more awareness and action in this area.

A total of 1.3 million tons of textiles—or 5% of disposed material—is still going to landfill in California. These materials are highly recoverable and must be diverted to reuse or recycling in order to reach Zero Waste.

SCOPE OF WORK

The following two activities are designed to support the City's efforts to celebrate Earth Day and reduce textile waste:

- 1) **The *Fashion Re-Imagined Exhibit***—Several dress forms will be displayed in the City for a month that will feature looks made with salvaged materials—from thrifted items to upholstery fabric samples. This may occur at a single location such as City Hall or the public library, or at multiple locations such as local retail stores, cafes, etc. Please see estimate for details.
- 2) **A *No-Sew Textile Reuse Activity***—Attendees at the City's Earth Day event will be able to make reusable bags from old t-shirts. This is a no-sew activity, so those with all levels of ability can participate. Participants will leave with a reusable bag that will continue to reduce the use of single-use bags and generate conversations about textile waste prevention and the importance of reuse. The workshop will take place on one day for two (2) hours, not including set-up and tear-down.

CONTRACTOR

Shana Levy McCracken is a sustainability consultant with a specialization in textile reuse. Her work has been featured in *Altered Couture* magazine. She also won First Place in Cañada College Fashion & Merchandising Department's *Play It Again* Challenge in 2015. She holds a bachelor's degree in Social Sciences and Conservation & Resource Studies from U.C. Berkeley, a Master's in Culture, Ecology & Sustainable Community and a Green MBA from New College of California. Shana is currently on the staff of the Cañada College fashion department. Shana is the Chair of the Prevention, Reuse & Repair Technical Council of the California Resource Recovery Association and a member of the Northern California Recycling Association.

(Please see attached photos for examples of Shana's work.)

ESTIMATE

Exhibit

Labor & Expenses:

1 Location	\$1,562
5 Locations	\$1,962
7 Locations	\$2,177
10 Locations	\$3,033

Reuse Activity

Labor & Expenses	\$540
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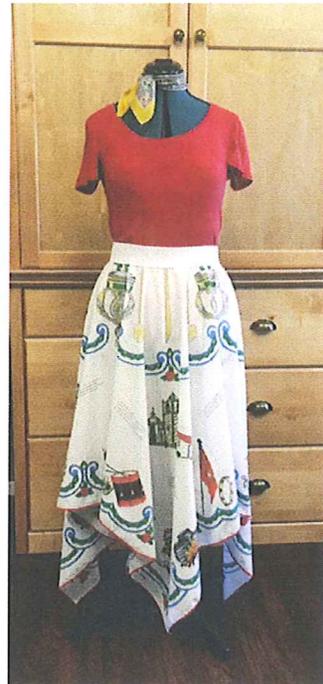
(See detailed calculations, limitations and City responsibilities attached.)

AUTHORIZATION TO PROCEED

_____	_____
Signature	Date

Name (Print), Title

WORK SAMPLES—S. McCracken



Mission Statement: ACC Collaboration with the Economic Development Committee

The Arts and Culture Commission sees its partnership with the Economic Development Committee as having a number of important purposes. We believe that the Arts, as enjoyed and performed by both amateurs and professionals, can act as a vibrant “community connector,” enhancing the image of the City while serving as an important “meeting place” for businesses and cultural groups to work together on a wide range of community activities. Collaborating on events such as exhibitions, concerts, and film showings as well as craft fairs and public art installations will stimulate economic activity and help improve the quality of life for all of our residents.

The ACC also believes that it is critical to view working artists, arts instructors, and arts organizations and businesses as an important segment of the El Cerrito economy. A key outcome of our partnership with the EDC should be to help this vital sector prosper and expand. We are interested in projects aimed at increasing the visibility, sales, and commissions of El Cerrito artists and arts organizations. Our support can also include, where possible, direct economic assistance.

It is central to the ACC’s work plan and core priorities to inspire and support such an arts-friendly, collaborative environment. We feel that these efforts are where the ACC aligns most effectively with the EDC and its goals of increasing economic activity and the cultural involvement of local businesses.