



**Staff Liaison**

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## AGENDA

### REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, September 28, 2020 at 7:00 p.m.

**VIA TELECONFERENCE**

<https://elcerrito.webex.com/elcerrito/onstage/g.php?MTID=e196d77e37bfec731e04b370aeaf73376>

**Event ID:** 146 636 7926

**Event Password:** 5JVmWmPmh64

**Join by Phone:** (408) 418-9388

**Access code:** 146 636 7926

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 [mwilliams@ci.el-cerrito.ca.us](mailto:mwilliams@ci.el-cerrito.ca.us) prior to the meeting or by contacting the staff liaison listed above.

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#### **7:00 p.m. CONVENE REGULAR MEETING**

1. **ROLL CALL** – Chair Allison Cooper; Vice-Chair Blake Washington; Members, Ruth Cazden, George Gager, Courtney Helion, Bill Nichols, 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 August 24, 2020 meeting.
5. **FISCAL UPDATE**  
Receive staff update on the 1% for Public Art Fund.
6. **PROGRAM LIAISON SELECTION**  
Staff report about the role of program liaisons. Get commitment from a commissioner to serve as liaison for the Public Utility Art Box Pilot Program. (Attachment)

**7. POET LAUREATE CALL FOR ARTISTS**

Discussion and possible action to issue a Call for Artists (CFA) for El Cerrito Poet Laureate. (Attachment)

**8. ECCRU CALL FOR ARTISTS**

Discussion and possible action to issue a CFA for the El Cerrito Creative ReUse Artist Residency. (Attachment)

**9. UPCOMING ACC-SPONSORED EVENTS**

El Cerrito Free Folk Festival, October 10, 2020, 12 pm – 9pm (virtual)

**10. SUBCOMMITTEE UPDATES**

- a. Community Outreach Subcommittee (Cazden, Gager, Washington)
- b. Recreation Liaison Subcommittee (Cazden, Cooper, Helion)
- c. Visual Arts Subcommittee (Cooper, Helion, Nichols)

**11. ITEMS FOR NEXT MEETING**

**12. 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) 215-4318. 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](http://www.el-cerrito.org/acc).

### **ACC Program Liaisons Description**

Support the artists throughout their term, to include brainstorming and introducing them to community leaders. May need to act as host to web conferences for review meetings and interviews. Report to ACC on artists' activities.

### **Public Utility Art Box Pilot Program – VACANT**

The Utility Box Public Art Pilot Program is a beautification initiative designed to add to the vibrancy of the San Pablo Avenue corridor. Community artists are invited to participate in this program to help transform drab and unsightly utility boxes into attractive and captivating works of art that will enhance the beauty of the City's streets and sidewalks.

### **Poet Laureate Program – Courtney Helion**

The goals of the Poet Laureate Program are to: promote literature and the arts in the City; inspire/encourage residents in their writing and personal expression; bring attention to poetry in less traditional settings; and initiate a dialogue between local poets, cultural organizations, and community institutions.

### **El Cerrito Creative ReUse (ECCRU) Residency – Allison Cooper**

The ECCRU program is intended to support local artists who work with recycled materials, and to encourage environmental stewardship (specifically, resource conservation, recycling and upcycling) through art that inspires people to think about sustainability and consumption.



**CALL FOR ARTISTS**  
**City of El Cerrito, California**  
Art in Public Places - Poet Laureate Program

**Deadline: Thursday, November 19, 2020 at 4 p.m.**

[www.el-cerrito.org/poetlaureate](http://www.el-cerrito.org/poetlaureate)

The City of El Cerrito announces the release of a Call for Artists for poets to serve as the City's poet laureate. The laureate will encourage the poetic energy of our community by creating and leading activities that inspire writing and performances of poetry among all age groups while initiating a dialogue between local poets, cultural organizations, and community institutions. In an effort to promote literature and the arts in the City, the laureate will bring attention to poetry in less-traditional settings and encourage residents in their writing and personal expression.

**Eligibility**

The poet laureate must:

- Be a resident or work full-time in the City of El Cerrito, CA
- Demonstrate a commitment to poetry writing, spoken word performance, and community involvement and outreach
- Be at least 21 years of age at time of application
- Be able to serve the full two-year term as laureate and maintain residency/work status in El Cerrito throughout the term

**Honorarium**

The laureate will receive a stipend of \$2,400 for the two-year term. The honorarium will be distributed semi-annually in four payments of \$600.

**Length of Term**

The laureate will be appointed to serve a two-year (24 month) term. The expected term will be from **February 1, 2021 – January 31, 2023**.

**Duties and Requirements of the Poet Laureate**

The laureate is expected to provide a minimum of two readings and three community events each year, but is of course free to do more. The Arts and Culture Commission and its staff liaison will provide logistical support for organizing and publicizing the events as well as assist the laureate to work with business owners and other agencies if use of non-City venues are planned. **Due to restrictions from COVID-19, virtual readings or events are welcome.**



- **Two Public Readings Each Year:** The laureate will give a public reading of their new work during each year of their tenure. The laureate will also present a poem during each year of their tenure at a City event, such as the annual Earth Day, Martin Luther King Day, or October Arts Day celebrations.
- **Three Community Events Each Year:** The laureate will provide opportunities for community members to write and/or share their own poems. The City is looking for a laureate who can creatively assert his or her individual interests and strengths to raise the status of poetry in the everyday consciousness of El Cerrito residents.

The laureate will develop and lead their own activities, but possible events could include pop-up booths, where the laureate and community members write poems-on-demand; work with other poets or visual artists; open mic sessions; poetry walks; and poetry and art and craft-making tables at community events. The laureate could also conduct writing workshops at the City's public schools (pending District approval), at the Senior Center, or Community Center.

The Arts and Culture Commission envisions that the laureate's events could take place at a variety of interesting locations, with proper approvals of the owners/operators of venues such as KECG-FM Radio 88.1; Off the Grid Food Truck Market; local businesses and institutions such as Down Home Music, the El Cerrito Library, and local schools. City facilities such as City Hall, the Recycling + Environmental Resource Center, the Community Center or neighborhood clubhouses, as well as City co-sponsored events such as the El Cerrito Free Folk Festival, might also serve as locations for events.

- **Social Justice Advocacy/Actions:** The Arts and Culture Commission supports activities that address human rights, environmental justice, social justice and/or racial injustice. Special consideration will be given to poets that include some element of advocacy or actions in their proposal.
- **Creative/Professional Development** (optional): The Arts and Culture Commission may cover expenses for the poet laureate to attend a Bay Area poetry conference or seminar of his or her choice (upon approval of the Commission).



### **About El Cerrito Arts and Culture Commission**

The Arts and Culture Commission consists of seven members who demonstrate a commitment to various arts disciplines, including but not limited to fine arts, visual arts, performing arts, literary arts, art history, and arts education.

It is the mission of the Arts and Culture Commission to advise the City Council of the needs of the artistic and cultural community; encourage and promote arts programs and events that engage community members and local businesses to build a flourishing and vibrant arts and cultural environment; provide advice to artists and arts/cultural organizations by sponsoring forums, programs, and events; carry out the Arts in Public Places program, and upon request, advise the City with respect to possible sources of funding.

### **El Cerrito Poet Laureate Program**

The El Cerrito Poet Laureate Program was approved by the Arts and Culture Commission (“Commission”) in October 2015. The poet selected for the 2018-2020 term will be the third poet laureate in the City’s history.

The program is funded by the Art in Public Places Program, established with the passage of the City’s Public Places Ordinance (Section 13.50 ECMC). In order to realize the vision of enhancing art in public places, new building projects with development costs of \$250,000 or more shall devote an amount not less than 1% of the development costs to the funding of public art installations, acquisitions, and activities. The poet laureate program is therefore funded on a committed, continuing basis, and not dependent on annual City allocations, grants, or other awards or contributions for its support.

### **Application Requirements**

The City requires that all submissions be provided in electronic format only, via electronic submission of PDF documents via email.

The applicant will need to provide:

1. Application Cover Page
2. Letter of Interest: In 500 words or less, discuss your background in writing and performing poetry; your involvement in community organizations and activities; and describe in specific terms a community event that you would develop and lead. Let us know how this community event fits into your overall vision for the laureateship you’d create if selected as the City’s poet laureate. Note: You do not need to have permission from the owner/operator of the proposed venue at this time.



3. Examples of Original Work: Provide no fewer than 10 and not more than 25 pages of published, self-published, or unpublished poetry writing.
4. References: Please list two personal or professional references. Include their name, title, email address, and phone number, including area code.
5. Curriculum Vitae or Resume: Please provide your curriculum vitae or professional resume.

### **Selection Process**

A selection panel will make a recommendation to the Commission based on the applications and interviews. The selection of the poet laureate will be made by the Commission.

The selection panel will evaluate the candidate's submissions and make its recommendation based on the proposal submission materials and interviews with short-listed applicants. If necessary, a more detailed proposal may be requested from the candidates. The panel may include professional poets, a member of the Commission, City residents, or City staff.

Selection criteria include:

- Literary and artistic merit as evidenced by the submitted poetry
- Proven ability to undertake successful creative, innovative, and effective approaches in comparable projects
- Demonstrated ability to work creatively with groups of different ages and backgrounds
- Experience with speaking in public venues
- Ability to understand a locale's sense of place and inspire its residents in written and personal expression
- Demonstrated interest in and commitment to community outreach
- Conformance with the City's guidelines for public art including but not limited to quality, nature of work, originality, and diversity

The City of El Cerrito is committed to reflecting the diversity and cultural richness of our City in the selection of the poet laureate. References provided as part of this application will be contacted prior to any poet interviews.



The contract, including terms of the honorarium and the laureate's project plan will be worked out with City staff. The laureate will be required to submit an IRS 1099 form to the City. The Commission reserves the right to reject any and all applications.

### **Estimated Timeline**

The schedule is contingent upon the City's schedule and may be changed at any time.

|                                |   |
|--------------------------------|---|
| Monday, October 5, 2020:       | Call for Poets released   |
| Thursday, November 19, 2020:   | Applications Due  |
| Week of December 7, 2020:      | Interviews with Selected Applicants                             |
| Feb 1, 2021 – January 31, 2023 | Expected Term of Poet Laureate                                  |
| City Council Meeting TBD:      | Previous Poet Laureate to Present Poet Laureate to City Council |

### **Deadline**

Proposals are due by 4 p.m., Thursday, November 19, 2020 online at [www.el-cerrito.org/poetlaureate](http://www.el-cerrito.org/poetlaureate).

### **Inquiries**

Questions regarding this Call for Artists should be submitted to:

Alexandra Orogas, Assistant City Manager  
City of El Cerrito  
10890 San Pablo Avenue, El Cerrito, CA 94530  
(510) 215-4302  
[aorogas@ci.el-cerrito.ca.us](mailto:aorogas@ci.el-cerrito.ca.us)



**CALL FOR ARTISTS**  
**City of El Cerrito, California**  
El Cerrito Creative ReUse (ECCRU) Artist Residency Program

**Deadline: January 25, 2021**  
[www.el-cerrito.org/ECCRU](http://www.el-cerrito.org/ECCRU)

The City of El Cerrito invites artists to apply for a nine-month residency taking place at the El Cerrito Recycling + Environmental Resource Center (“RERC” or “Center”).

**The purpose of the program is to support local artists who work with recycled materials, and to encourage environmental stewardship – *specifically resource conservation, recycling and upcycling* – in the community through art that inspires people to think about sustainability and consumption.**

The El Cerrito Creative ReUse (“ECCRU”) Artist Residency provides the artist with: a stipend, access to materials at the RERC for use in artistic projects, an on-site storage bin for materials, and support for an exhibition at the end of the residency. Artwork will be created in the artist’s own workspace, which is not provided. We encourage artists working in all mediums to apply, including but not limited to, painters, textile artists, musicians, performers, photographers, printmakers, those working in film and video, and conceptual and installation artists.

**Eligibility**

The ECCRU Artist must:

- Be either a resident of or work in Contra Costa County or Alameda County
- Be at least 18 years old
- Demonstrate a commitment to upcycling and creative reuse

Additional Considerations:

- Artists should visit the RERC before applying. Due to COVID-19, a formal tour is not available, although one will be provided before the residency begins.
- Artists must demonstrate that creation of the artwork will be conducted in a safe workspace with the proper tools required for the chosen mediums. If deemed appropriate, the Artist must conduct a site visit to their workspace as part of the interview process.

**Length of Term**

The ECCRU Artist Residency is a nine-month term. However, at the discretion of the El Cerrito Arts and Culture Commission (“ACC” or “Commission”), the term is negotiable up to 12 months.

### **Honorarium**

The Artist will receive a stipend of \$100 per month of the residency (\$900 for the nine-month term).

### **About El Cerrito and Our Recycling + Environmental Resource Center**

The City of El Cerrito is located in western Contra Costa County and forms part of the highly urbanized area along the eastern shore of San Francisco Bay. This 3.9 square-mile city has a pleasant climate year-round, and the hilly areas of El Cerrito provide spectacular views of its famous neighbor, San Francisco. El Cerrito's 25,000 residents enjoy over 100 acres of open space (known as the Hillside Natural Area), as well as 45 acres of parks, 18 acres of school recreational areas, and 38 acres of other amenities, including the Ohlone Greenway, a pleasantly landscaped area that runs along the BART right-of-way the length of the city and is popular with walkers, runners and bicyclists. El Cerrito's major commercial corridor runs the length of San Pablo Avenue, a multi-jurisdictional state highway.

The RERC is a unique community resource that provides El Cerrito and area residents and businesses a convenient location to recycle a wide range of conventional and hard-to-recycle items, to exchange reusable items and to obtain information about other environmental concerns and efforts. The Center strives to be a one-stop shop for residents and businesses interested in sustainability topics from energy efficiency, to Earth Day, to transportation, and more.

The RERC serves as the City's environmental heart, and also as an example of green building for residents and businesses alike. Operated by the City's Environmental Services Division, the center was founded as E.C.ology by community volunteers in 1971 and the City took over its operation in 1977. The Center was rebuilt in 2011-2012 to serve as the sustainability hub for the City's environmental mission and programs, and is home to the City's Environmental Services Division and curbside recycling operation.

### **ECCRU Artist in Residency Program**

The ECCRU Program was approved by the El Cerrito Arts and Culture Commission ("ACC") in 2015. The Program is funded by the Art in Public Places Program, established with the passage of the City's Public Places Ordinance (Section 13.50 ECMC).

A summary of the El Cerrito Art in Public Places Program is included on page 7.

### **Duties and Requirements of the ECCRU Artist:**

1. During their residency, Artist will create artwork primarily using materials they find at the RERC Center.
2. Artist will conduct at least two workshops or other educational programs at the RERC or other City facility or school. **These can be conducted virtually or by video.**
3. Artist shall give reasonable access to the ACC, City staff, or other person or group approved by the ACC to document the creative process.

4. Halfway through the residency term, the Artist will give a presentation to the ACC demonstrating their progress and plan for the remainder of the residency
5. At the end of the residency, the artwork will be shown at an exhibition, with the duration and location of the show depending on the availability of City space and the nature of the work. The ACC will determine work(s) to be exhibited, and the Artist will assist in installation of the exhibition. **May be conducted virtually or by video.**
6. Artist **may** donate to the City one piece created during the ECCRU Residency.
7. At the end of the residency, Artist should return unused found items to the RERC.

**Provided to the ECCRU Artist:**

1. The City and RERC shall provide access to donated material at the RERC, other than things identified as off-limits by the City in the program guidelines or as verbally directed by any staff at the RERC.
2. The ACC shall provide a locked bin for storage and/or sorting located at the RERC.
3. Stipend: \$900 for nine-month term.
4. Support to host an exhibit and/or reception for the Artist

**Acquisition, Donation, Display, and Retention of Artwork:**

1. Artist retains copyright of their artwork, and rights granted by the Visual Artists Right Act and the California Art Preservation Act.
2. ACC shall have the option to purchase additional artwork at its discretion for the City's collection.
3. The ACC/City shall have all rights over exhibition, placement, and any other use of donated and purchased artworks.
4. In the event that the ACC/City determines that any artwork should be sold or otherwise disposed of, the ACC shall give the Artist first rights to purchase it back at a price to be determined by the ACC.

**Selection Process**

A selection committee will evaluate the application materials and select finalists for interviews in February 2021. The committee may also seek more detailed proposals and, if deemed appropriate, may conduct a site visit to the artists' workspaces.

The committee may consist of two members of the ACC, one RERC staff member, a local artist and/or a member of the El Cerrito Environmental Quality Committee. Selection criteria will include:

- Applicant's professional qualifications as an artist
- Demonstrated commitment to resource conservation, recycling and creative reuse through art
- Experience in art and/or environmental education
- Artistic merit as evidenced by the submitted materials
- Appropriate studio workspace for the artist's chosen medium(s) and demonstrated ability to work safely with required tools and materials
- Proven ability to undertake successful creative, innovative, and effective approach in comparable projects

- Meet the El Cerrito Art in Public Places Program's guidelines for artwork
- Excellent communication skills
- Demonstrated ability to work creatively with groups of different ages and backgrounds
- Experience with and dedication to use of non-toxic and sustainable art methods
- Ability to meet deadlines
- Artist must be at least 18 years of age and either live or work in Contra Costa or Alameda County
- Priority will be given to working and/or teaching artists

The City of El Cerrito and the ACC are committed to reflecting the diversity and cultural richness of our City in selecting the ECCRU Artist. The selection committee will also identify artists who have a demonstrated interest in and commitment to community outreach and education. References provided will be contacted prior to any interviews.

Based on the applications and review of support materials, references and interviews, the ECCRU Artist will be recommended by the selection committee and approved by the ACC. City Staff will assist the Artist with the contract, any required insurance coverage, and all activities undertaken at the RERC. The ACC reserves the right to reject any application.

### **Application Requirements**

The City requires that all submissions be provided **online only**. If this proves to be a hurdle, please contact staff to discuss as soon as possible.

[www.el-cerrito.org/ECCRU](http://www.el-cerrito.org/ECCRU)

To apply, the applicant must provide:

- 1) Completed application form
- 2) Professional Resume and Exhibition List: Please do not send more than three pages. Please arrange your exhibition list by year and indicate solo versus group shows.
- 3) Images and image list:
  - a. Please submit 10 **to 20** images. Please use good quality images **in JPEG or PDF format**, no larger than 2 MB each. Images must be accompanied by an image list in a text file with title, date, size, media and, if applicable, description and/or conceptual intent. Additional information, if applicable, could include site, commissioning person or agency, and budget. Installations or 3-dimensional work may be illustrated by multiple images.
  - b. Video & Audio:

You may submit a maximum of two video or two audio files. You may submit a combination of images, video, and audio as long as the total number of files does not exceed 20. We accept MPEG-4 video files and all standard audio files. Each

video and/or audio clip must be no longer than one minute, and each must be accompanied by a description in a text file.

4) Proposal:

Proposals should not exceed two pages and should address the following:

- a. Describe your goal - a succinct statement of what you hope to accomplish.
- b. Describe specific projects you have in mind, if any, and how you would go about executing them.
- c. Describe the types of materials you are most interested in and indicate whether you anticipate wanting to request donations of specific materials from the public towards your artwork.
- d. Describe your anticipated fabrication methods, and your experience with those methods.
- e. Describe how your goal and proposed projects meet the selection criteria specified above.

5) Three professional references

Application materials will not be returned. Please do not send additional materials, such as letters of recommendation, newspaper clippings, postcards, etc. You may mention them in your cover letter and we will ask for them if needed.

Note: Proof of current residency or employment in Contra Costa or Alameda County will be required of the selected artist.

**Estimated Timeline**

The schedule is contingent upon the City's project schedule and may be changed at any time.

|                                  |   |
|----------------------------------|---|
| December 7, 2020:                | Call for Artists Released   |
| January 25, 2021:                | Applications Due  |
| Week of February 22, 2021:       | Interviews with Selected Applicants   |
| April 5, 2021 – January 5, 2022: | Dates of ECCRU Artist in Residence Appointment  |
| Council Meeting TBD:             | Present ECCRU Artist to City Council  |
| TBD with selected artist:        | Dates of exhibition and/or workshop(s) and/or demonstration(s) and/or presentation(s) |

**Deadline**

Proposals are due by 6 p.m. on Monday, January 25, 2021.



### **Inquiries**

All questions regarding this Call for Artists are to be directed to Alexandra Orologas, Assistant City Manager, City of El Cerrito, 10890 San Pablo Avenue, El Cerrito, CA 94530. (510) 215-4302. Email: [aorologas@ci.el-cerrito.ca.us](mailto:aorologas@ci.el-cerrito.ca.us)

## **El Cerrito Art in Public Places Program**

In 2005, the El Cerrito City Council adopted an Art in Public Places Ordinance (Section 13.50 ECMC). The purpose of the ordinance is to establish guidelines, procedures, and standards for the integration of public art into new private and public development and redevelopment projects. In order to realize the vision of enhancing art in public places, new projects with development costs of \$250,000 or more shall devote an amount not less than 1% of the development costs to the acquisition and installation of public art. This commission fulfills the San Pablo Avenue Streetscape Project's contribution to the Art in Public Places Program.

The Program dictates that public art shall:

- Be designed and constructed by a visual art professional who is not a member of the Project architect, engineering or landscape architect firm
- Require low a level of maintenance
- Relate in terms of scale, material, form and content to the immediate surroundings
- Meet all applicable building code requirements

The following guidelines should be taken into consideration for any public art placed within the City of El Cerrito:

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.