



Staff Liaison

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AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, October 26, 2020 at 7:00 p.m.

VIA TELECONFERENCE

<https://elcerrito.webex.com/elcerrito/onstage/g.php?MTID=e0d2ba6d14f56665e4a5c2dac4049d642>

Event ID: 146 699 9785

Event Password: accmeeting

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 prior to the meeting or by contacting the staff liaison listed above.

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 September 28, 2020 meeting.
5. **UPDATE ON DEVELOPMENT ART PROJECTS AND IN-LIEU**
Receive staff update on the 1% for Public Art Fund from Sean Moss, Planning Manager.
6. **EI CERRITO FREE FOLK ART UPDATE**
Hali Hammer will provide a report on the 2020 (virtual) El Cerrito Free Folk Festival.

7. REQUEST FOR SUPPORT

Presentation by Heidi Goldstein, El Cerrito Library, regarding a project to update the library signage for discussion and possible action. (Attachment)

8. WORK PLAN REVIEW

Discussion about the 2019 Workplan and ongoing projects. (Attachments)

9. UPCOMING ACC-SPONSORED EVENTS

None

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.

**Arts & Culture Commission Support
APPLICATION**

Contact/Applicant Name: _____

Organization Name (if applicable): _____

Contact Phone: _____ Contact Email: _____

Contact Address/City/Zip: _____

Location of proposed event/project: _____ Anticipated number of attendees? _____

Date(s) & Time(s) of the event: _____

REQUEST: Publicity Venue/Space Detail (please include the estimated cost) _____

Financial support – *If applicable, how much are you asking from the ACC?*

\$ _____

What is your basic budget, and how will it be spent? If you've received funding from ACC in the past, please indicate the history for how much you were awarded. If you're requesting more than you were awarded in the past, please provide justification for the increase. From where else will you receive support? *You are welcome to include an additional sheet.*

PLEASE COMPLETE PAGE 2

**Arts & Culture Commission Support
APPLICATION**

PROJECT DESCRIPTION: _____

The Arts & Culture Commission cares about diverse audiences and environmental sustainability. Can you tell us how you will address those concerns? _____

Have you done a similar event or project before? *If yes, 1) what worked well and 2) what would you do differently this time?* Yes No

STAFF/PERSONNEL: # paid staff _____ # volunteers _____

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Arts and Culture Commission Proposal - **El Cerrito Library letters – 2020 – Heidi Goldstein**

Currently, the letters are a muted, silver attached to a muted, wooden bluish-gray background. They barely serve their fundamental purpose - to visibly state what building it is.

Furthermore, they do not accurately represent the 21st century library, a place expected to be more of a community space than a quiet study room. A public library can easily be viewed as a temporary home to the very essences of arts and culture – tomes full of creative endeavors, great ideas, and methodology! The DVD collection, which “floats” from branch to branch as requested, illustrates life and art and notions from the past, present, and future.

Improving the appearance of the letters would potentially invite and motivate guests to visit who haven't previously considered the building to be a place they are welcome. An alteration such as this is not only exciting, but also good for community morale. The lackluster exterior of the building as it is now, and has been for many years, needs to be clearly separate from the neighboring elementary school with which it is not affiliated.

The exterior of the building has not been altered in sixty years. When the Arts and Culture Commission first reached out to El Cerrito Library, the letters were not the first project that came to mind. However, after some contemplation, it seemed a perfect project. As the Committee learned more about El Cerrito Library, the conclusion was drawn that letters in a rainbow spectrum would be a terrific complement to the magic that lives within the building. El Cerrito Library is proud to be the only library in Contra Costa County to have its own special collection of LGBT+ materials, as funded by a generous trust. To have such a message living outside of a public building is a testament to the community at large as well as a welcoming, friendly, and happy statement. To have this created and initiated by the Arts and Culture Commission speaks to the Commission's commitment to creativity and the beautification of the city of El Cerrito.

**City of El Cerrito
Arts and Culture Commission Survey**

The mission of the El Cerrito Arts and Culture Commission (ACC) is to assist in making El Cerrito an exciting and successful arts and cultural community. The ACC is seeking the community's help to outline how the mission of the ACC can be implemented into the community, as well as how to spend Public Art Funds, with the intent of building a flourishing and vibrant arts community.

Please answer the following questions:

1. What do you feel should be the priorities for the ACC and the Public Art Fund? Please rank in order of importance (1 = highest priority).
 - Visual arts: photos, sculpture, murals, fountains, mosaics, paintings, drawings
 - Educational programs: lectures, demonstrations, presentations
 - Performances: poetry readings, dance, music, concerts
 - Digital or online art and/or creative apps that can be downloaded
 - Participatory art experiences: orchestra, readings, children's art day
 - Other: ____

2. What types of performances do you attend, or would you be interested in attending? (Check all that apply.)
 - Comedy
 - Culturally-specific programs
 - Dance
 - Film
 - Online
 - Music
 - Open mic events (i.e., poetry readings, music making, performance)
 - Poetry readings
 - Theater
 - Other: _
 - None of the above

3. In what types of programs would you be interested in participating? (Check all that apply.)
 - Art Classes/Art Making
 - Exhibitions
 - Online with other participants
 - Festivals/Special Events
 - Lectures/Educational Programs/Workshops
 - Other: _
 - None of the above

4. Please rate the following factors that would influence your attendance at arts and cultural events in El Cerrito?

	Extremely likely	Very	Moderately	Slightly	Not at all likely
Frequency	1	2	3	4	5
Accessibility	1	2	3	4	5
Community Group Involvement	1	2	3	4	5
Cost	1	2	3	4	5
Ease of parking	1	2	3	4	5
Facility/ Venue	1	2	3	4	5
Time	1	2	3	4	5

5. Please provide any additional comments: _____

- I would like to stay informed about El Cerrito arts and culture information.
- I am involved in the arts and would like to be included in an arts and cultural information directory.
- I am an artist and would like to be notified of artist calls.
- I would like to track El Cerrito's arts activities on my phone (an App) without having to use my computer to go to the City's website
- I would be interested in participating in a focus group.

Please provide your contact information (optional):

Name: _____

Phone: _____

Email: _____

Please return this survey by mail at ACC Survey, 10890 San Pablo Avenue, El Cerrito, CA 94530. You can also complete it online at www.el-cerrito.org/accsurvey or by email. For further information, please call Alexandra Orologas, Assistant City Manager and staff liaison to the ACC, at (510) 215-4302 or arologas@ci.el-cerrito.ca.us.

DRAFT

Goal A: Increase access to public art in the community	Goal B: Support the local artistic and cultural community	Goal C: Promote excellence in the arts	Goal D: Beautify El Cerrito	Doesn't fit current Master Plan Goals
Sound enhancement of Community Center	Sound enhancement of Community Center		Sound enhancement of Community Center	
ECCRU Artist in Residence	ECCRU Artist in Residence	ECCRU Artist in Residence		
Community Orchestra Program	Community Orchestra Program	Community Orchestra Program		
Administering grants/sponsorships	Administering grants/sponsorships	Administering grants/sponsorships	Administering grants/sponsorships	
Housing/Home Art-based Inquiry Workshop				
Event Tabling	Event Tabling			
Jury City Hall Gallery	Jury City Hall Gallery			
Poet Laureate	Poet Laureate			
Arhoolie Exhibit & Concert	Arhoolie Exhibit & Concert			
Art Acquisition				

1. What is the ACC NOT doing?
2. What in the Master Plan needs to be modified?

Grants/Sponsorships

	Music	Literary	Visual Art	Dance	Children	Youth	Adult
ECHS Jazz Festival	●					●	●
Messy Art Day			●		●		
4 th of July Festival	●			●	●	●	●
Music of El Cerrito	●				●	●	●
One City One Book		●				●	●
Free Folk Festival	●				●	●	●
Restaurant Week Music	●						