



**AGENDA**  
**MEETING OF THE**  
**Arts and Culture Commission**  
**Wednesday, May 16 2012 at 7:00 p.m.**  
**El Cerrito City Hall – Hillside Conference Room**  
10890 San Pablo Avenue, El Cerrito

This Meeting Place Is Wheelchair Accessible

**Roll Call**

**Commissioners Donovan, Franco, Halasz, Hawley, Lupinsky, Rand, Zavala**

**1. Comments from the Public**

*Comments from the public on non-agenda items may be limited to three (3) minutes each. Comments related to items appearing on the Agenda are taken up at the time the Commission deliberates that item.*

**2. Council / Staff Liaison / Commissioners Reports**

Updates from Council Liaison Benassini, Staff Liaison Iarla, and Commissioner's Reports including liaison assignments.

**3. Approval of Minutes**

Consider approval of the minutes of the meeting of the meeting of April 18, 2012.

**4. Discussion and possible action regarding Recycling and Environmental Resource Center Public Art Project (7501 Schmidt Lane, El Cerrito)**

Presentation regarding staff recommendation to not issue revised Call to Artists for functional artworks at the new Recycling and Environmental Resource Center.

**5. Discussion and possible action regarding Peace Poles**

Discussion and possible action regarding Mr. Al Miller's suggestion to install Peace Poles along the Ohlone Greenway.

**6. Discussion and possible action regarding El Cerrito Free Folk Festival**

Discussion and possible action regarding the 2012 El Cerrito Free Folk Festival in October.

**7. City Hall Gallery Space Exhibit Selection:**

Review four submissions and select artists for exhibition in the Gallery Space:

- Shelley Gardner – Oakland, CA      [shelleygardner@mindspring.com](mailto:shelleygardner@mindspring.com)
- Lisa Greenstein – El Cerrito, CA      [www.daily-painting-practice.blogspot.com](http://www.daily-painting-practice.blogspot.com)
- Mollie Hazen – El Cerrito, CA      [www.dhazen.com/photo](http://www.dhazen.com/photo)
- Herk Schusteff – El Sobrante, CA      [www.herkart.com](http://www.herkart.com)

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

Pending Topics: Review of Public Art Process, Arts & Culture Master Plan

*Opportunity for Commissioners to suggest items for discussion at a future meeting.*

**9. Adjournment**

*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.*

**COMMUNICATION ACCESS INFORMATION**

*To request a meeting agenda in large print, Braille, or on cassette, 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.*



**CITY OF EL CERRITO  
MEMORANDUM**

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**TO:** ARTS AND CULTURE COMMISSION  
**FROM:** SUZANNE IARLA, STAFF LIAISON  
**SUBJECT:** BACKGROUND INFORMATION FOR ITEMS ON MAY AGENDA  
**DATE:** MAY 16, 2012

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**Item #4 Discussion and possible action regarding Recycling and Environmental Resource Center Public Art Project**

At the April ACC meeting, after discussion, it was agreed to revise and re-issue the Call to Artists for functional artworks at the new Recycling and Environmental Resource Center (located at 7501 Schmidt Lane, El Cerrito). Since that time, the Center has been completed including installation of landscaping details, signage, and other interpretive elements. Since opening in late April, the Center has been well received and is experiencing higher use volumes than anticipated. Environmental Services Division Staff is now seeking a chance of course on the procurement for public art related to the Recycling and Environmental Resource Center because:

- Now that the new Center is open and operational, it is aesthetically complete/whole and includes visually interesting elements/colors. The facility's architect agrees.
- The Exchange Zone has filled up and is already being completely utilized (soon than anticipated), creating the need for additional shelving very soon
- The mulch and compost has been very popular, and harder to monitor than was anticipated – these need to be gated soon for operational and safety reasons
- It may be more beneficial to consider a public artwork that shares the message of the Recycling Center at an off-site location, not at the new Center.

With the request from Environmental Services Division Staff regarding the project, the revised call has not yet been issued.

Staff is now requesting that the Commission not pursue functional shelves and gates at the new Recycling and Environmental Resource Center and instead consider using the \$24,000 towards another project to fulfill the Center's public art requirements. Staff would like to see a distinct project that reflect the values of the City of El Cerrito's

environmental quality efforts and the mission of the Center at an off-site location (one example would be on the Ohlone Greenway near the Schmidt Lane intersection) instead of at the Center. Environmental Services Division Staff would like to work with the ACC to develop a new concept for the public artwork funded by the Center's contribution to the Public Art Fund.

### ***RERC Public Art Background***

To fulfill the Arts in Public Places Program obligations for the City's new Recycling and Environmental Resource Center ("Center") staff suggested commissioning a professional artist to create two functional onsite artworks – shelves in the exchange area and gates in the compost/much area, and also included a number of optional other functional items. The City issued a Call to Artists in March, 2012 seeking proposals from local visual art professional to create two functional artworks. Although three proposals were received, only one was deemed complete (the other two do not meet the minimum requirements for the project). The Selection Panel recommended the ACC re-issue the Call to Artists.

### **Item #5 Discussion and possible action regarding Peace Poles**

At the April ACC meeting, resident Al Miller suggested the Commission consider installing "Peace Poles" along the Ohlone Greenway.

A Peace Pole is a hand-crafted monument that displays the message and prayer "May Peace Prevail on Earth" on each of its sides, usually in different languages. Information and images are online at <http://peacepoleproject.org/>. The price for each Peace Poles varies by height, material (wood, aluminum or white vinyl), and number of sides (4, 6 or 8 sides).

### ***Ohlone Greenway Background***

Regarding the Greenway, the El Cerrito City Council adopted the Ohlone Greenway Master Plan in 2009. The Ohlone Greenway Master Plan is available online at <http://el-cerrito.org/index.aspx?nid=478> or for review during business hours at City Hall. Please let me know if you would like to come in and review the hardcopy document.

The Plan's vision is that the Greenway's primary use is as a non-vehicular transportation route. Use nodes sited along the way provide areas for pausing, meeting, and engaging in a variety of solitary and group recreation activities. Connections through the site from commercial and civic areas to the residential

zone are highlighted and enhanced. Goals for the sites addressed by the Master Plan:

- Improved circulation and infrastructure
- Improved safety and security
- A more maintainable site
- Modern amenities
- Increased stewardship and community involvement
- Enhancements integrated into future and adjacent development

The City has worked with BART so that BART's restoration of parts of the greenway (as a result of BART's Earthquake Safety Program) will be consistent with the goals of the Master Plan.

**Item #6 Discussion and possible action regarding El Cerrito Free Folk Festival**

Since the April ACC meeting, I have been in contact with Mr. Ken Hayes about possibly holding the El Cerrito Free Folk Festival in October at Harding Elementary School. An update will be provided to you at the meeting.

**Item #7 City Hall Gallery Space Exhibit Selection**

As part of the May Meeting, the Arts and Culture Commission (ACC) will review submissions and select artists for upcoming exhibits in the City Hall Gallery Space. Since the last review, three new submissions have been received:

- Shelley Gardner – Oakland, CA      [shelleygardner@mindspring.com](mailto:shelleygardner@mindspring.com)
- Lisa Greenstein – El Cerrito, CA      [www.daily-painting-practice.blogspot.com](http://www.daily-painting-practice.blogspot.com)
- Mollie Hazen – El Cerrito, CA      [www.dhazen.com/photo](http://www.dhazen.com/photo)

Additionally, in response to the Commission's feedback from the November 2011 submission by **Mr. Herk Schusteff (from El Sobrante, CA; [www.herkart.com](http://www.herkart.com))**, Mr. Schusteff said he would appreciate the opportunity to have show of just his landscapes/nature works. Mr. Schusteff did not prepare a revised proposal however; sample works are available on his website.

By way of a motion, the ACC can select some or all four of the submissions to be exhibited in the Gallery Space. Staff will then work directly with the selected artists to schedule the show(s). Currently, there are shows scheduled through July. The next regular review of proposals will be in November.

### ***Gallery Space Background***

The ACC juries the City Hall Gallery Space. The rotating Gallery Space in the loft hallway above the lobby of City Hall is part of the Arts in Public Places Program and has had successful showings since its opening in October 2008.

Interested artists submit proposals to staff throughout the year. Submissions are grouped by date-received and then reviewed by the ACC twice each year, typically in May and November to select artist(s) for the upcoming six-month period.

From time to time, the ACC may choose themes for upcoming shows. While submissions will be considered for any themed exhibitions, the ACC will also consider proposals of different themes or variations on any themes for current or future exhibitions.

Preference is given to artists who are residents of El Cerrito. Artists may apply individually or as a group. The ACC may choose several artists and works of art to be displayed in one exhibition. Once the ACC has selected artist(s), staff will work with the artist(s) to determine exhibit dates, installation logistics, etc based on artist availability and the needs of the City. Exhibits are typically displayed for about six weeks each.

During the exhibit period, artists may schedule and host a reception at City Hall at their expense, and the City will promote the artist and works of art in various City publications and on the City's website.

A description of the Gallery Space, as well as the “Guidelines for Artist Submittal” and “Sample Artist Agreement” are available on the City’s website at: [www.el-cerrito.org/gov/arts\\_culture\\_commission.html](http://www.el-cerrito.org/gov/arts_culture_commission.html)