



AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, October 23, 2023 at 7:00 p.m.

Staff Liaison

Alexandra Orologas | 510-215-4302
aorologas@ci.el-cerrito.ca.us

El Cerrito City Council Chambers
10890 San Pablo Avenue
El Cerrito, CA 94530

The City encourages submission of written comments in advance to the Arts and Culture Commission via email to luhuan@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 Courtney Helion; Vice Chair Audrey Faine, Members: George Gager, Adam Levenson, Patrick Sean Taylor, Andrew Ting
- 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 July 24, 2023 meeting. (Attachment)
- 5. 2024 REGULAR MEETING SCHEDULE FOR THE ARTS AND CULTURE COMMISSION (ACC)**
Discussion and possible on approving the 2024 ACC regular meeting schedule. (Attachment)
- 6. EL CERRITO CREATIVE REUSE (ECCRU) CALL FOR ARTISTS (CFA)**
Discussion and possible action on the proposed ECCRU CFA and recommended Commissioner to serve on interview panel. (Attachment)
- 7. EL CERRITO POET LAUREATE CALL FOR ARTISTS (CFA)**
Discussion and possible action on the proposed Poet Laureate CFA and recommended Commissioner to serve on interview panel. (Attachment)
- 8. WORKPLAN**
Hold discussion about the Commission's workplan.
- 9. ITEMS FOR NEXT MEETING**

10. 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) 215-4302. 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.

**DRAFT MINUTES**

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, July 24, 2023 at 7:00 p.m.

Staff Liaison

Alexandra Orologas | 510-215-4302
aorologas@ci.el-cerrito.ca.us

El Cerrito City Council Chamber
 10890 San Pablo Avenue
 El Cerrito, CA 94530

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1. **ROLL CALL** – Chair Courtney Helion called the meeting to order at 7:00 p.m.
Present: Chair Courtney Helion; Members: Audrey Faine, George Gager (joined at 7:04), Patrick Sean Taylor; **Absent:** Member Andrew Ting (excused).

 2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**
 Staff Liaison Orologas reported the new Finance Director, Crystal Reams, joined the City of El Cerrito in July. She also announced ECCRU Artist Steve Zwetsch's current Gallery Space Exhibition and invited everyone to attend the Artist's Reception on Friday, August 25 at 6 p.m.

 Member Gager shared his experience at the July 4th Festival and the binder he created with pre-cut images for making buttons for the festival attendees. He also reported his observations at the Recycling Center and wanted to explore how to salvage the discarded art supplies and artwork.

 Chair Helion shared her experience of participating on the interview panel for the Public Utility Art Box Program.

 3. **ORAL COMMUNICATIONS FROM THE PUBLIC**
None

 4. **APPROVAL OF MINUTES**
 Moved/Second: Vice Chair Faine/Member Taylor **Action:** Motion to approve May 22, 2023 meeting minutes. Ayes: Chair Helion; Vice Chair Faine; Members Gager and Taylor **Noes:** None. Minutes approved.

 5. **PUBLIC UTILITY ART BOX PROGRAM**
Moved/Second: Chair Helion/Vice Chair Faine **Action:** Motion to approve the recommended finalists, Kristen Kong for Box 5 and Adaleyd DeLeon for Box 8, for the Public Utility Art Box Program. **Ayes:** Chair Helion; Vice Chair Faine; Members Gager and Taylor **Noes:** None. Public Utility Art Box Program finalists approved.

 6. **WORKPLAN**
 Member Faine requested more past information for future discussion on workplan.

7. ITEMS FOR NEXT MEETING

Workplan, Poet Laureate CFA, previous Arts and Culture Community survey result, Chalk Day.

8. ADJOURNMENT

The meeting adjourned at 7:55 p.m.

Courtney Helion, Chair

This is to certify that the foregoing is a true and correct copy of the minutes of the Arts and Culture Commission meeting of August 28, 2023, as approved by the Arts and Culture Commission.

Alexandra Orologas, Staff Liaison



2024 Regular Meeting Schedule

City Holiday/Closed
Regular Meeting
Location
Council Chambers
(10890 San Pablo Ave)
Meeting Time:
7:00 p.m.

Arts & Culture Commission

JANUARY 2024

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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FEBRUARY 2024

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MARCH 2024

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APRIL 2024

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MAY 2024

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JULY 2024

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AUGUST 2024

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SEPTEMBER 2024

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OCTOBER 2024

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NOVEMBER 2024

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DECEMBER 2024

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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DRAFT

CALL FOR ARTISTS

City of El Cerrito, California

El Cerrito Creative ReUse (ECCRU) Artist Residency Program

Deadline: December 15, 2023

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 must attend a tour of the RERC - see website for available dates: <https://www.el-cerrito.org/955/Programs>.
- 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 in-person or virtually.
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 in-person or virtually.**
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 panel will evaluate the application materials and select finalists for interviews in January 2024. The panel may also seek more detailed proposals and, if deemed appropriate, may conduct a site visit to the artists' workspaces.

The panel may consist of one member 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 panel 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

Submissions must be provided online only. If this proves to be a hurdle, please contact Lina Huang at luang@ci.el-cerrito.ca.us or at (510) 215-4371 to make necessary arrangements.

To apply, the applicant must provide the following information in the online application portal accessible on the ECCRU website: www.el-cerrito.org/ECCRU

- 1) Completed application
- 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 images. Please use good quality images 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) Two 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.

November 1, 2023	Call for Artists Released
December, 15 2023:	Applications Due
Mid January, 2024:	Panel Reviews Applications, Conducts Interview Process with Selected Candidates
Late January or February, 2024	Panel Candidate Recommendation to ACC
March 2024	Contract Process Completed
April 1, 2024 – January 1, 2025:	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 4 p.m. on Friday, December 15, 2023.

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

DRAFT

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.



DRAFT

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

Deadline: Thursday, December 15, 2023 at 4 p.m.

<https://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 **18** 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 \$4,000.00 for the two-year term. The honorarium will be distributed semi-annually in four payments of \$1,000.

Length of Term

The laureate will be appointed to serve a two-year (24 month) term. The expected term will be from **February 1, 2024 – January 31, 2026.**

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 free to do additional events. 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.



- **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), or at the 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, 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 Martin Luther King Day Celebration, Earth Day Celebration and WorldOne 4th of July Festival.

- **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 2024-2026 term will be the fourth 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

Submissions must be provided online only. If this proves to be a hurdle, please contact Lina Huang at luhuan@ci.el-cerrito.ca.us or at (510) 215-4371 to make necessary arrangements.

To apply, the applicant must provide the following information in the online application portal accessible on the <https://www.el-cerrito.org/poetlaureate>.

The applicant will need to provide:

1. Completed application
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.

December 15, 2023	Applications Due
Mid January 2024	Interviews with Selected Applicants
Late January or February 2023	Panel Candidate Recommendation to ACC
March 2024	Contract Process Completed
April 1, 2024 – March 31, 2026	Expected Term of Poet Laureate
City Council Meeting TBD	Previous Poet Laureate to Present Poet

Deadline

Proposals are due by 4 p.m., Friday, December 15, 2023 online at www.el-cerrito.org/poetlaureate.

Inquiries

Questions regarding this Call for Artists should be submitted to:

Alexandra Orologas, Assistant City Manager
City of El Cerrito
10890 San Pablo Avenue, El Cerrito, CA 94530
(510) 215-4302
aorologas@ci.el-cerrito.ca.us



**SUPPLEMENTAL AGENDA MATERIALS
ARTS AND CULTURE COMMISSION
October 23, 2023**

AGENDAT ITEM NO. 8 WORKPLAN

- a. Work Plan Template
- b. Prior Year Work Plans
- c. 2020 Community Survey Results



FISCAL YEAR (2023-2024) WORK PLAN

AND (2022-2023) ACCOMPLISHMENTS

ARTS & CULTURE COMMISSION

Staff Liaison

Alexandra Orologas | 510-215-4302
aorologas@ci.el-cerrito.ca.us

Chair Courtney Helion; Vice-Chair Audrey Faine; Members George Gager, Adam Levenson, Patrick Taylor, and Andrew Ting

MISSION STATEMENT: 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.

HISTORICAL BACKGROUND: The Art and Culture Commission (ACC) 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. The ACC is charged with oversight of the Arts in Public Places Program, which requires certain development projects to contribute 1% of construction costs to public art, and is responsible for acquisition, funding, and placement of public art in the City on public property. The ACC also juries the City Hall Gallery Space, located on the second floor of City Hall at 10890 San Pablo Avenue.

History as described in 2017-18 Workplan: In 2002, a group of citizens petitioned the El Cerrito City Council to establish an arts and culture commission. Their proposal included the idea of advising the Council on arts and culture within the City and collaboration with existing organizations within the community: "By establishing an art and culture commission the city of El Cerrito would be providing support and encouragement for the growth of all arts. We would be joining the greater Bay Area in dedicating our time and involvement to the promotion of arts, artists and varied arts programs that would enrich our community and enhance our city."

In 2003, the City Council created the Arts and Culture Commission (ACC), a seven-member advisory body. In addition to advising the City Council, they are charged with oversight of the Arts in Public Places Program and jury the City Hall Gallery Space. In 2013, the Commission adopted an Arts and Culture Master Plan to shape a vision for arts and culture in the City of El Cerrito.

FISCAL YEAR (2023-2024) WORK PLAN

	Goal/Objective	Proposed Activities	Priority Ranking	Timeline For Completion
1.				
2.				
3.				
4.				
5.				

6.				
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PRIOR YEAR ACCOMPLISHMENTS

	Goal/Objective	Activites Supporting Goal	Status
1.			
2.			
3.			
4.			
5.			
6.			

ONGOING PROJECTS

	Project	Activites
1.		
2.		
3.		
4.		
5.		



Arts and Culture Commission

FISCAL YEAR 2016-2017 WORK PLAN AND 2015 ACCOMPLISHMENTS

*Members: Ruth Cazden, Chair, Mollie Hazen, Vice Chair,
Paul Fadelli, George Gager, Heidi Rand & Christopher Sterba*

MISSION STATEMENT: *(Adopted in 2013)*

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.

HISTORICAL BACKGROUND:

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ACC FISCAL YEAR 2016-17 WORK PLAN

The ACC plans to undertake the following activities during the next fiscal year. Items noted as “high priority” are core activities, while items noted as medium and low priority are still important to the Commission, but may not receive as much time and effort during the plan period. Ranking also takes into account time-sensitivity of objective/activities.

GOAL/OBJECTIVE	PROPOSED ACTIVITIES	PRIORITY RANKING	TIMELINE FOR COMPLETION
1. Launch the Poet Laureate Program	• April/May: outreach to promote Call to Poets/RFP • July: select Laureate to serve term of 9/16 through 8/18 • Fall/Winter: Support Laureate events	High	RFP deadline: June 1, 2016 ACC support: ongoing
2. Launch ECCRU Artist Residency Program	• Develop and issue Call to Artists/RFQ; select artist • Develop outreach material • Procure bin and other supplies	High	Est. RFQ: Summer

	• Develop program guidelines for artist		
3. Host Arts Festival event to celebrate National Arts & Humanities Month (October)	• Consider hosting similar event to 2015 Arts Festival (film, puppet show, music, creative re-use activity, art exhibit, poetry, photography) • Partner with other organizations	High	Planning: Spring/Summer Event: Oct 2016
4. Support and/or Promote Music Performances in El Cerrito	• Consider Co-sponsoring worldOne July 4 Festival (July); ECHS Jazz Festival (Feb 2017), City and other musical performances in multiple genres including classical music. • Co-sponsor the El Cerrito Free Folk Festival (Oct)	Medium	Ongoing
5. Assist BART with Station Modernization Arts Integration Opportunities	• Assist BART with Station Modernization Arts Integration at El Cerrito Del Norte • Support the selected artist	Medium	Artist to be selected in Spring Project: 2016-2017
6. Provide advice on art elements of City & BART's Access, Safety and Placemaking ("ASP") program improvements	• Participate in discussions about art elements of the City's planned improvements to the Ohlone Greenway at the El Cerrito del Norte and El Cerrito Plaza BART station areas	Low	Project timeframe TBD
7. Consider BART pylon mural idea developed by joint subcommittee of the ACC & Crime Prevent Committee	• Consider idea to commission one or more murals on specific BART pylons (column supports) • If accepted, develop and issue an RFP/RFQ to select artist	Low	ACC & CPC consider in Summer

8. Develop resources and support for local artists and arts/entertainment businesses	• Consider ways to outreach to venues for selling and/or display opportunities • Consider pop-up (temporary) gallery opportunities • Research ways to facilitate networking and provide resources to artists	Low	Fall / ongoing
9. Explore possible film series or festival	• Identify local filmmakers, organizations and issues • Support local film screening (Rialto Cinemas Cerrito, ECHS, other venues) • Explore possibilities for outdoor film screening	Low	Fall / ongoing
10. Promote active participation in the arts	• Possibly host workshops that fostering creation, including to consider underwriting art classes offered through the Rec Dept)	Low	Winter

ACC ONGOING PROJECTS

PROJECT	ACTIVITIES
Administer the 1% for Public Art program	• Utilize existing money in the Public Art Fund • to commission or offer public art • Review proposals submitted by developers required to participate in the 1% for Public Art program
Jury the City Hall Gallery Space	• Issue calls and review proposals twice per calendar year; • Select artists to exhibit in the Gallery Space • Help to outreach about the space and exhibits
Participate in City Events	• Earth Day – April 2016 • July 4 Festival – July 2016 • Other TBD

ACC PRIOR YEAR ACCOMPLISHMENTS

GOAL/OBJECTIVE	ACTIVITIES SUPPORTING GOAL	STATUS
Artist-In-Residence Program	Agreed to establish El Cerrito Creative ReUse "ECCRU" program in June; worked with designer to develop logo;	Staff is still working out logistics; RFQ will go out in 2016
Sponsor various genres of music in 2015	Co-sponsored LVCO performance (May) Music for Madera event; Free Folk Festival (Oct); jazz musician at July 4 Festival (July); ECHS Jazz festival (Feb 2016)	Done; series was a success
Create a Poet Laureate Program	Adopted program in October; Extensive outreach conducted	Implementation planning underway; RFP issued in April 2016.
Domino: Caught In the Crisis	Approved co-sponsorship of screening of film	Event held on Jan 28 2015 at Rialto Cinemas Cerrito
Celebrated Arts Month in Oct 2015	Created "Arts Month" street banners; Planned day-long series of events at City Hall	Held successful Arts Day event at City Hall in October
ACC participation in City Events	Hosted art activity at 2015 Earth Day event; hosted info booth with art activity at July4 Festival; Also, recommended Shadi Holiday Display Proclamation	Done
Work with Crime Prevention Committee on BART pylon mural idea	Established a joint subcommittee on BART pylon mural idea	Subcommittee has completed their research/discussion. Proposal from subcommittee forthcoming to CPC & ACC soon
Assist BART with Station Modernization Arts Integration Opportunities	- Assisted with outreach/promotion of Call - Iarla & Gager/Sterba are serving on Serve on BART Review Panel - Hosted Finalist Roundtable event in Feb 2016	Underway
Jury the City Hall Gallery Space	Shows by: Farhat Daud, Deb Danziger, Dale Mead, Patricia Bulitt, Michel Banda Dieguez	Showed five exhibits by local artists between July 2015 – March 2016

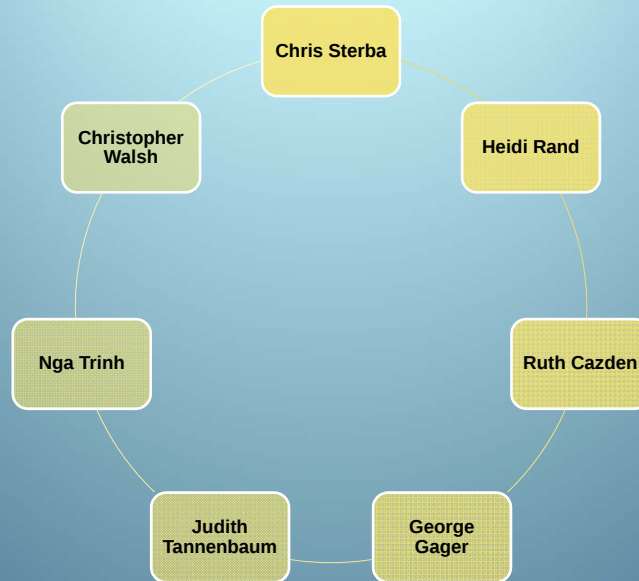
City Of El Cerrito Arts & Culture Commission *2017-2018 Work Plan*



MISSION

- *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.*

Members of the Commission



ACC Work Plan Objectives Through 2018

1. Launch ECCRU Artist Residency Program
2. Host Arts Event to Celebrate National Arts & Humanities Month
3. Support and/or Promote Music Performances in El Cerrito
4. Develop Resources & Support for Local Artists, Arts & Entertainment Businesses
5. Consider Exploring Ways to Promote the Literary Arts
6. Promote Active Participation in the Arts

ACC Work Plan On-going Projects:

1. Administer the Poet Laureate Program (On going)
2. Administer the 1% for Public Art program (On going)
3. As requested, assist BART Artist Kyungmi Shin (Underway)
4. Provide advice on art elements within City projects/plans
5. Consider BART pylon mural idea (with Crime Prevention Committee)
6. Consider Fairmont Park Mural idea
7. Jury the City Hall Gallery Space (On going)
8. Participate in City Events (On going)

ECCRU Artist in Residency Program

- ❖ Issued RFQ Spring 2017
- ❖ Selected artist Sandy Drobny
 - Term will be Oct 2017 through April 2018
- ❖ Created storage/sorting bin at Recycling Center



Celebrating our History Through Music!

Centennial-Themed Program

October 21, 2017 – 2-5pm
El Cerrito Community Center

2017
ARTS MONTH



Partnership with El Cerrito Library

- 100 books distributed
- Group discussion **October 10**
- Reading, book signing, and discussion **October 24**

2017
ONE CITY ONE BOOK



El Cerrito Free Folk Festival



ACC Accomplishments

Spring 2016 to Fall 2017

POET LAUREATE



Created Poet Laureate position and selected Maw Shein Win as El Cerrito's first poet laureate.



Maw has **hosted community poetry events** at Rialto Cinemas Cerrito, the library, and the Arlington Clubhouse

Created "Poetry & Place," a readings & open mic series, which featured former U.S. Poet Laureate Robert Hass on 7/30/17

Hosted former **NEA Director Dana Gioia's** reading on 4/20/17

Taught at the Open House Senior Center and is working with EC High School's 2017 "Poetry Out Loud" program

Read at Arts Month Kickoff on 10/1/16, and wrote and presented a new work at the Centennial Parade event on 9/16/17.

2016 Arts Month

October 1, 2016 at Community Center

Arts Month Kick-Off Celebration





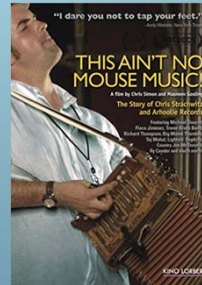
MUSIC

El Cerrito Free Folk Festival – October 2016 & 2017

ECJS Jazz Festival – February 2016 & 2017

July 4 Festival – July 2016 & 2017

Showing of “This Ain’t No Mouse Music” – April 2017



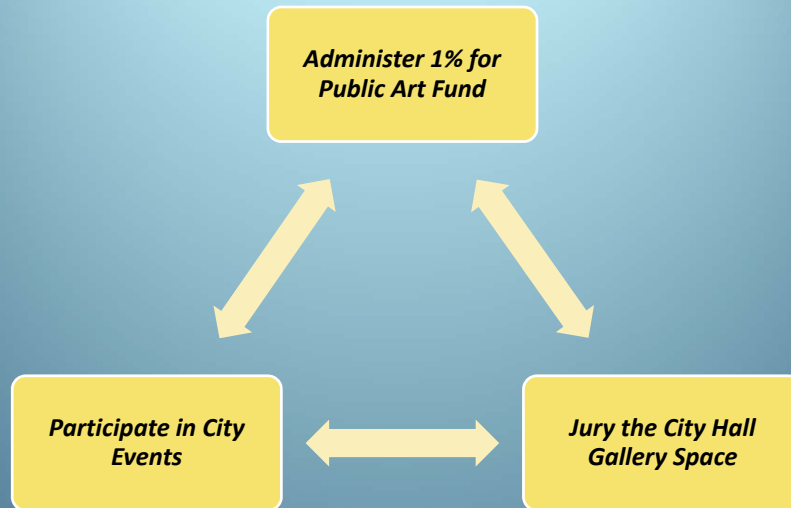
JULY 4 FESTIVAL SPONSOR



Stipend for Kupaoa & a Local Dance Group
Performance on July 3, 2017



Ongoing ACC Projects



Participation in City Events

***Origami & Button-making at
Earth Day Celebration 2017***



City Hall Gallery Space





FISCAL YEAR 2021 - 2022 WORK PLAN

AND 2020 - 2021 ACCOMPLISHMENTS

ARTS & CULTURE COMMISSION

Staff Liaison
Alexandra Orologas

Chair Allison Cooper; Members George Gager, Courtney Helion, Alan Pavlosky, Ann Wiens

MISSION STATEMENT:

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Goals defined in Master Plan (Reference for Tables Below)

- 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

HISTORICAL BACKGROUND: The Art and Culture Commission (ACC) 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.

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FISCAL YEAR 2021-2022 WORK PLAN

	Goal/Objective	Proposed Activities	Priority Ranking	Timeline For Completion
1.	A, B, C, D	Exploring Long-Term Larger-Scale Public Art Installation/Commission; initial phase focused on mural on Centennial Park wall	High: ACC-run program	General proposal December 2021 for project exploration in 2022; Centennial wall made focus in Feb.
3.	A	Annual Arts event: Community Chalk Event (<i>postponed from Fall 2021 due to weather</i>)	High: ACC-run new initiative	Summer 2022
5.	A, B, C	2022 ECCRU Residency	High: ACC-run established program	CFA issued Fall 2021; Artist Term through 2022
6.	A, B, C, D	Utility Box Pilot Phase 2	High: ACC-run new initiative	CFA issued early 2022
7.	A, D	Library Projects: Continued Collaboration	Medium	Early 2022
8.	A, B, C	Poet Laureate Program: Supporting selected laureate Eevelyn Mitchell to host public programs	Medium	Poet Laureate 2021-23 selected
	A, B, C	Music Event/Series Pilot: Advise and support piloting a summer music performance series	Medium	To plan for Summer 2022
	informing above activities	Community Consultation: Survey and/or Town Hall to gather public feedback on arts programming	Medium	Recommendations from Subcommittee by Dec 2021 for execution in 2022

PRIOR YEAR (2020-2021) ACCOMPLISHMENTS

	Goal/Objective	Activities Supporting Goal	Status
1.	A, B, C	Poet Laureate Selection	<i>Complete</i>
2.	A, B, D	Library Collaboration: LGBT Celebration Signage Update	<i>Complete</i>
3.	A, B, C, D	Utility Box Pilot Program: 3 boxes painted	<i>Complete</i>
4.	A, B, C, D	Grants/Sponsorship of Arts & Events: Neighborhood Stories	<i>Ongoing</i>
5.	A, B, C	ECCRU Residency: Rina and Khloe	<i>Complete</i>

ONGOING PROJECTS

	Project	Activities
1.	City Hall Gallery Curation	<i>Temporarily paused due to city hall closures</i>
2.	Mini Grant Program	Grants/Sponsorship of Arts & Events - "Mini Grant Program:" This year so far this includes the 2021 Neighborhood Stories and consideration for the 2022 Summer Orchestra Program, and traditionally has included the Annual 4th of July sponsorship and other musical programming events.

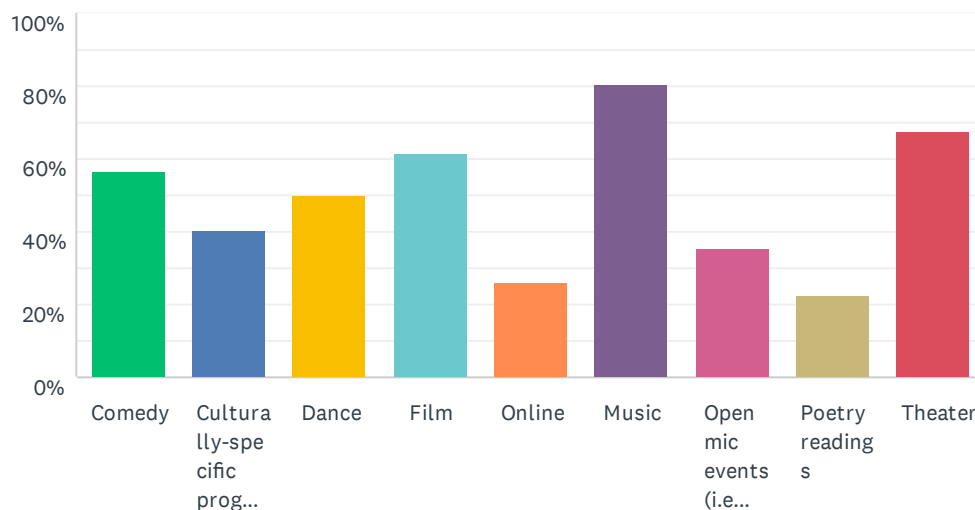
ADDITIONAL CONTEXT: 2019-2020 ACCOMPLISHMENTS

Due to the pandemic, the 2020-2021 fiscal year was not as active as planned. Please see the below reference for accomplishments in the preceding year for more information about pre-pandemic activities.

	Goal/Objective	Activities Supporting Goal	Status
1.	A, C	Community Orchestra Program	2019 Session Complete
2.	A, B, C, D	ECCRU Artist Residency Program	Complete
3.	A, B, C	Poet Laureate	Complete
4.	A, B, C, D	Administering Mini Grants Program: Funding provided to Fourth of July Festival, Messy Art Day	Complete
5.		Community Consultation Pilot	Feedback gathered through online survey

Q1 What types of performances do you attend, or would you be interested in attending? (Check all that apply)

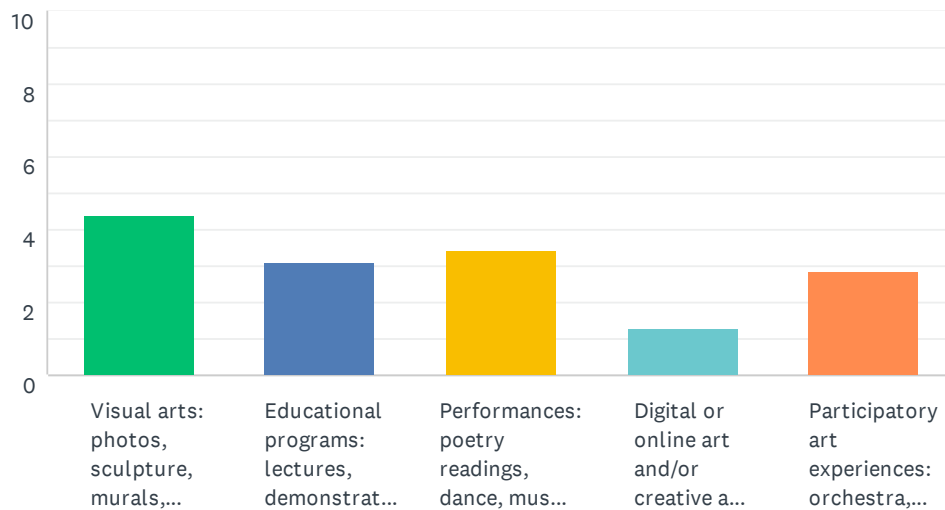
Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
Comedy	56.45%	35
Culturally-specific programs	40.32%	25
Dance	50.00%	31
Film	61.29%	38
Online	25.81%	16
Music	80.65%	50
Open mic events (i.e., poetry readings, music making, performance)	35.48%	22
Poetry readings	22.58%	14
Theater	67.74%	42
Total Respondents: 62		

Q2 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).

Answered: 62 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
Visual arts: photos, sculpture, murals, fountains, mosaics, paintings, drawings	61.67% 37	18.33% 11	16.67% 10	3.33% 2	0.00% 0	60	4.38
Educational programs: lectures, demonstrations, presentations	8.47% 5	32.20% 19	23.73% 14	33.90% 20	1.69% 1	59	3.12
Performances: poetry readings, dance, music, concerts	19.67% 12	29.51% 18	29.51% 18	19.67% 12	1.64% 1	61	3.46
Digital or online art and/or creative apps that can be downloaded	0.00% 0	1.75% 1	3.51% 2	17.54% 10	77.19% 44	57	1.30
Participatory art experiences: orchestra, readings, children's art day	11.67% 7	20.00% 12	28.33% 17	21.67% 13	18.33% 11	60	2.85

Q3 Are there other priorities you think should be considered that are not listed above?

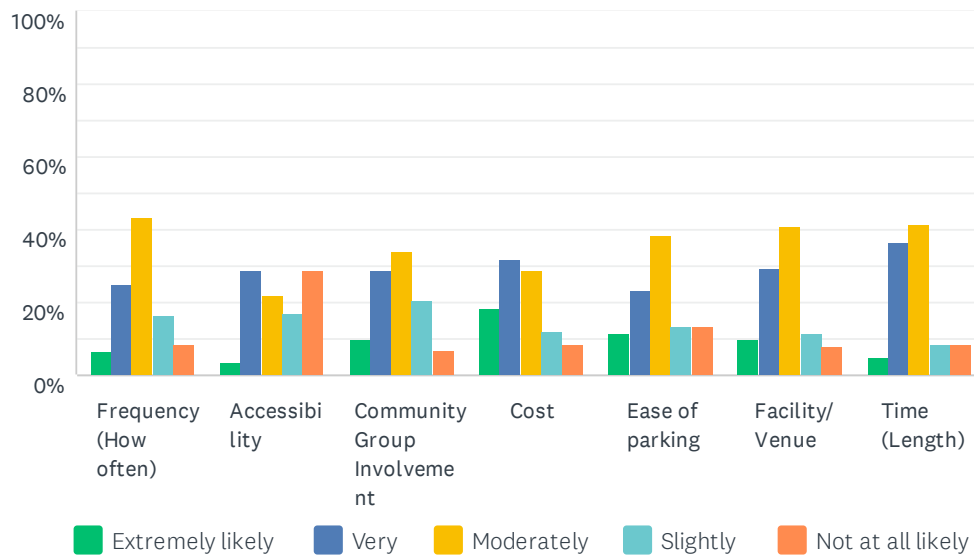
The following are the trends and themes from the input recieved:

- Art in prominent places on San Pablo Avenue that represents the sprit of the community and its history
- Focus on family and youth art programs, activities and education
- Connection with schools and senior programs
- Outdoor music and movie viewings (post-COVID)
- Reduced spending for arts*

**Staff note: several comments mentioned this as a priority in context of the City's financial situation, not understanding that the Public Art Fund is made of restricted funds from development projects that can only be used for art programs and not general city operations.*

Q4 Please rate the following factors that would influence your attendance at arts and cultural events in El Cerrito.

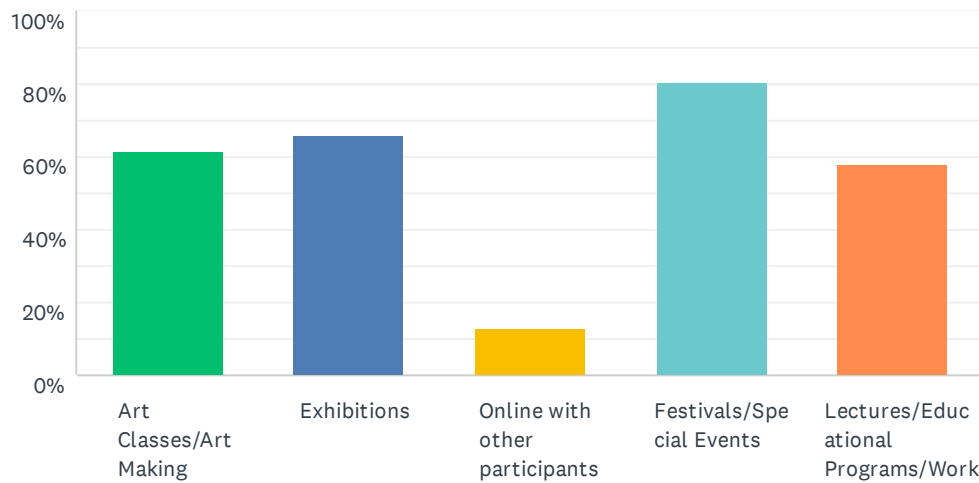
Answered: 61 Skipped: 1



	EXTREMELY LIKELY	VERY	MODERATELY	SLIGHTLY	NOT AT ALL LIKELY	TOTAL
Frequency (How often)	6.67% 4	25.00% 15	43.33% 26	16.67% 10	8.33% 5	60
Accessibility	3.39% 2	28.81% 17	22.03% 13	16.95% 10	28.81% 17	59
Community Group Involvement	10.17% 6	28.81% 17	33.90% 20	20.34% 12	6.78% 4	59
Cost	18.64% 11	32.20% 19	28.81% 17	11.86% 7	8.47% 5	59
Ease of parking	11.67% 7	23.33% 14	38.33% 23	13.33% 8	13.33% 8	60
Facility/ Venue	9.84% 6	29.51% 18	40.98% 25	11.48% 7	8.20% 5	61
Time (Length)	5.00% 3	36.67% 22	41.67% 25	8.33% 5	8.33% 5	60

Q5 In what types of programs would you be interested in participating? (Check all that apply)

Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
Art Classes/Art Making	61.29%	38
Exhibitions	66.13%	41
Online with other participants	12.90%	8
Festivals/Special Events	80.65%	50
Lectures/Educational Programs/Workshops	58.06%	36
Total Respondents: 62		

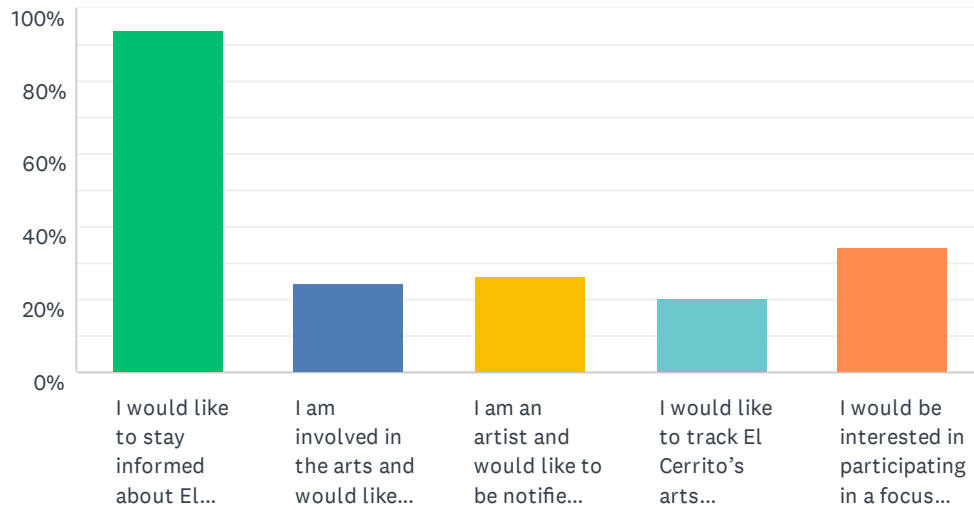
Q6 Please share any other comments you have below:

The following are the trends and themes from the input recieved:

- Important to maintain the inclusiveness of El Cerrito Arts
- Overall financial health of the City is important
- Other comments: emphasize library as outlet for artist work, postive support for Poet Laureate program, public art needing more prominence, online group for local arts in the El Cerrito/Richmond/Albany/Kesington area

Q7 Please check all that apply.

Answered: 49 Skipped: 13



ANSWER CHOICES	RESPONSES	
I would like to stay informed about El Cerrito arts and culture information.	93.88%	46
I am involved in the arts and would like to be included in an arts and cultural information directory.	24.49%	12
I am an artist and would like to be notified of artist calls.	26.53%	13
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.	20.41%	10
I would be interested in participating in a focus group to inform the Arts & Culture Commissions Master Plan.	34.69%	17
Total Respondents: 49		