



Staff Liaison

Alexandra Orologas | 510-215-4302
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AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

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

El Cerrito City Council Chamber
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 lhuan@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; Members: Audrey Faine, George Gager, 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 March 27, 2023 meeting. (Attachment)
- 5. APPOINTMENT OF CHAIR AND VICE CHAIR**
Receive nominations and consider approval of a one-year term of a Chair and Vice Chair of the Arts and Culture Commission.
- 6. 2023 EL CERRITO UTILITY BOX PUBLIC ART CALL FOR ARTISTS (CFA)**
For discussion and possible action, receive presentation and consider approval of the 2022 Utility Box Public Art CFA, including decisions on locations, theme and designating a Commissioner to serve on interview panel. (Attachment)
- 7. WORKPLAN**
Hold discussion about the Commission's workplan.
- 8. ITEMS FOR NEXT MEETING**

9. 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.



**REGULAR MEETING OF THE
ARTS AND CULTURE COMMISSION**

Monday, March 27, 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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7:00 p.m. CONVENE REGULAR MEETING

1. **ROLL CALL** – Chair Courtney Helion; Members: Audrey Faine, George Gager (joined at 7:06 p.m.), Patrick Sean Taylor, Andrew Ting

2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**

Staff Liaison Orologas announced the series of upcoming events, including Spring Fling & Art Stroll on April 8 in Richmond, Earth Day on April 15 in El Cerrito and the Budget Town Hall on April 22 being held at El Cerrito City Hall. She also shared that the El Cerrito Historical Society's Shadi Room at City Hall was resuming their open hours by appointment.

3. **ORAL COMMUNICATIONS FROM THE PUBLIC**

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Remarks on non-agenda items will be heard first; remarks on agenda items will be heard at the time the item is discussed.

Buddy Akacic spoke regarding a potential art project regarding replacing the logo on his car hood with an art piece.

4. **APPROVAL OF MINUTES**

Moved/Second: Member Taylor/Member Gager. **Action:** Motion to approve the minutes of the February 27, 2023 meeting minutes. **Ayes:** Chair Helion, Members Faine, Gager, Taylor and Ting; **Noes:** None. Minutes approved.

5. **MINI-GRANT PROGRAM GUIDELINES & APPLICATION**

Discussion: Staff Liaison Orologas gave a presentation on the revised mini-grant program guidelines/application and answered a variety of questions from the Commissioners regarding the application process, financial cap and pass mini-grants. **Moved/Second:** Member Gager/Member Faine. **Action:** Motion to approve the revised mini-grant program guidelines and application with the direction for Commissioners to review the Commission's enabling legislation when evaluating mini-grant applications. **Ayes:** Chair Helion, Members Faine, Gager, Taylor and Ting; **Noes:** None. Motion passed.

6. WORKPLAN INTRODUCTION

Discussion: Staff Liaison Orologas presented the Commission's most recent workplan and the Commission engaged in an introductory discussion about the workplan, discussed the Commission's role in past events and noted that they would like the workplan to be a standing item on upcoming agendas.

7. ITEMS FOR NEXT MEETING

Election of Chair and Vice Chair, Utility Box Art Call For Artists, 4th of July, Enabling Legislation, Community Survey, Workplan.

8. ADJOURNMENT

The meeting adjourned at 8:30 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 March 27, 2023, as approved by the Arts and Culture Commission.

Alexandra Orologas, Staff Liaison



DRAFT
CITY OF EL CERRITO
2023 Utility Box Public Art Program
CALL FOR ARTISTS (CFA)



Project Description

The City of El Cerrito Utility Box Public Art Program is a beautification initiative designed to add to the vibrancy of the San Pablo Avenue corridor. We invite community artists to participate in this program to help our community 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 for years to come. There are 12 city-owned utility boxes, six of which have been painted as part of the 2021 and 2022 Utility Box Public Art Pilot Programs. To view the six completed boxes and learn more about the artists, please visit: <https://www.el-cerrito.org/1522/Utility-Box-Public-Art-Program>. This third CFA is for three additional utility boxes this year (see locations and photos in Attachment A).

The program is sponsored by the El Cerrito Arts & Culture Commission (ACC).

Application Deadline

The application is due by **4 p.m. on Friday, June 16, 2023** online. If submitting online is not a feasible option, please make arrangements with Lina Huang prior to the deadline to submit an alternative way by contacting Lina directly at lh Huang@ci.el-cerrito.ca.us or at (510) 215-4371.

Application Guidelines

- Application materials must be clear and able to read on a computer.
- Artists may submit a single application for one or multiple utility boxes. The City reserves the right to select a single artist for all three boxes or may select different artists for different boxes.
- All components of the application must be submitted at one time as a single package.
- All entries must be the original design and artwork of the applicant(s); artwork must not be plagiarized, stolen, or copied.
- Entries that use copyrighted or trademarked images are not eligible unless legal permission has been granted.
- Entries must not defame or invade the rights of any person, living or dead.
- The artist(s) name and a photo of the artwork may be featured on the City of El Cerrito website and other promotional materials.
- Make sure to include all items listed in the Application Checklist below (see Attachment B).

CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM
CALL FOR ARTISTS

Applications can be submitted online at www.el-cerrito.org/publicartbox.

For questions, contact Alexandra Orologas at (510) 215-4302 or aorologas@ci.el-cerrito.ca.us.

Project Schedule (subject to change)	
Monday, May 1, 2023	Call for Artists released
Friday, June 16, 2023	The application is due via online at 4 p.m. on Friday, June 16, 2023.
Monday, June 19 through Friday, July 14, 2023	Application Review, Interview(s) with Selected Applicants by Selection Panel
Week of July 17, 2023	Artist(s) Selected
Monday, July 24, 2023	Selected Artist(s) to be Presented to the Arts and Culture Commission
Monday, August 7, 2023	Final designs to be Submitted by Artist(s), Contract(s) are Finalized/Executed, Work Begins
Friday, September 8, 2023	Boxes Complete!

Theme

Artwork that .

Art Installation Process

City Staff will coordinate with the artist, other City departments, and neighboring businesses or homeowners to select a mutually agreeable painting period between Monday, August 7 and Friday, September 8, 2023.

Artists are responsible for prepping the utility box, painting the design with appropriate paint, and sealing it with a clear anti-graffiti coating. Artists are responsible for purchasing their own painting, prepping, and sealing supplies.

Artists are expected to paint the entire utility box including the side boxes and pipes. The cement base must not be painted on, the City will place a sticker on the base with a QR code that directs to the Arts and Culture Commission website. Artists may not paint over key holes, meters or numbers.

Artists may enlist painting assistants. All painting assistants must sign a liability waiver and release. Underage painting assistants must have a parent sign the liability waiver and release. Upon completion of the box(es), City Staff will meet with the artist at the site to inspect/approve the artwork and take a publicity photo of the artist with their completed utility box.



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2023 UTILITY BOX PUBLIC ART PROGRAM
CALL FOR ARTISTS**

Compensation

The artist or artist groups will receive a \$2,000 award for the creation of the final design for each utility box. 50% (or \$1,000) of the payment will be issued prior to the start of the painting and 50% (or \$1,000) will be issued upon satisfactory completion of the project.

Artists are not employees of City and shall not be eligible for any benefits, entitlements, or incidents of City employment, including but not limited to, eligibility to enroll in the California Public Employees Retirement System (PERS) as an employee of the City and entitlement to any contribution to be paid by City for employer contributions and/or employee contributions for PERS benefits.

Eligibility

1. This program is open to individual artists, teams of artists, or community groups with a designated lead artist. (The compensation for each utility box is \$2,000 regardless of the number of artists or individuals who work on the visioning and creation of the design.)
2. Applicants must reside in either Contra Costa or Alameda County (East San Francisco Bay Area). Proof of residency may be requested.
3. Selected artists will be required to sign a liability waiver/consent form in order to participate in the project.

Program & Design Requirements

- The design must be suitable for viewing by all ages in a public space. Generally, this rule means that the art may not contain advertising, religious art, violence, sexual content, or political partisanship. Designs that do not comply with these standards will not be approved by the City and/or eligible for the award.
- Dark colors over large areas should be avoided, as this may cause the utility box to absorb heat and damage equipment.
- All entries must be the original design and artwork of the applicant(s); artwork must not be plagiarized, stolen, or copied.
- Artists are responsible for the reasonable upkeep of the artwork at the discretion of City staff if it is damaged/defaced.
- Artwork created under this program will be considered temporary artwork and the sole property of the City of El Cerrito. As such, the City retains the right and sole discretion to remove, modify, or replace the artwork. Situations in which the City may exercise this right include, but are not limited to, those in which the image or utility box is damaged where the City is unable to locate the artist, or the box needs to be accessed by an authorized agency, organization, or individual.
- Upon completion of artwork, artists must submit a photo of all sides of the artwork with a numbered list of materials used per side of box to the City (including actual paint colors).

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CALL FOR ARTISTS**

- Artwork may include the artist's signature, no larger than 5" x 7."
- Artwork must be an original design and the artwork of the applicant.
- Artwork must be painted in fade-resistant acrylic paint.
- Artwork must be suitable for all ages and in keeping with community values.
- Artwork must reflect the City's diversity, historic heritage, or show a connection to El Cerrito in some way.
- Entries must not defame or invade the rights of any person, living or dead.
- Entries that use copyrighted or trademarked images are not eligible unless legal permission has been granted.
- The artist(s) name and a photo of the artwork may be featured on the City of El Cerrito website and other promotional materials.

Evaluation Criteria (not in order of importance)

- Residency
- Applicant examples of previous work
- Creativity and originality
- Compatibility of the design with the immediate location of the utility box as well as the general scenery and urban design of the vicinity
- Adherence to the project theme of social justice, as described above
- The relationship of the proposed artwork to the social and/or cultural identity of the El Cerrito community
- Bold and bright colors and graphics tend to work well on utility boxes so they can be seen from a distance

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Review and Selection Process

City Staff will review applications for completeness. The ACC's Utility Box Public Art Program Selection Panel will review submissions and recommend to the ACC an artist or artists based on the eligibility standards and evaluation criteria listed above. The Selection Panel may consist generally of one (1) member from the ACC, one (1) member of El Cerrito's Art Community, one (1) member of a City Commission (TBD), and one (1) member of City Staff from the Community Development Department. Following the ACC's approval of the design concepts and selected artists, staff will work with the artist(s) to execute any and all contracts and agreements. Then artist(s) will transition the approved design concepts into final artwork.

Applicants may be invited to present their conceptual designs to the ACC and the City Council and, if selected for this project, invited again to present their final designs.

**CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM
CALL FOR ARTISTS**

Attachment A

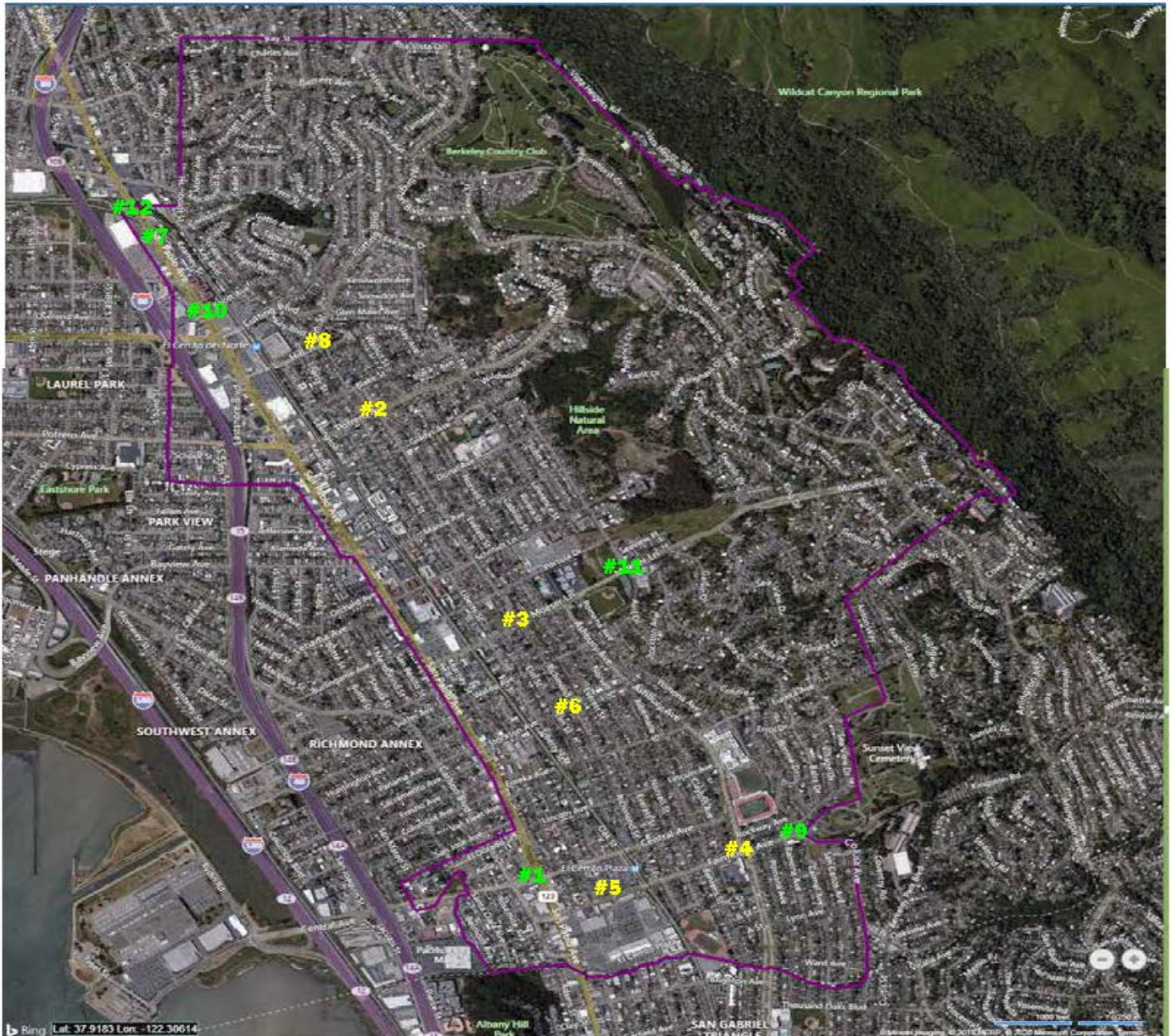
Utility Box Locations & Photos

<<THREE BOX LOCATIONS WILL BE PLACED IN FINAL VERSION WITH PHOTOS >>

All boxes are approximately 65" height x 30" width x 35" (except otherwise noted). Artists are responsible for taking final measurements of the box before commencing work.

Utility Box #	Location	Artwork (if applicable)	Completed Date (if applicable)
1	Carlson Blvd./Central Ave.	"Our Legacy" – Shanna Strauss	2022
2	Richmond St./Potrero Ave.		
3	Richmond St./Moeser Ln.		
4	Ashbury Ave./Fairmount		
5	Liberty St./Fairmount Ave.		
6	Richmond St./Stockton Ave.		
7	San Pablo Ave./Conlon Ave.	"Our Lives Matter" – Martial Yapo	2021
8	Elm St./Key Blvd./Hill St.		
9	Colusa Ave./Fairmount Ave.	"The Diverse History of El Cerrito" – Kristen Kong	2022
10	Knott Ave./San Pablo Ave.	"Facing Here Now" – Ricardo Cerezo	2021
11	Moeser Ln./Navallier St.	"Go Green" – Kristen Kong	2022
12	San Pablo Ave./Ohlone Greenway	"We are Diverse, We are Kind, We are Resilient, We are Fierce" – Jesse White	2021

MAP OF CITY OWNED UTILITY BOXES



**CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM
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Box 2 – Richmond/Potrero



Box 3 – Richmond/Moeser



**CITY OF EL CERRITO
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CALL FOR ARTISTS**

Box 4 – Ashbury Ave/Fairmount Ave. (next to Harding Elementary)



Box 5 - Liberty St./Fairmount Ave.



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Box 6 - Richmond St./Stockton Ave



Box 8 – Elm St./Key Blvd./Hill St.



**CITY OF EL CERRITO
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**Attachment B
Project Guidelines and Application Form**

Application Deadline

The application is due by **4 p.m. on Friday, June 16, 2023** online. If submitting online is not a feasible option, please make arrangements with Lina Huang prior to the deadline to submit an alternative way by contacting Lina directly at lh Huang@ci.el-cerrito.ca.us or at (510) 215-4371.

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Costs Incurred in Responding to the Call for Artists:

The City of El Cerrito shall not be liable for any costs incurred by the artist(s) in responding to this request for a design.

Application Checklist

- ☐ Application Coversheet
- ☐ Lead Artist Biography/Qualifications
- ☐ Examples of previous work that are relevant to this Call for Artists:
 - ❖ No more than five examples of previous work should be included. Artists need not have painted utility or signal boxes before.
 - ❖ Each example should include information such as descriptions of the work, location, type of surface, materials used, and who the work was commissioned by or created for.



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- ❖ Electronic files should be at a resolution appropriate for viewing.
- ☐ Design Rendering(s) — Provide color renderings of your proposed design(s) for the box(es), showing all four sides and the top of each box. Artists may submit up to three designs. However, each proposed design must have its own separate page. If you wish to be considered for a specific box location or locations, please label the rendering with the utility box number. If you have no preference, label the rendering “Any.” Label each rendering with your name.
- ☐ Design Description(s) — up to 300 words for each utility box. This is an opportunity to explain your design and indicate how it is related to the preferred theme and/or its connection to El Cerrito.

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**CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM
CALL FOR ARTISTS**

Application Coversheet

(must be filled out by the Lead Artist)

Lead Artist First Name and Last Name

Date

--	--

Home Address (Street #, Street Name)

City

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Home Phone

Cell Phone

Email

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Assistant Artist(s) First Name(s) and Last Name(s) - Artists may enlist assistants, but all assistants must be named here. Use additional pages if necessary

1.	5.
2.	6.
3.	7.
4.	8.

Title of Artwork (if submitting designs for more than one utility box, include all the artwork titles here and list the utility box # that corresponds to each artwork title)

Name of community group or organization - if applicable

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Lead Artist Biography/Qualifications (up to 300 words):

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**CITY OF EL CERRITO
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Design Description(s) - up to 300 words for each utility box:

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Lead Artist Printed Name

Date

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Lead Artist Signature

Date

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