



AGENDA

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

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, 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 May 22, 2023 meeting. (Attachment)
- 5. PUBLIC UTILITY ART BOX PROGRAM**
Discussion and possible action to approve the recommended finalists for the Public Utility Art Box Program. (Attachments)
- 6. WORKPLAN**
Hold discussion about the Commission's workplan.
- 7. ITEMS FOR NEXT MEETING**
- 8. 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, May 22, 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

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 called the meeting to order at 7:01 p.m.
Present: Chair Courtney Helion; Vice Chair Audrey Faine, Members: George Gager, Patrick Sean Taylor, Andrew Ting
2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**
Staff Liaison Orologas reported that the Public Utility Art Box Call For Artists was released, provided timeline and information about the box locations. Staff Liaison Orologas also provided information about upcoming budget hearings as well as the ACC's supplies.
3. **ORAL COMMUNICATIONS FROM THE PUBLIC**
Eileen Libby asked if the public could receive a copy of the list of ACC's supplies.
4. **APPROVAL OF MINUTES**
Moved/Second: Member Taylor/Member Gager **Action:** Motion to approve the May 22, 2023 meeting minutes. **Ayes:** Chair Helion; Members Faine, Gager, Taylor and Ting. **Noes:** None. Minutes approved.
5. **ECCRU ARTIST IN RESIDENCY CITY HALL GALLERY RECEPTION**
ECCRU Artist Steve Zwetsch presented and played his instruments made as part of his residency at the El Cerrito Recycling Center. The commission discussed a reception for the display of instruments at the City Hall Gallery Space and postcards advertising the reception event and the Gallery showing.

Moved/Second: Chair Helion/Member Faine **Action:** Motion to approve up to \$400 for the reception event and the postcards. **Ayes:** Chair Helion; Members Faine, Gager, Taylor and Ting. **Noes:** None. Motion approved.

Public Comment: Corey Mason and Bob Helliesen provided positive comments about Steve's artwork. Eileen Libby asked a question regarding the City Hall Gallery Space.

6. **EL CERRITO FREE FOLK FESTIVAL MINI GRANT REQUEST**

Bob Helliesen presented his grant request. Members asked questions regarding artists, attendees, location, marketing and schedule.

Moved/Second: Member Taylor/Member Gager **Action:** Motion to approve \$1,000 request for support from applicant Bob Helliesen from the El Cerrito Free Folk Festival. **Ayes:** Chair Helion; Members Faine, Gager, Taylor and Ting. **Noes:** None. Motion approved.

Public Comment: Corey Mason commented how the event is inspiring to young musicians.

7. **FOURTH OF JULY/WORLD-ONE FESTIVAL REQUEST FOR SUPPORT**

Creative Director Corey Masion & Recreation Director Chris Jones

Action: Motion to approve \$10,000 request for support for the City of El Cerrito/worldOne 4th of July Festival, worldOne Stage Performances.

Moved/Second: Member Taylor/Member Gager. **Ayes:** Chair Helion; Members Faine, Gager, Taylor and Ting. **Noes:** None. Motion approved.

Public Comment: Eileen Libby and Bob Helliesen provided positive comments regarding the Fourth of July/worldOne 4th of July Festival.

8. **WORKPLAN**

Hold discussion about the Commission's workplan.
No discussion due to time.

9. **ITEMS FOR NEXT MEETING**

Utility Box Program
Workplan

10. **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 June 26, 2023 as approved by the Arts and Culture Commission.

Alexandra Orologas, Staff Liaison



CITY OF EL CERRITO
2023 Utility Box Public Art Program



Recommended Finalists

Box 5 - Liberty St./Fairmount Ave. (across from Plaza Starbucks)

Artist: Kristen Kong

Title: Musical Culture of El Cerrito

Box 8 - Elm St./Key Blvd./Hill St. (across from Summit Public Schools)

Artist: Adaleyd DeLeon

Title: A Light Shining Home

**Box 5 - Liberty St./Fairmount Ave.
(across from Plaza Starbucks)**

Artist:
Kristen Kong

Title:
Musical Culture of El Cerrito

From: noreply@civicplus.com
To: [Lina Huang](#); [Alexandra Orologas](#)
Subject: Online Form Submittal: Utility Box Public Art Program Application
Date: Friday, June 16, 2023 11:03:31 AM

Caution! This message was sent from outside your organization.

Utility Box Public Art Program Application

UTILITY BOX PUBLIC ART PROGRAM - CALL FOR ARTISTS

Application Deadline: The application is due 4 p.m. on Friday, June 16, 2023. The online application will be inaccessible after the deadline. For questions, contact Lina Huang at (510) 215-4371 or lh Huang@ci.el-cerrito.ca.us.

APPLICATION COVERSHEET

Lead Artist First Name and Last Name Kristen Kong

Home Address (Street #, Street Name)

City El Cerrito

Zip 94530

Phone:

Contact Email:

Assistant Artist(s) First Name(s) and Last Name(s) - *Field not completed.*

Title of Artwork(s) Musical Culture of El Cerrito - Box #5
Architecture of El Cerrito - Box #8

Name of community group or organization - if applicable n/a

Lead Artist Biography/Qualifications (up to 300 words): Kristen Kong is an illustrator and muralist based in El Cerrito whose style blends whimsy with the modern era. She graduated from Art Center College of Design in Pasadena, California with a BFA in Illustration.

Her work has been featured at Public Works, the Little Lodge Galleries in San Francisco, and Gallery 50 in Toronto. Her clients include the California Academy of Sciences Museum, Zillow, and the Sierra Club. She has installed murals in Fairmont Elementary school, at private residences and on utility boxes around El Cerrito, California.

This body of work reflects her long held intention to bring people and movements that are often overlooked, to the forefront of visual storytelling. Whether it's murals, infographics or gallery work, she strives to capture a story with a knack for leaving you with a warm fuzzy feeling.

Examples of previous work that are relevant to this Call for Artists

No more than five examples of previous work should be submitted. 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. Electronic files should be at a resolution appropriate for online viewing.

#1 - Example of previous work

[sample 3.pdf](#)

#2 - Example of previous work

[sample 4.pdf](#)

#3 - Example of previous work

[sample 5.pdf](#)

#4 - Example of previous work

[sample 6.pdf](#)

#5 - Example of previous work

Field not completed.

Design Rendering(s)

Provide color renderings of your proposed design 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. Label each rendering with your name. Electronic files should be at a resolution appropriate for viewing.

#1 - Design Rendering

[Design 1.pdf](#)

#2 - Design Rendering

[Design 2.pdf](#)

#3 - Design Rendering

Field not completed.

Design Description(s) -
up to 300 words for
each utility box:

Musical Culture of El Cerrito - Box #5

I am proposing a box design that highlights the musical culture that is fostered in El Cerrito. There are subtle nods to people who grew their love of music here such as John Fogerty of Creedence Clearwater revival, and future musicians that are just starting out, such as the nationally recognized ECHS jazz band. They have all contributed to the tight knit communal environment that El Cerrito is known for.

This would be installed in a high-foot traffic area, near the Starbucks.

Similar to last year, I would love to do this in collaboration with the El Cerrito Historical Society to ensure that we have vetted diverse citizens that spent a significant amount of time here.

Landscape Arts of El Cerrito - Box #8

The landscape arts have always been a focus and unique interest of our small town. From the Japanese nursery growers who founded the industry around 1900 to the Sundar Shadi Garden Award given every year by the El Cerrito Garden Club, they reflect the whimsy and creativity of what El Cerritans can do with a limited amount of space. We strive to bring joy and beauty to our small corner of the city for everyone to enjoy through native plants, flowers and sometimes, towering redwood trees.

This design has particular significance as it would nod to El Cerrito's past with the Asian community. This utility box would reside very closely to the nearby Chung Mei School, an iconic complex of historic buildings, now known as Summit Charter School. It would also symbolically commemorate the Japanese growers who were pivotal in growing the flower market in the East Bay.

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**CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM**

SELECTED PROPOSAL

Utility Box #5

MUSICAL CULTURE OF EL CERRITO

The Musical Culture of El Cerrito

I am proposing a box design that highlights the many musical cultures that are fostered in El Cerrito. There are subtle nods to people who grew their love of music here such as John Fogerty of Creedence Clearwater Revival, and future musicians that are just starting out, such as the nationally recognized ECHS jazz band. They have all contributed to the tight knit communal environment that El Cerrito is known for.

Similar to last year, I would love to do this in collaboration with the El Cerrito Historical Society to ensure that we have vetted diverse citizens that spent a significant amount of time here.

Box Design

With a subtle nod to native El Cerritans, this punchy, spirited design encompasses the diverse music culture of El Cerrito.

Box top



Box exterior



John Fogerty, lead singer of Creedence Clearwater Revival

Jazz student ECHS

Joyo Velarde, Filipina jazz singer



Original Box



Box Mock up



**CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM**

EXAMPLES OF PREVIOUS WORK

Let's Ride Bike Mural

Description: Mural installed on exterior wall near the bike racks at Fairmont elementary school. This will accompany a bike map mural to be installed in fall. The intention is to encourage kids to ride bikes and provide safe places to do so. 1 of 9 planned murals.

Commissioned for:
Fairmont Elementary
School PTA

Location: 724 Kearney St in
El Cerrito

Type of surface: Concrete stucco

Materials used: Clark and
Kensington exterior house paint

Example





Diversity History of El Cerrito

Description: Utility box exterior design that provides educational facts about people of color who came from El Cerrito.

Commissioned for:
City of El Cerrito

Location: Intersection of Colusa Ave and Fairmount Ave in El Cerrito

Type of surface: Steel

Materials used: Behr Premium Plus Ultra Exterior Paint and Primer in One

Example

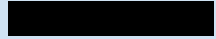




In Memoriam, Miguel Espino

Description: Mural installed at a private residence to commemorate the incredible life of peace warrior, Miguel Espino. Artifacts of his life are hidden in the patterns of the mural.

Commissioned for:



Location:

El Cerrito

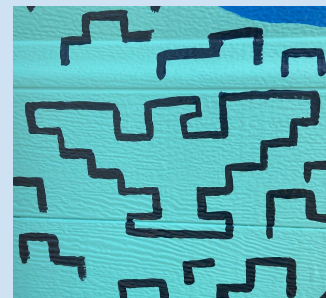
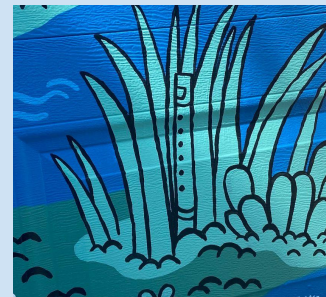
Type of surface: Aluminum garage door.

Materials used: Behr Premium exterior house paint.

Example



Example



Private Commision Mural (in progress)

Example

Description: Mural installed on cinder block retaining wall.

Location: [REDACTED], El Cerrito

Commissioned for:



Type of surface: Concrete

Materials used: Clark and Kensington exterior house paint



**Box 8 - Elm St./Key Blvd./Hill St.
(across from Summit Public Schools)**

Artist:
Adaleyd DeLeon

Title:
A Light Shining Home

From: noreply@civicplus.com
To: [Lina Huang](#); [Alexandra Orologas](#)
Subject: Online Form Submittal: Utility Box Public Art Program Application
Date: Thursday, June 15, 2023 4:53:49 PM

Caution! This message was sent from outside your organization.

Utility Box Public Art Program Application

UTILITY BOX PUBLIC ART PROGRAM - CALL FOR ARTISTS

Application Deadline: The application is due 4 p.m. on Friday, June 16, 2023. The online application will be inaccessible after the deadline. For questions, contact Lina Huang at (510) 215-4371 or lh Huang@ci.el-cerrito.ca.us.

APPLICATION COVERSHEET

Lead Artist First Name and Last Name Adaleyd DeLeon

Home Address (Street #, Street Name)

City El Cerrito

Zip 94530

Phone:

Contact Email:

Assistant Artist(s) First Name(s) and Last Name(s) - *Field not completed.*

Title of Artwork(s) A Light Shining Home

Name of community group or organization - if applicable

n/a

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

Adaleyd DeLeon is a Studio Arts Major at San Francisco State University. They attended Oakland School for the Arts through middle and high school, where they were taught from a young age a multitude of different art forms, including painting. In high school, they were a part of the Production Design emphasis, where they regularly painted large sets with backgrounds for

plays. Now, in college, they continue to learn about painting, drawing, and other technical skills that further their artistic knowledge.

Aside from their artistic education, they work as a freelance commission artist outside of school. They have participated in many projects, including the creation of a children's book, various kinds of portraiture, and graphic/logo design. Their artistic portfolio can be found at the site below, and their work can be found on Instagram @ newt.kazoot
<https://adaleyddleon.wixsite.com/my-site-1>

Examples of previous work that are relevant to this Call for Artists

No more than five examples of previous work should be submitted. 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. Electronic files should be at a resolution appropriate for online viewing.

#1 - Example of previous work	Screen Shot 2023-06-14 at 12.07.03 PM.png
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#2 - Example of previous work	Screen Shot 2023-06-14 at 12.01.22 PM.png
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#3 - Example of previous work	Screen Shot 2023-06-14 at 12.16.31 PM.png
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#4 - Example of previous work	Screen Shot 2023-06-14 at 12.13.48 PM.png
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#5 - Example of previous work	Screen Shot 2023-06-14 at 12.19.50 PM.png
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Design Rendering(s)

Provide color renderings of your proposed design 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. Label each rendering with your name. Electronic files should be at a resolution appropriate for viewing.

#1 - Design Rendering	Adaleyd DeLeon Utility Box Design.png
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#2 - Design Rendering	Field not completed.
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#3 - Design Rendering	Field not completed.
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Design Description(s) -	This design shows the beauty of many plants native to the El
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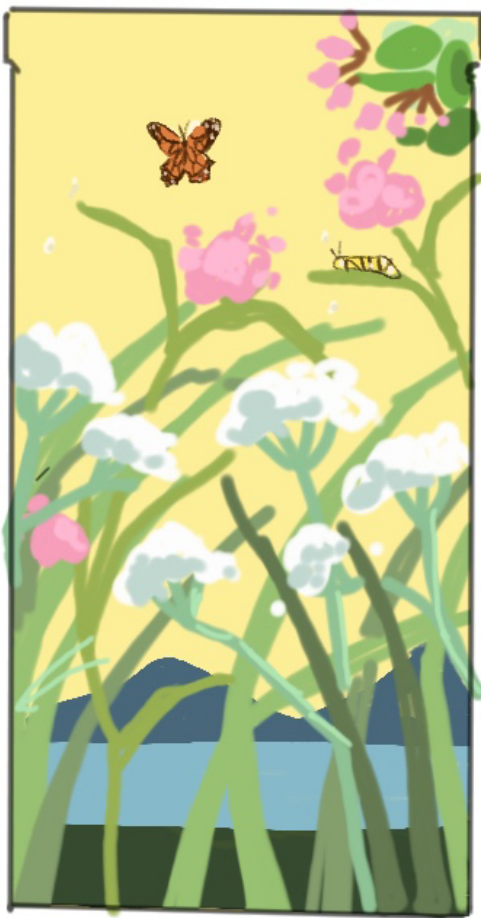
up to 300 words for
each utility box:

Cerrito Area, as well as the very distinct skyline El Cerrito possesses. The hill, where El Cerrito gets its name, is shown in the background as well as our lovely view of the bay. The plants shown in this piece are the common, pallid, and Contra Costa manzanitas, yarrow (an important plant in Native Ohlone medicinal practices), Narrow-Leaf Milkweed, as well as blue wild rye in the foreground. A hand paints a star above the city, showing that El Cerrito is a beacon for many of us who call this city home, and further tying in the "Arts of El Cerrito" theme. The colors used are bright, but not garish, and aim to give the viewer a peaceful feeling.

Email not displaying correctly? [View it in your browser.](#)

SELECTED PROPOSAL

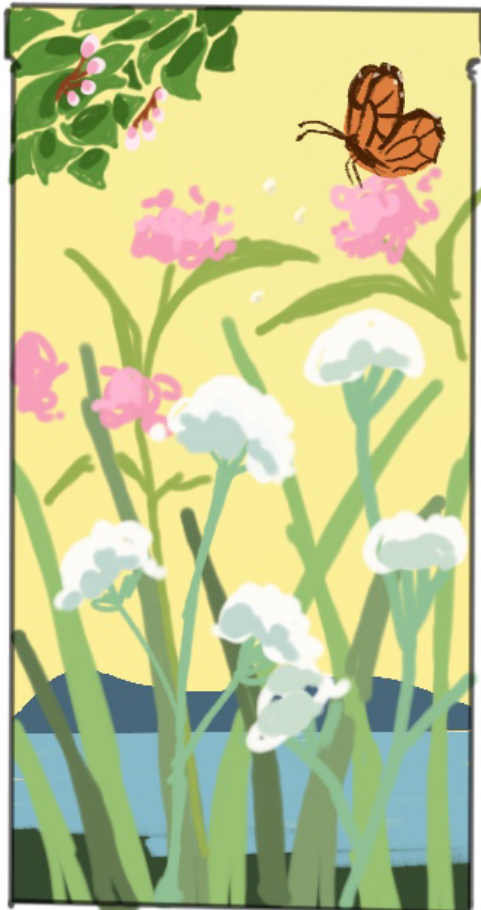
7/3 Revised
submission with
monarch butterflies
and caterpillars
added



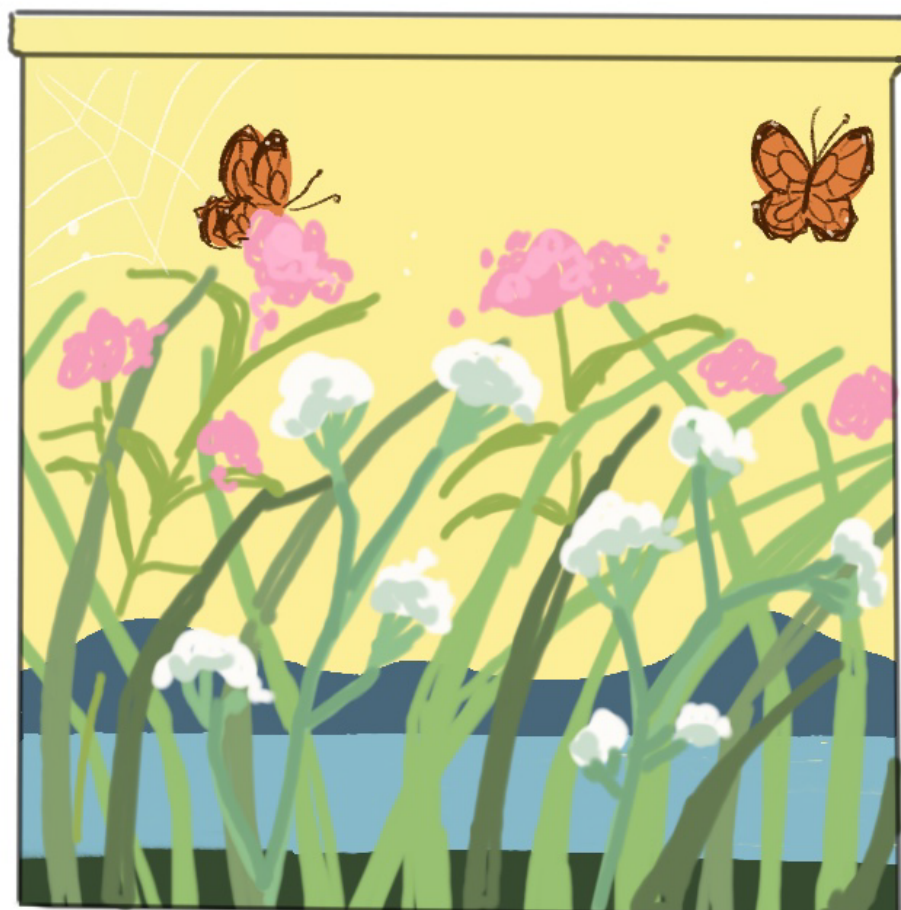
left



front



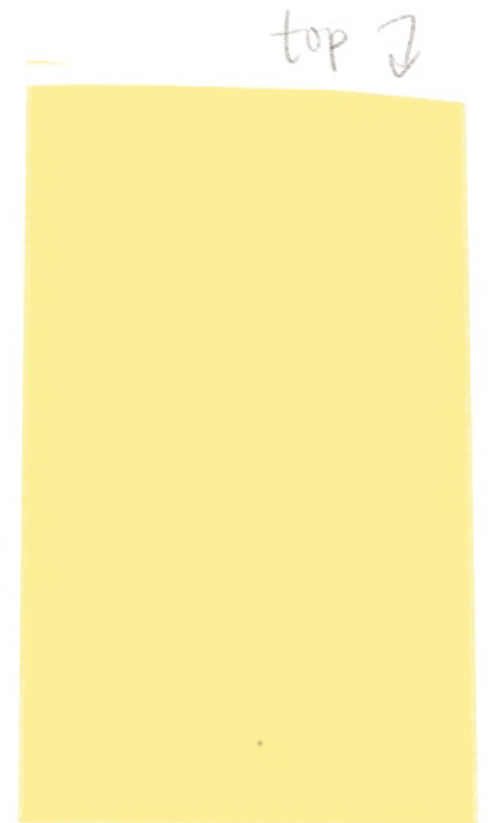
right



back

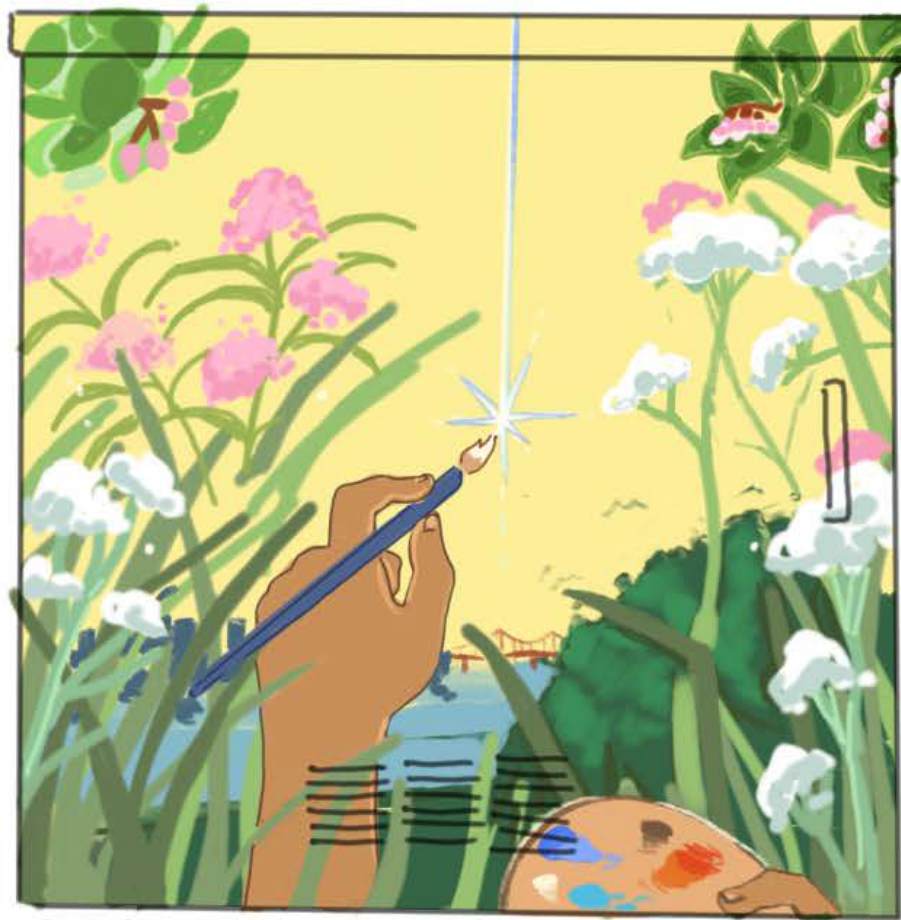
Box #8
Elm St/Key Blvd/Hill St

this design repeated
on traffic signal box





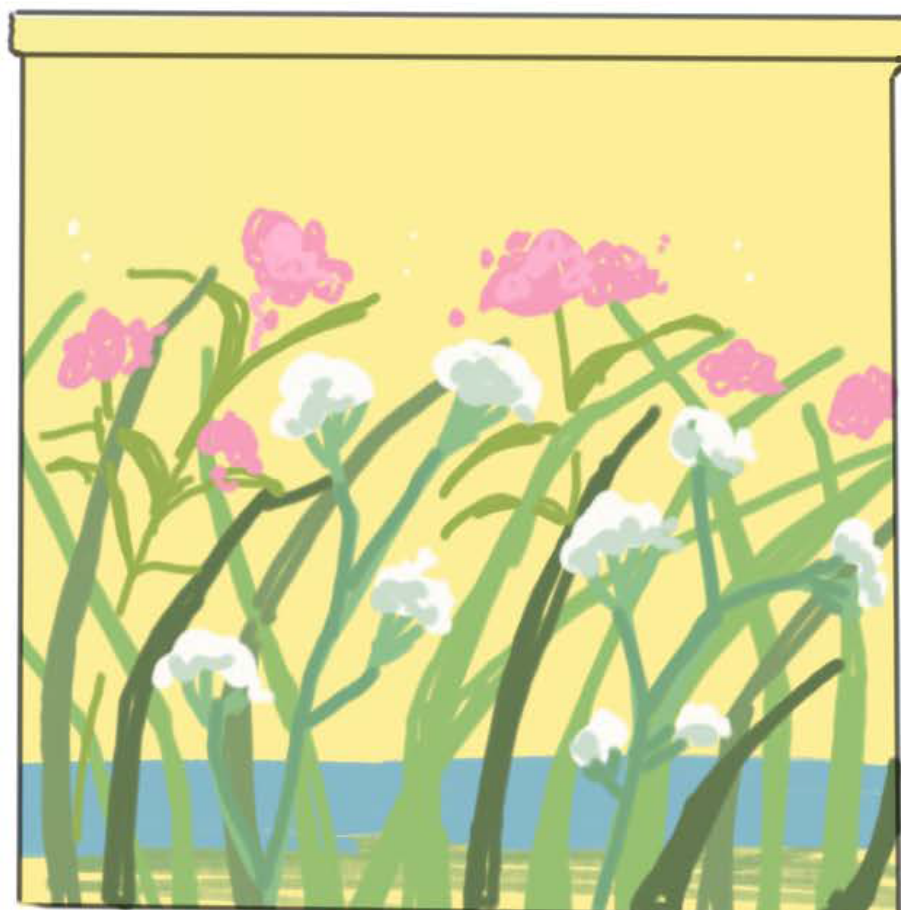
left



front



right

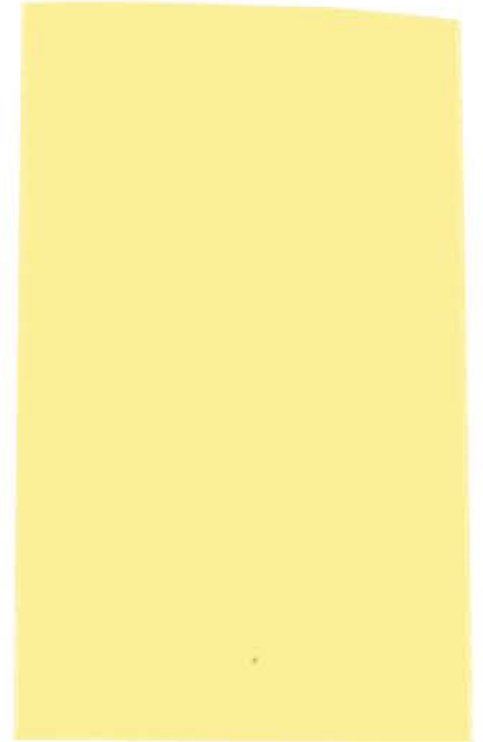


back

Box #8
Elm St/Key Blvd/Hill St

this design repeated
on traffic signal box

top ↓



**CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM**

EXAMPLES OF PREVIOUS WORK



Piece made for a women and gender studies final, includes an abundance of symbolism from the class but is ultimately about growth and the ancestors that connect us.

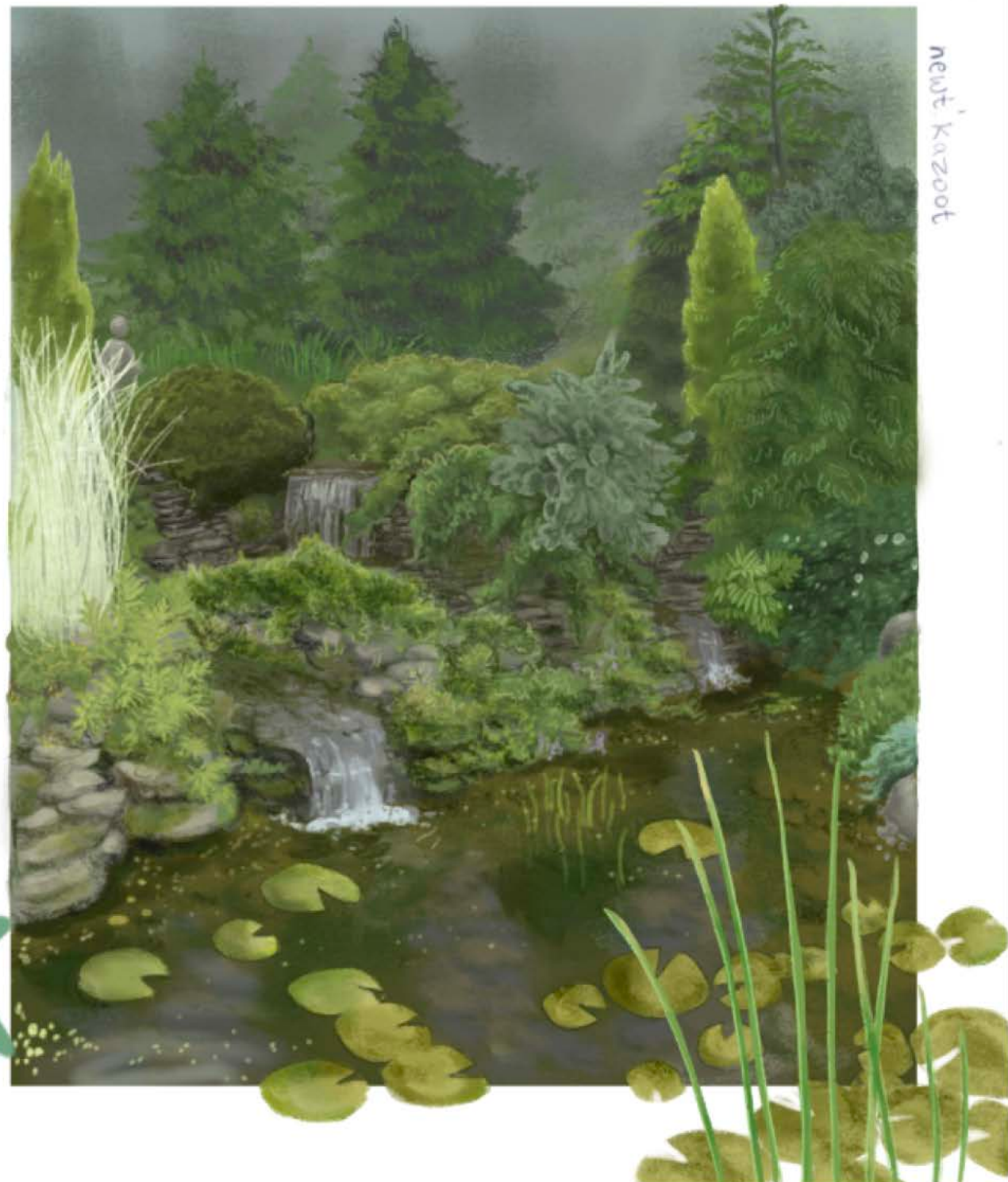
Material: digital illustration.

Location: El Cerrito



Oil on Wooden Board, 24x18". Black and white still life. Location: San Francisco State University
Made for a Foundations in Painting Class

Example



newt kazoot

Digital Illustration. Plant Studies drawn from references found online. Made for Olorin gardens, a landscaping company who wanted me to illustrate their gardens. Done as a sample of my skills. Made in El Cerrito, CA





Oil on Wooden Board. 12x10". Monochrome (Indigo) Still life. Made for a Foundations in Painting Class. Made in San Francisco, CA



**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 Programs. To view the six completed boxes and learn more about the artists, please visit: <https://www.el-cerrito.org/publicartbox>. This third CFA is for two 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 two 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 celebrates the Arts of El Cerrito, including, but not limited to, visual, graphic, performance, literary, cinema and music arts. Submissions can also be focused on the history of arts and art makers in El Cerrito.

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 (for examples, Rain Guard VandlSystem, MuralShield). 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.

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

Compensation

The artist or artist groups will receive a \$2,500 award for the creation of the final design for each utility box. 50% (or \$1,250) of the payment will be issued prior to the start of the painting and 50% (or \$1,250) 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 \$2,500 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).
- Artwork may include the artist's signature, no larger than 5" x 7."

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

- 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 Arts in El Cerrito, 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

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

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, 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

Artists are responsible for taking final measurements of the box before commencing work.

Utility Box #	Location
5	Liberty St./Fairmount Ave. (across from the Plaza Starbucks)
8	Elm St./Key Blvd./Hill St. (across from Summit Public Schools)

Box 5 - Liberty St./Fairmount Ave. (across from Plaza Starbucks)

65" height X 32.75" width X 24"



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

Box 8 – Elm St./Key Blvd./Hill St. (across from Summit Public Schools)

Main Utility Box: 53" height X 30" width X 44"

(Box #8 has an adjacent Traffic Signal Box five inches apart that can be incorporated as part of the art and painted on – 43" height X 11" width X 19")



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

**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.

Application Guidelines

- Artists may submit a single application for one or multiple utility boxes. The City reserves the right to select a single artist for all two 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.

Applications can be submitted online at <https://www.el-cerrito.org/publicartbox>.

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

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.

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

- ❖ 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 two 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.

**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

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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

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

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

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

Design Description(s) - up to 300 words for each utility box:

Lead Artist Printed Name

Date

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Lead Artist Signature

Date

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