



AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, January 22, 2024 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 December 4, 2023 meeting.
(Attachment)
- 5. MINI GRANT REQUEST – MESSY ART DAY**
For discussion and possible action, consider request for support from applicant Monica Monjes Iacuaniello from the El Cerrito Preschool Cooperative (ECPC) regarding Messy Art Day. (Attachment)
- 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

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

Monday, December 4, 2023 at 7:00 p.m.

Staff Liaison

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

Hana Gardens Senior Center Room
10870 San Pablo Avenue
El Cerrito, CA 94530

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 8:05), Adam Levenson, Patrick Sean Taylor, Andrew Ting (joined at 7:02); **Absent:** None.

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

Staff Liaison Orologas reported on the upcoming City Council meeting on the adoption of the City's Strategic Plan and Study Session on City's advisory groups. One of the possible changes from the Study Session may require each commission to present a workplan every two years with highlights of accomplishments. She also announced the upcoming State of the City Address on December 19th.

Staff Liaison Huang announced the upcoming term expiration of three ACC members and reminded them to reapply.

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

4. **APPROVAL OF MINUTES**

Moved/Second: Chair Helion/ Vice Chair Faine **Action:** Motion to approve October 23, 2023 meeting minutes. **Ayes:** Chair Helion; Vice Chair Faine; Members Levenson, Ting, Taylor **Noes:** None. **Absent:** Member Gager. Minutes approved.

5. **2024 REGULAR MEETING SCHEDULE FOR THE ARTS AND CULTURE COMMISSION (ACC)**

Moved/Second: Chair Helion/ Vice Chair Faine **Action:** Motion to approve rescheduling May 2024 Regular Meeting for Arts and Culture Commission from May 27 to May 20 due to Memorial Day. **Ayes:** Chair Helion; Vice Chair Faine; Members Levenson, Ting, Taylor **Noes:** None. **Absent:** Member Gager. May 2024 Regular Meeting date approved.

6. **BIKE PARKING AND ART PRESENTATION**

Received Informational presentation on Bike Parking and Art by Jarrett Mullen, Sustainable Transportation Program Manager, Community Development Department.

Moved/Second: Chair Helion/ Vice Chair Faine **Action:** Motion to direct staff to draft a pilot program and Call for Artist (CFA) limiting to El Cerrito residents, in collaboration with the City on the Bike Parking Project. **Ayes:** Chair Helion; Vice Chair Faine; Members Levenson, Ting, Taylor **Noes:** None. **Absent:** Member Gager. Motion approved.

7. **WORKPLAN**

Discussion to include culture exchange, culinary arts, language arts, a map or list of art organizations, venues to host art events, October Arts Month events, and connecting artists to resources.

8. **ITEMS FOR NEXT MEETING**

Continuation of workplan discussion, ECCRU and Poet Laureate CFA update.

9. **ADJOURNMENT**

The meeting adjourned at 8:40 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 December 4, 2023, as approved by the Arts and Culture Commission.

Alexandra Orologas, Staff Liaison

From: noreply@civicplus.com
To: [Alexandra Orologas](#); [Lina Huang](#)
Subject: Online Form Submittal: Arts & Culture Commission Support Application Form
Date: Sunday, January 14, 2024 6:45:05 PM

Caution! This message was sent from outside your organization.

Arts & Culture Commission Support Application Form

Contact/Applicant Name:	Monica Monjes Iacuaniello
Organization Name (if applicable):	El Cerrito Preschool Cooperative (ECPC)
Contact Phone:	[REDACTED]
Contact Email:	[REDACTED]
Contact Address:	[REDACTED]
City/Zip	[REDACTED]
Location of proposed event/project:	At El Cerrito Preschool Cooperative, 7200 Moeser Lane, El Cerrito, CA 94530, and along the section of Ashbury Avenue next to the school.
Anticipated number of attendees?	1000
Date(s) & Time(s) of the event:	March 17, 2024 10:00AM-2:30PM

PROJECT DESCRIPTION

Include project description here:	Messy Art Day (MAD) is a free, annual community art event for children. For over twenty years, this event has been entirely volunteer-planned, with 60 of ECPC's member and alumni families participating in preparation, playstation set-up, event operation, and clean-up. MAD hosts no fewer than 1,000 people and, with your Foundation's help, can better serve a wider community of families. This event is the only public art activity in the Bay Area of its kind that offers free admission. It serves children by providing experiences that strengthen motor and cognitive skills, sensory awareness, and first-hand experience of physical phenomena that will become the foundation for future learning. It focuses on art as process rather than product, providing a multisensory experience through 20+ stations. Stations like Human Spin Art,
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Art out Loud, House of Sound, or Pendulum Sand are designed to expand the participants' understanding of their environment by placing familiar materials and activities in unexpected contexts or on unusual scale.

The El Cerrito Arts and Culture Commission's financial support will help defray the increased cost of materials and for this event to provide more stations for families with older kids. Thanks to your support, COVID-19 safety measures remained at the forefront of planning this event the past two years and helped families navigate their return to in-person events. This year will focus on fully bringing activities back on Ashbury Avenue, providing more experiences geared at older children while preserving stations inside the school for children ages 4 and under. The addition of Quest for Mess, an obstacle course that combines 5+ stations, will allow more than one participant at a time and also control the flow of crowds.

Have you done a similar event or project before?

Yes

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

This 20+ year old event has attracted families in El Cerrito and across the Bay Area. Since its birth, the goal of Messy Art Day was for any kid to experience a day of process art. To achieve this our organization has aimed to keep MAD a low cost or free event and in recent years. In recent years, ECPC has also expanded this event to include stations along Ashbury Avenue to be more inclusive of families with kids of various ages.

To minimize impact to the environment, we will do our best to collect and dispose of use materials properly. We are eliminating past stations along Ashbury Avenue that may cause paint runoff into the street. Leftover paint will be used by our programs or taken to haz mat disposal. Wherever possible, we are also choosing biodegradable and/or reusable materials.

REQUEST

Type of Support Requested:

Financial Support

Enter \$ Amount

1000

If discounted venue/space, have you already contacted the Recreation Department at recreation@ci.el-cerrito.ca.us to inquire about availability and discounted cost? If not, please do so before submitting this application. Review [application guidelines here](#).

What is your basic budget, and how will it be spent?

Itemized Budget

Supplies:

Towels \$16
Painters plastic \$30
Bubble solution \$32
Zip ties \$17
Powder tempera paint \$319
Squeeze bottles \$24
Butcher paper \$40
Blue painter's tape \$36
Tissue paper \$16
Vinegar \$40
Baking soda \$84
Black pool \$26
Kiddie pool \$13
Corn starch \$120
Ice trays \$7
Food coloring \$90
Salt \$6
Shaving cream \$40
Biodegradable soap \$23
Toilet paper \$28
Pressure sprayers \$63
Sponge balls \$17
Assorted supplies \$100
Supplies total: \$1,186

Equipment:

Microphones \$34
PA System \$41
Portable toilets & handwash stations \$576
Equipment total: \$651

Miscellaneous:

Food for volunteers \$330
Snacks for visitors \$150
Ponchos for volunteers \$34
Street closure permit \$136
Ashbury entertainment \$25
Wristbands \$22
Recycling Center Salvage Permit \$25
Contingency supplies \$500
Miscellaneous Total: \$1,222

Total: \$3,059
Tax: \$306
Grand Total for Event: \$3,365

Please upload your

[2024 ECPC Messy Art Day Itemized Budget.docx](#)

line-item budget (if requesting financial support)

Have you received funding from the ACC in the past?

Yes

If yes, provide the history of the past project/event, and how much you were awarded. If you are requesting more than what you were awarded in the past for the same project/event, please provide justification for the increase.

Costs for the event include structural materials for play stations, equipment for the event, and food and drink for volunteers and attendees. In 2024, we plan to expand the number and diversity of stations which will require the purchase of structural and art materials. Last year ECPC was awarded \$750 from the El Cerrito ACC to support Messy Art Day. This year are asking for a financial contribution of \$1,000 due to the increased cost of materials. We are working with the community and local businesses to provide support in the form of material donations. For more detail, please see the itemized budget below.

Upon implementation of project/event, you will be required to return to the ACC in person to provide a short verbal presentation on how the proposal was implemented. Please confirm that you agree to complete this requirement.

Yes

STAFF/PERSONNEL

paid staff

0

volunteers

60

If applicable, load additional documents here:

[2024 ECPC Messy Art Day application.docx](#)

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

2024 ECPC Messy Art Day Itemized Budget

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Notes from 12/4/23 Brainstorming Session

Signature Programs

Accessibility and Inclusiveness

Inventory of Partners and Resources (Identifying Arts Partners in El Cerrito + Identifying Spaces in El Cerrito, Return of Gallery Space)

October Arts Month - Programming, Highlighting Partner Event

- Maximizing the impact of public art, diversifying access to art
- Working with existing groups (ex. El Cerrito Free Folk Festival)
- Cultural piece of ACC – potential culture exchange (ex. WCCUSD program) or an event that Highlights/celebrates a variety of cultures within El Cerrito. Food and language is art, culture.
- Use of Cerrito Theatre
- Venue database
- Collaborating with art non-profits
- Saying “yes” to artists (can be several things besides \$\$, connecting, providing space, etc.)
- Return of City Hall Gallery Space
- Collaborate with Economic Development Committee – Restaurant Week
- Music Performance Series

10/23/23 Brainstorm Session

- Poet Laureate, El Cerrito Creative Re-Use Artist in Residency, July 4, Utility Boxes
- Pop up participation – community involvement, exposure
- Emeryville Arts Festival
- Promote music/education – kids, adults, performance, fine arts, showcasing
- Live Performances, Sponsoring – Community Orchestra
- Monthly Friday Events – music/food trucks in Public Spaces – art component, “off the grid” type
- Public Art – Centennial Mural – defer graffiti
- Space for local artists to present art work, collaborating with businesses
- Engage Youth
- Accessibility/diversity to create art
- Influx of El Cerrito-rooted musicians, open house
- El Cerrito Art Association – events/art show
- Mini Grant Program – promote opportunity
- Not wanting to focus solely on physical art – not enough funding
- Engage in other ways
- Supporting Businesses

Arts Organizations in El Cerrito as listed in [Arts & Culture Master Plan for Contra Costa County-- adopted by BOS 6.27.23](#)

Sector	Organization	Website
Performing Arts	Contra Costa Civic Theatre	https://ccct.org/
Visual Arts	Madina Papel	https://madinapapelanimation.com/
Performing Arts	Paufve Dance	https://www.paufvedance.org/
Performing Arts	Sierra Enemble	https://www.sierraensemble.com/
Performing Arts	The KTO Project	https://www.facebook.com/TheKTOProject/



FISCAL YEAR (YYYY - YYYY) WORK PLAN AND (YYYY - YYYY) ACCOMPLISHMENTS

(ADVISORY BODY NAME)

Staff Liaison
(First Last) | (liaison phone)
(Liaison email)

Chair (First Last); Vice-Chair (First Last); Members (First Last), (First Last) - listed in Alpha order by last name

MISSION STATEMENT: (State mission as identified in enabling legislation and include legislation citation)

HISTORICAL BACKGROUND: (Brief discussion regarding when the commission/committee was established and how it has changed over time)

FISCAL YEAR (YYYY - YYYY) WORK PLAN

	Goal/Objective	Proposed Activities	Priority Ranking	Timeline For Completion
1.				
2.				
3.				
4.				
5.				
6.				

PRIOR YEAR ACCOMPLISHMENTS

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

ONGOING PROJECTS

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



**SUPPLEMENTAL AGENDA MATERIALS
ARTS AND CULTURE COMMISSION
January 22, 2024**

- 1. Agenda Item 6 Workplan**
 - a. Working Draft



FISCAL YEAR (20xx-20xx) WORK PLAN

AND (20xx-20xx) 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 (20xx-20xx) WORK PLAN - DRAFT

	Goal/Objective	Proposed Activities	Priority Ranking	Timeline For Completion
1.	Maintain Arts & Culture Signature Programs	Poet Laureate, ECCRU, 4 th of July/worldOne Festival, Utility Boxes.		
2.	Increase Access/Inclusivity to Public Art in the Community	City Hall Gallery Space Call For Artists/Program, El Cerrito Art Organizations and Venues Database, Mini-Grant Program, Scholarships.		
3.	Leverage Partnerships with Other Organizations	Partnering with schools, library, community organizations and non-profits on community events/projects such as Messy Art Day, Free Folk Festival, EC Art Association Art Show, etc.		
4.	Supporting the Local Artistic and Cultural Community	Events (Art/Music/Food/Culture), Gallery Space, Databases, October Arts Month, etc.		
5.	Beautify El Cerrito	Utility Boxes, Pilot Bike Art Program		

PRIOR YEAR ACCOMPLISHMENTS

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

ONGOING PROJECTS

	Project	Activities
1.		
2.		
3.		
4.		
5.		