



Staff Liaison

Will Provost | 510-215-4318
wprovost@ci.el-cerrito.ca.us

AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, May 20, 2024 at 7:00 p.m.

Hana Gardens Senior Center
10870 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 luhuang@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 Audrey Faine; Vice Chair Renee LeVesque
Members: Courtney Helion, Kim Settles
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. **FOURTH OF JULY/WORLD-ONE FESTIVAL REQUEST FOR SUPPORT**
For discussion and possible action, consider request for support for the City of El Cerrito/worldOne 4th of July Festival, worldOne Stage Performances.
(Attachment)
5. **REGULAR MEETING SCHEDULE**
Discuss and consider passing a motion to reduce the regular meeting schedule (attached) based on the new minimum requirement to meet quarterly (not monthly) as adopted by City Council in April. Also consider adjusting the meeting start time for Arts & Culture Commission meetings.
6. **EL CERRITO ARTS ORGANIZATION DATABASE**
Discuss next steps and consider possible action items relating to developing a publicly available database of arts organizations that are active in El Cerrito. (Attachment)
7. **ACC CALENDAR OF EVENTS**
Hear updates, participate in discussion, and consider possible action items regarding planning, logistics, and expenditures for the ACC calendar of events, including:
 - 4th of July
 - October Arts Month
 - Juneteenth Event 2025

8. APPROVAL OF MINUTES

Consider approval of the minutes of the April 22, 2024, meeting. (Attachment)

9. UPCOMING ITEMS

- 2024 Utility Box Public Art Call for Artists (CFA) Award (July)
- Pilot Pavement Art CFA (July/August)
- City Hall Gallery Space CFA (July/August)
- Public Art on Private Project – 729 Kearney
- Film Festival Discussion

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 Will Provost at (510) 215-4318. 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.

From: noreply@civicplus.com
To: [Will H. Provost](#); [Lina Huang](#)
Subject: Online Form Submittal: Arts & Culture Commission Support Application Form
Date: Tuesday, May 14, 2024 7:06:24 PM

This sender is trusted.

Arts & Culture Commission Support Application Form

Contact/Applicant Name: Corey Mason, worldOne and Christopher Jones, Recreation Director

Organization Name (if applicable): City of El Cerrito and worldOne

Contact Phone: [REDACTED]

Contact Email: cjones@ci.el-cerrito.ca.us

Contact Address: 7007 Moeser Lane

City/Zip El Cerrito

Location of proposed event/project: Cerrito Vista Park

Anticipated number of attendees? 9999

Date(s) & Time(s) of the event: 7/4/24, 11am to 5pm

PROJECT DESCRIPTION

Include project description here: Due to the COVID-19 Pandemic, the City of El Cerrito & worldOne 4th of July Festival was cancelled in 2020 and 2021. In the ensuing years, the City has been working to restore its financial health. In 2022, thanks to the generosity of several sponsors, including a generous grant of \$20,000 from the City's Arts in Public Places Fund, the 4th of July Festival returned and was cost neutral to the City. In 2023 the City was able to contribute additional funding towards the festival lowering the request from the Arts in Public Places fund to \$10,000 to exclusively fund the worldOne stage performance fees. In 2024 we are requesting \$12,000 to again exclusively fund the performance fees which, after several years, were raised from \$2,500 per group to \$3,000 in order to attract the same caliber of talent as past festivals. The City continues to fundraise for this year's festival in order to keep it financially sustainable.

The City of El Cerrito/worldOne 4th of July Festival is admission free and brings together over 10,000 individuals from El Cerrito and surrounding communities to celebrate Independence Day as well as promote multicultural understanding and respect. It is the largest annual event in town. The event features the worldOne musical stage that brings in high quality, musical performances representing a broad array of national and international genres. The event also features carnival rides, games, and an international food court. In addition to entertainment, the Festival is a place where local non-profits and civic organizations are able to connect directly with citizens to promote their positive work and raise awareness.

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?

The worldOne stage is an intentional celebration of multiculturalism and intergenerational entertainment bringing together diverse musical genres and audiences to El Cerrito's 4th of July Festival. This year's performances will feature an eclectic mix of American and global music such as "Raga-Infused" Chamber Music (Lucien Balmer), Soulful California Bluegrass (Laurie Lewis), The Big Takeover (Reggae), and Psychedelic African Rock (Orchestra Gold).

As a City event, the 4th of July Festival has environmental sustainability considerations at the forefront. Single use plastics are not allowed to be sold at the festival, recycling and composting is required, and a water-filling station will be available for use by the general public. Metal water bottles are on sale now and will be available at the festival to encourage its use.

REQUEST

Type of Support Requested:

Financial Support

Enter \$ Amount

12,000

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?

The projected total cost for the 2024 City of El Cerrito/worldOne Festival is around \$145,000. The projected cost for the worldOne stage is around \$55,000.

Expenses include performance fees, stage production, equipment, contracted vendor fees (i.e. tables and chairs, generators, porta-potties, rides, supplies, extra labor, etc.) and City personnel (mainly Recreation, Police and Fire Employees).

Please upload your line-item budget (if requesting financial support)

[2024 4th of July Projected Budget.xlsx](#) **Attached.**

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.

In 2022 the Art and Culture Commission recommended a \$20,000 grant from the City's Art in Public Places Funds to offset worldOne stage expenses. In 2023, we are requested half of that amount, \$10,000, which was the exact budgeted amount for the four musical performances on the worldOne Stage.

In 2024, we are requesting \$12,000 to again exclusively fund the worldOne Stage performers. The additional expense is needed to continue attracting the same caliber of performers as for past festivals. All other costs will be funded through festival generated revenue, fundraising, and a contribution from the City's General Fund.

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

80

volunteers

20

If applicable, load additional documents here:

Field not completed.

2024 City of El Cerrito/worldOne 4th of July Festival Budget Summary

	Actual
Revenue	\$ 165,250.00
Expenses	\$144,309.00
Difference	\$ 20,941.00 ~12% Contingency

2024 City of El Cerrito/worldOne 4th of July Projected Festival Revenue

Advance Sales

Vendor/Information Booths	\$9,000.00
Food Booths	\$8,000.00
Car Showcase	\$250.00

Day of Revenue

Rides	\$28,000.00
Beverages	\$8,000.00

Fundraising

City Contribution	\$50,000.00
Sponsorships	\$47,000.00
Donations	\$3,000.00
Art in Public Places Grant	\$12,000.00

Total Revenue	\$ 165,250.00
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2023 City of El Cerrito/worldOne 4th of July Festival Projected Expenses

worldOne Stage

Performance Fees	\$12,000.00
Stage Production	\$12,000.00
Stage Equipment	\$12,000.00
Direct Costs	\$36,000.00
Shared/Indirect Costs (below)	\$21,000.00
Total worldOne	\$57,000.00

Other Festival Expenses

Carnival Rides	\$27,300.00
Hay Bales	\$1,248.00
Inflatables	\$1,560.00
Carnival Booths	\$3,640.00
Generators	\$2,704.00
Golf Carts	\$3,120.00
Ice	\$1,332.00
iPad/Square Rental	\$1,872.00
Labor	\$20,800.00
Porta-Potties	\$2,392.00
Radios	\$312.00
Security	\$4,805.00
Staff Food	\$624.00
Tables, Chairs, etc.	\$2,600.00
Contracted Vendors	\$74,309.00

Supplies	\$ 16,000.00
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Non-Personel Sub-Total	\$124,309.00
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City Personnel	\$ 20,000.00
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Grand Total	\$144,309.00
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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
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2024						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Adopted by the Advisory body on 10/23/2023

Amended by the advisory body on 12/4/2023

DRAFT LIST of 501c3 Arts Organizations located in El Cerrito as of 11/2023
Organizations with a (!) are most likely defunct.

West Oakland Stories Positive Feeling Movement Inc.

Practice Space Inc.

Arhoolie Foundation

Klezcalifornia Inc

Daughters of Vartan

Two Cats Gallery Inc

Creative Nepal Youth Organization

Blood Moon Orchestra

Chamber Music Sundaes Inc

Verismo Opera Company

El Cerrito Band Association

Cultural Connections

Sacred Center

Together We Stand Corp

Bay Area Circle Dancers Inc

California Multicultural Arts Institution Inc.

Golden Gate Live Streamers Inc

Les Blank Films

Jiangs Foundation

West County Winds

El Cerrito Community Foundation Inc.

Daniel Singer Millennial Prize Foundation Inc.

Storytelling Association of Alta California

Center for Enamel Art

Weperform Org

Storytelling Association of Alta California

Contra Costa Civic Theatre

Fellow Travelers Performance Group (!)

Healing Through Arts Inc (!)

World Wide Panorama Foundation (!)

Playland-Not—at-the-Beach (!)



DRAFT MINUTES

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, April 22, 2024 at 7:00 p.m.

Staff Liaison

Will Provost | 510-215-4318

wprovost@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 lhuang@ci.el-cerrito.ca.us prior to the meeting or by contacting the staff liaison listed above.

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1. **ROLL CALL** – Chair Courtney Helion called the meeting to order at 7:00 p.m.
Present: Chair Helion; Vice Chair Audrey Faine; Members: Renee LeVesque, Kim Settles. **Absent:** None

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

Staff Liaison Provost provided an update on the City's budget process and invited the Commission members to participate in the budget workshop tomorrow evening.

3. **ORAL COMMUNICATIONS FROM THE PUBLIC**

Cordell Hindler – invited the Commission members to attend upcoming events in Richmond and questioned the next ACC regular meeting date.

Buddy Akacić – expressed the desire for collaboration with the Human Relations Commission, a proposed Wall of Fame nomination for former Mayor Abelson, and introduced Contra Costa Civic Theatre Director, Joel Roster, to the Commission.

Joel Roster – spoke of upcoming performances at Contra Costa Civic Theatre and his plans to bring more music programs to the community.

4. **PUBLIC ART ON PRIVATE PROJECT – 1711 EASTSHORE BLVD.**

Presentation and Discussion: Presenters responded to comments and questions raised by members of the ACC regarding the artist and length of time to complete the artwork.

Public Comments:

Cordell Hindler - spoke in support of the project.

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

Applicant Bob Helliesen for the El Cerrito Free Folk Festival provided a brief presentation for his request.

Moved/Seconded: Member LeVesque/Vice Chair Faine **Action:** Motion to approve

mini grant request of \$1,100. **Ayes:** Chair Helion; Vice Chair Faine; Members LeVesque and Settles. **Noes:** None. Motion approved.

Public Comments:

Cordell Hindler - spoke in support of the mini grant request.

6. UPDATE ON MODIFICATIONS TO ADVISORY BODY REGULATIONS

Staff Liaison Provost provided an update on advisory body regulations including application and appointment, meeting frequency, workplan and accomplishments and youth participation.

Public Comments:

Cordell Hindler - spoke in favor of the modifications.

7. 2024 EL CERRITO UTILITY BOX PUBLIC ART CALL FOR ARTISTS (CFA)

Staff Liaison Provost provided a presentation on the 2024 Utility Box Public Art CFA.

Moved/Seconded: Vice Chair Faine/Member Settles **Action:** Motion to approve CFA with modifications on the theme and eligibility, and designating Member LeVesque to serve on interview panel. **Ayes:** Chair Helion; Vice Chair Faine; Members LeVesque and Settles. **Noes:** None. Motion approved.

Public Comments:

Cordell Hindler – suggested a theme.

8. ACC WORKPLAN

Staff Liaison Provost Presented the Arts & Culture Commission Draft Work Plan and accomplishments in the new format approved by City Council.

Moved/Seconded: Chair Helion/Member LeVesque **Action:** Motion to approve the Draft Work Plan and accomplishments in the new format as presented. **Ayes:** Chair Helion; Vice Chair Faine; Members LeVesque and Settles. **Noes:** None. Motion approved.

Public Comments:

Cordell Hindler - spoke in favor of approving the Draft Work Plan.

9. ACC CALENDAR OF EVENTS

Presentation and Discussion: Staff responded to comments and questions raised by members of the ACC regarding planning, logistics, and expenditures for the ACC calendar of events, including:

- Proposed Juneteenth Event
- 4th of July
- October Arts Month

Public Comments:

Cordell Hindler – offered to provide contact information for the Juneteenth event organizer for the City of Richmond and voiced his support for bringing back pre-Covid programs.

10. APPROVAL OF MINUTES

Moved/Seconded: Chair Helion/Vice Chair Faine **Action:** Motion to approve March 25, 2024 meeting minutes. **Ayes:** Chair Helion; Vice Chair Faine; Members LeVesque and Settles. **Noes:** None. Motion approved.

11. APPOINTMENT OF CHAIR AND VICE CHAIR

Chair Helion nominated Vice Chair Faine to serve as the Chair.

Moved/Second: Chair Helion/Member Settles **Action:** Motion to approve nomination of Vice Chair Faine as Chair. **Ayes:** Chair Helion; Vice Chair Faine; Members LeVesque and Settles; **Noes:** None. Motion approved.

Public Comments:

Cordell Hindler - spoke in favor of the nomination.

Member LeVesque nominated herself as Vice Chair.

Moved/Second: Chair Faine/Member Helion **Action:** Motion to approve nomination of Member LeVesque as Vice Chair. **Ayes:** Chair Faine; Members Helion, LeVesque, and Settles; **Noes:** None. Motion approved.

Public Comments:

Cordell Hindler - spoke in favor of the nomination.

12. ITEMS FOR NEXT MEETING

Meeting frequency, 4th of July Festival, October Arts Month, Juneteenth 2025, Bike Parking Art update.

13. ADJOURNMENT

The meeting adjourned at 8:25 p.m.

Audrey Faine, 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 April 22, 2024, as approved by the Arts and Culture Commission.

Will Provost, Staff Liaison

CITY of EL CERRITO Presents

worldOne Festival

Free!

JULY 4 Thursday 11a-5p
Cerrito Vista Park
El Cerrito, CA

Musical Ensembles

- Lucien Balmer ~ Raga-infused Chamber
- Laurie Lewis ~ Soulful California Bluegrass
- The Big Takeover ~ Reggae
- Orchestra Gold ~ Psychedelic African Rock

DJs

José Ruiz ~ MundoMuzik
Gregg McVicar ~ UnderCurrents
MC worldOneLove
Field Performers ~ rokapellas + floetries

Info & Volunteer online today!
worldOneradio.org

Wed, July 3 5-7 pm
DJworldOneLove
Shake Your Beauty
glocal village vendors
games + rides + food court

f worldOnefestival

  

26th Annual Festival Director Corey Mason
design: Maria-TinaVision & Corazon

