



**Staff Liaison**  
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## AGENDA

### REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

**Monday, March 24, 2025 at 6:00 p.m.**

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

#### **(6:00 p.m) CONVENE REGULAR MEETING**

- 1. ROLL CALL** – Vice Chair Renée LeVesque Members: Ruth Cazden, Courtney Helion, Kim Settles, and Juno Rabinovici (Youth Member)
- 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, totaling \$12,000. (Attachment)
- 5. MINI GRANT REQUEST – EL CERRITO SUMMER “KICK-OFF”**  
For discussion and possible action, consider request for \$2,500 in support of an El Cerrito Summer “Kick-Off” event to include live music, food vendors, a maker’s hall, and arts and crafts. (Attachment)
- 6. EL CERRITO CITY HALL GALLERY SPACE ARTIST SELECTION**  
Ten proposals were received in response to the Arts and Culture Commission’s 2025 Call For Artists to exhibit work in the El Cerrito City Hall Gallery Space. Review all responses ([linked here](#)) and consider possible action, including a recommendation from the ACC Ad Hoc Subcommittee that reviewed applications received to select the following artists to show in the City Hall Gallery Space:
  - Mindy Berardini (Richmond)

- Keana Dollar-Dickerson (Antioch)
- Fairmont School 3<sup>rd</sup> Grade Students (El Cerrito)
- Susan Harris (Kensington)
- Gail Morrison (Richmond)
- Ruby Ramirez (Richmond)

Additionally, consider a motion to recommend the expenditure of an amount not-to-exceed \$1,500 from the Public Art Fund to pay for staffing costs related to hosting gallery receptions outside of normal business hours.

**7. ART IN PUBLIC PLACES PROGRAM TRANSPARENCY**

Discuss and consider possible action relating to developing a database of Art in Public Places public art projects and in-lieu payments that have occurred since the program's inception in 2005 and the feasibility of posting the database on the City's website for improved transparency.

**8. 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 – Chalk Art Event?
- October Arts Month

**9. APPROVAL OF MINUTES**

Consider approval of the minutes of the February 24, 2025, meeting. (Attachment)

**10. APPOINTMENT OF CHAIR AND VICE CHAIR**

Receive nominations and consider approval of a one-year term for Chair and Vice Chair of the Arts and Culture Commission.

**11. UPCOMING ITEMS**

- Utility Box Public Art CFA (May)
- Workplan and Accomplishments (May/June)
- Community Center Mural CFA (Fall)
- October Arts Month Planning (August/September)
- Poet Laureate CFA (Fall 2025)
- El Cerrito Creative ReUse Artist Residency CFA (Winter 2025)

**12. 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](http://www.el-cerrito.org/acc).

**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Will H. Provost](#); [Lina Huang](#)  
**Subject:** Online Form Submittal: Arts & Culture Commission Support Application Form  
**Date:** Friday, March 14, 2025 4:40:19 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 worldOnefestival

**Contact Phone:** (510) 5597005

**Contact Email:** [cjones@ci.el-cerrito.ca.us](mailto: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 and 2024 the City was able to contribute additional funding towards the festival lowering the request from the Arts in Public Places fund to \$12,000 to exclusively fund the worldOne stage performance fees.

In 2025 we are requesting \$12,000 to exclusively fund the performance fees which, after several years, were raised from \$2,500 per group to \$3,000 in 2024 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.

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Have you done a similar event or project before?

Yes

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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 inter-generational 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 Gamelan Sekar Jaya (Balinese Musica + Dance), Sister Carol (Roots Reggae), La Gente SF (Cumbia+Salsa+Reggaeton), and Luv Phenomena (Hip Hop + Jazz).

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.

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## REQUEST

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Type of Support Requested:

Financial Support

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Enter \$ Amount

12,000

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**If discounted venue/space, have you already contacted the Recreation Department at [recreation@ci.el-cerrito.ca.us](mailto: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](#).**

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What is your basic budget, and how will it

The projected total cost for the 2024 City of El Cerrito/worldOne Festival is around \$163,000. The projected cost for the worldOne

be spent?

stage is around \$69,000.

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)

[ACC 2025 4th of July Budget.xlsx](#) **supporting document is attached in the packet**

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, and in 2024 we requested \$12,000 which was the exact budgeted amount for the four musical performances on the worldOne Stage each year.

In 2025, we are again requesting \$12,000 to exclusively fund the worldOne Stage performance fees.

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, No

#### STAFF/PERSONNEL

# paid staff

80

# volunteers

20

If applicable, load

*Field not completed.*

additional documents  
here:

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**2025 City of El Cerrito/worldOne 4th of July Festival Estimated Budget Summary**

	<b>2024 Actual</b>	<b>2025 Projected</b>	
Revenue	\$157,363	\$171,950.00	
Expenses	(156,340.71)	(162,853.00)	
Contingency	(1,022.29)	(9,097.00)	6%
<b>Bottom Line</b>	<b>\$0</b>	<b>\$0.00</b>	

## 2025 City of El Cerrito/worldOne 4th of July Festival Estimated Revenue

	Actual 2024	Estimated 2025
<b>Advance Sales</b>		
Vendor/Information Booths	\$8,680	\$11,000
Food Booths	\$8,650	\$9,000
Car Showcase	\$45	\$100
<b>Day of Revenue</b>	\$37,954	\$40,000
Rides & Beverages		
<b>Fundraising</b>		
City Contribution	\$50,000	\$50,000
Sponsorships	\$35,900	\$45,000
Donations	\$3,304	\$4,000
Art in Public Places Grant	\$12,000	\$12,000
EQC Water Station Contribution	\$830	\$850
<b>Total Revenue</b>	<b>\$157,363</b>	<b>\$171,950</b>

**2025 City of El Cerrito/worldOne 4th of July Festival Estimated Expenses**

	<b>2024 Actual</b>	<b>2025 Projected</b>	
<b>worldOne Stage</b>			
Performance Fees	\$12,000	\$12,000	<i>Arts in Public Places Offset</i>
Stage Production	\$11,000	\$11,575.00	
Stage & Equipment	\$14,604	\$15,043.00	
Festival Support	\$3,605	\$3,714	
<b>Direct Costs</b>	<b>\$41,209</b>	<b>\$42,446</b>	
Shared/Indirect Costs (40%, below)*	\$24,947	\$26,423	
<b>Total worldOne</b>	<b>\$66,156</b>	<b>\$68,869</b>	
<b>Contracted Vendors</b>			
Additional Labor	\$19,440	\$20,024 *	
Bike Rack Rental	\$450	\$464 *	
Bike Valet	\$300	\$309 *	
Golf Carts	\$2,809	\$2,894 *	
Ice Trailer	\$1,095	\$1,129 *	
Magic Shows	\$400	\$412 *	
Porta-Potties	\$2,734	\$2,816 *	
Security	\$3,589	\$3,697 *	
Street Banners	\$1,400	\$1,442 *	
Tables, Chairs, etc.	\$2,651	\$2,731 *	
Water Station	\$1,580	\$1,628 *	<i>* EQC Contribution \$830</i>
Carnival Booths	\$3,200	\$3,296	
Carnival Rides	\$30,500	\$31,415	
Generators	\$2,400	\$2,472	
Inflatables	\$1,725	\$1,777	
iPad/Square Rental	\$1,996	\$2,057	
<b>Contracted Vendors Total</b>	<b>\$76,270</b>	<b>\$78,563</b>	
<b>Supplies</b>			
Other	\$10,415	\$10,728	
Banners	\$149	\$153	
Hay Bales	\$587	\$605	
Staff Food	\$1,336	\$1,376	
Wine	\$457	\$471	
<b>Supplies Total</b>	<b>\$12,944</b>	<b>\$13,333</b>	
<b>Non-Personel Sub-Total</b>	<b>\$130,423</b>	<b>\$134,342</b>	
<b>City Personnel</b>	<b>\$25,918</b>	<b>\$28,511 *</b>	

Grand Total

\$156,341

\$162,853

**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Will H. Provost](#); [Lina Huang](#)  
**Subject:** Online Form Submittal: Arts & Culture Commission Support Application Form  
**Date:** Wednesday, March 19, 2025 8:59:09 PM

This sender is trusted.

## Arts & Culture Commission Support Application Form

Contact/Applicant Name: Rachel Melby

Organization Name (if applicable): The Little Hill

Contact Phone: [REDACTED]

Contact Email: [REDACTED]

Contact Address: [REDACTED]

City/Zip: El Cerrito

Location of proposed event/project: Hana Gardens

Anticipated number of attendees?: 500

Date(s) & Time(s) of the event: June 7th 11-3

### PROJECT DESCRIPTION

Include project description here: El Cerrito Summer "Kick off" party: live music, food vendors, maker's hall, arts & crafts booths, and more!

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

The event will be free to attend and offer many free or low cost activities so community members of all circumstances can partake and feel welcome. Additionally, the event takes place indoors and outdoors on a single level so it's mobility-friendly and safe for those who are immunocompromised. We will request trash, compost, and recycling bins from the city.

concerns?

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REQUEST

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Type of Support Requested:                      Publicity, Financial Support, City-owned discounted venue/space

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Enter \$ Amount                                      2500

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**If discounted venue/space, have you already contacted the Recreation Department at [recreation@ci.el-cerrito.ca.us](mailto: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](#).**

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What is your basic budget, and how will it be spent?                      Budget is approx \$4500, with \$1000 coming from my business, Little Hill Real Estate, and the city providing the Hana Gardens venue, tables, chairs, tents, support volunteers for set-up/clean-up, and waste bins. The requested budget will cover decorations, live music fees, marketing (posters, banners), and craft supplies for community fun tables (such as floral crown making).

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Please upload your line-item budget (if requesting financial support)                      *Field not completed.*

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Have you received funding from the ACC in the past?                      No

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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.                      *Field not completed.*

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Upon implementation of project/event, you will be required to return to the ACC in                      Yes

person to provide a short verbal presentation on how the proposal was implemented. Please confirm that you agree to complete this requirement.

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STAFF/PERSONNEL

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# paid staff                      2

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# volunteers                      6

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If applicable, load additional documents here:                      *Field not completed.*

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## **DRAFT MINUTES**

### REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

**Monday, February 24, 2025 at 6:00 p.m.**

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

**(6:00 p.m) CONVENE REGULAR MEETING** Chair Audrey Faine called the meeting to order at 6:00 p.m.

- 1. ROLL CALL – Present:** Chair Audrey Faine; Vice Chair Renée LeVesque; Members: Courtney Helion, Kim Settles **Absent:** None.
- 2. COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**  
Staff Liaison Provost noted it was Chair Faine's last meeting on the ACC and took a moment to recognize her contributions to the Commission and leadership roles over the past two years. He noted the repair of the 5 damaged wind sculptures on San Pablo Avenue has been completed and the Call for Artists to exhibit their work in the City Hall Gallery Space closes March 7<sup>th</sup>. He also highlighted two upcoming events, including a Gallery Show on February 27 at City Hall featuring "Art of the African Diaspora" and the El Cerrito Poet Laureate-led "Community Poetry Day" on March 15.

Member LeVesque noted that she had made contact with teachers at Fairmont Elementary School that may be interested in showing students' work in the gallery space. Member Helion mentioned the Historical Society's potential interest in a future show.

- 3. ORAL COMMUNICATIONS FROM THE PUBLIC**  
Resident Jenny Hammer stated her interest in seeing the City publish an inventory of all public art and financial contributions received in relation to the City's Art in Public Places Program to improve transparency and ensure all projects are meeting the contribution requirements in the municipal code.

Linda Kalin spoke in support of Arts Contra Costa County (ArsCCC) and the work being led by Arts Contra Costa County Executive Director Jenny Balisle.

**4. PRESENTATION FROM ARTS CONTRA COSTA COUNTY (ARTSCCC)**

ArtsCCC Executive Director Jenny Balisle and Program Manager Esther Rojas Soto gave a presentation to the Arts and Culture Commission describing the relatively new organization and the work that is being undertaken countywide, as well as opportunities for collaboration with the ACC.

**5. APPOINTMENT OF YOUTH MEMBER**

Commissioners conducted an informal interview of Arts and Culture Commission Youth Applicant Juno Rabinovici. Rabinovici noted their hope to bring a new perspective to the ACC as a youth member and to have greater connections to arts programming at El Cerrito High School. They also noted their excitement to work on Utility Box Public Art Projects and to help build community around art in El Cerrito.

Resident Buddy Akacić gave his “emphatic endorsement” for Rabinovici’s application.

**Moved/Seconded:** Member LeVesque/Member Helion **Action:** Motion to appoint Youth Applicant Juno Rabinovici to the Arts and Culture Commission  
**Ayes:** Chair Faine; Vice Chair LeVesque; Members Helion, Settles. **Noes:** None. Motion approved.

**6. 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 – Chalk Art Event?
- October Arts Month
- Potential Night Market / Makers Fair Collaboration

Commissioners discussed the forthcoming request to support the performers at the 4<sup>th</sup> of July event and requested to see more information on how artists are selected and the specific amounts paid to artists, with the desire to see that the selection process and stipends provided are equitable.

Regarding the El Cerrito Creative ReUse (ECCRU) Artists in Residence and potential future events, Commissioners also noted their interest in confirming that the artists still had adequate access to materials after the recent changes to the Exchange Zone.

**7. APPROVAL OF MINUTES**

Consider approval of the minutes of the January 27, 2025, meeting.

**Moved/Seconded:** Member Helion/Member Settles **Action:** Motion to approve the minutes of the January 27, 2024, meeting **Ayes:** Chair Faine; Vice Chair LeVesque; Members Helion, Settles. **Noes:** None. Motion approved.

**8. UPCOMING ITEMS**

- City Hall Gallery Space Artist Selection (March)
- Utility Box Public Art CFA (May)
- Workplan and Accomplishments (May/June)
- Community Center Mural CFA (August)
- October Arts Month Planning (August/September)
- Poet Laureate CFA (Fall 2025)
- El Cerrito Creative ReUse Artist Residency CFA (Winter 2025)

**9. ADJOURNMENT** The meeting adjourned at 6:53 p.m.

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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 February 24, 2025, as approved by the Arts and Culture Commission.

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Will Provost, Staff Liaison