



**MINUTES**  
**REGULAR MEETING OF THE**  
**Arts and Culture Commission**  
**Monday, October 26, 2015 at 7:00 p.m.**  
**El Cerrito City Hall – Council Chambers**  
10890 San Pablo Avenue, El Cerrito

*Approved on 12/7/15*

**Roll Call 7:00 p.m.**

Commissioners Present: Ruth Cazden, Paul Fadelli, George Gager, Mollie Hazen, Heidi Rand, Christopher Sterba. Absent: Deb Danziger.

**1. Commissioners Reports & Liaison Reports**

- Commissioners discussed the success of the El Cerrito Art Association show and reported that it was very enjoyable.
- Commissioner Rand showed the Commission the logo for the Artist Residency program.

**2. Comments from the Public**

Nick Arzio gave the Commission kudos for the Arts Festival.

Bob Helliesen and Ken Hayes of the Free Folk Festival (appeared later in meeting) reported on the Festival held this year. They were happy with high school venue, they had a great time and good turnout. They are looking forward to next year.

**3. Approval of Minutes**

August 24 meeting amendments:

- Item 4: add “Agreed to possibly establish a subcommittee”
- Item 7: should read “joint subcommittee” and reference Nick Arzio as “Joint subcommittee/Crime Prevention Committee member”

Moved (Rand/Sterba) to approve the minutes of the meetings of August 24, 2015 with amendments . Motion carried unanimously.

Moved (Sterba/Hazen) to approve the minutes of September 28, 2015. Motion carried unanimously.

September :

**4. Update on July 4 Festival Sponsorship**

Corey Mason addressed the Commission and thanked them for their service and described his passion and advocacy for the Arts and music. He introduced Keith Johnson, ECHS Band Director, who reported on the successful workshop where ECHS students worked with and learned from a professional jazz musician. Both thanked the ACC for their support and expressed hope that the partnership will continue in the future. This year’s ECHS Jazz Festival is February 6 and the ACC were invited to attend.

**5. Reflection on Arts Month 2015**

Chair Cazden extended her thanks and appreciation to all the Commissioners for their work. Commissioners provided feedback and thanks, including:

- Thanks to performers, including Kensington Orchestra, Dale Mead, Poet Kirk Lumpkin, the various organizations represented, and the collaboration of all members of the ACC
- Special thanks to staff member Peggy Judge who worked the event that day
- Would like to see more sponsorship, increased advanced publicity, increased social media presence, focus on messaging to all age groups especially families
- The size seemed to work well, could expand activities next year
- Consider the location of the various street activities, make sure the kids/family activities or presentations are in a central location (such as Playland-Not-At-The-Beach)
- Consider combining their event with the El Cerrito Art Association Art Show; Chair Cazden will be speaking with the ECAA President in January.
- Consider role of volunteers and staff to ensure efficient clean up.

#### **6. Consideration of Establishing a Poet Laureate Program**

Commissioner Sterba presented information on establishing a Poet Laureate Program in El Cerrito, following up on his presentation to the ACC in September. He discussed the timeline and ideas with Staff Liaison Iarla, and worked with her on a draft RFP and contract for an artist call for a Poet Laureate. Iarla also helped draft a motion for the ACC to consider. Sterba passed out a summary of the program, and Commissioners went over the program goals, criteria, and timeline. The goal is to have the call go out on April 1, 2016. Commissioner Sterba also expressed interest in forming a subcommittee, Commissioners may contact him if they are interested.

Moved (Sterba/Fadelli) to establish a Poet Laureate Program as proposed by Commissioner Sterba with the goal of issuing a Call for Poets in April 2016 to coincide with National Poetry Month AND allocate \$2,400 from the Public Art Fund for the selected poet's two-year honorarium plus up to \$100 per year for incidental expenses such as copying flyers or materials related to program events. Motion carried unanimously.

#### **7. Consideration of Recommendation for Shadi Holiday Display Proclamation**

Commissioner Fadelli proposed that the ACC request that the City Council pass a proclamation recognizing the Shadi Holiday Display. Commissioners reviewed the proclamation.

Moved (Cazden/Hazen) to recommend to the City Council to adopt the proclamation. Motion carried unanimously. This proclamation will appear on the November 3, 2015 City Council agenda.

#### **8. Selection of Commissioner to Serve on BART Review Panel**

In order to try to cover any issues with the potential date that the panel will be held, three Commissioners were appointed to potentially serve on the BART review panel, depending upon schedule: Commissioners Gager, Hazen, and Sterba.

#### **9. Update on subcommittee to evaluate a mural installation on the BART pylons**

Subcommittee/Crime Prevention Committee member Nick Arzio gave a presentation on the proposed project. He stated that Cerrito City Club committed to providing \$7,000 to the project. He discussed possible themes, maintenance, and how murals could be a part of crime prevention. Subcommittee member Commissioner Rand suggested that once the project began, the ACC would assist with outreach, and be a part of the approval process, assuming that the City accepts jurisdiction of the project. The project is also seeking funding. Chair Cazden expressed concern regarding ongoing maintenance, would not be supportive of an open-ended commitment. Mr.

Arzio stated that this would be dependent upon the agreement between the City and BART, but he felt maintenance costs would be low. Commissioner Fadelli, who works at BART, knows that BART is excited about the project, but that there are many more details that still need to be worked out, including legal, insurance, and maintenance issues, and working with a new art director. The subcommittee will report back on progress. The Commissioners thanked Mr. Arzio for the update.

**10. Consideration of Meeting Date Change for Upcoming Meeting and Items for Next /Future Meetings:**

Chair Cazden proposed December 7 as a special meeting, cancelling the regular meetings of November and December. Commissioners agreed to this date. The meeting's start time will be 7:00 p.m.

**Adjournment 8:43 p.m.**