



AGENDA

REGULAR MEETING OF THE ARTS AND CULTURE COMMISSION

Monday, July 25, 2022 at 7:00 p.m.

Staff Liaison

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

VIA TELECONFERENCE

<https://us06web.zoom.us/j/82722209076?pwd=TmhicUc0dEpSSStPQWI5NXdHN3hUUT09>

Webinar ID: 827 2220 9076

Webinar Password: 072522

Join by Phone: (408) 638-0968

Passcode: 072522

Pursuant to Executive Orders N-25-20 and N-29-20, and in Response to the COVID-19 Pandemic, Teleconference Restrictions of the Brown Act Have Been Suspended, as Well as the Requirement to Provide a Physical Location for Members of the Public to Participate in the Meeting.

Any person wishing to speak to the Arts and Culture Commission on any of these matters is invited to participate via teleconference as described above.

The City encourages submission of written comments in advance to the Arts and Culture Commission via email to aorologas@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 Alan Pavlosky; Members: Allison Cooper, George Gager, Ann Wiens
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 23, 2022 meeting. (Attachment)
5. **FOURTH OF JULY EVENT DEBRIEF**
For discussion, debrief on the City's Fourth of July Event, held on July 4, 2022.
6. **EL CERRITO ART ASSOCIATION SHOW MINI GRANT REQUEST**

For discussion and possible action, consider request for support from applicant Eileen Libby from the El Cerrito Art Association. (Attachment)

7. PUBLIC UTILITY ART BOX PROGRAM UPDATE

Informational update from Staff Liaison regarding Public Utility Art Box Program.

8. ITEMS FOR NEXT MEETING

9. 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, June 27, 2022 at 7:00 p.m.

VIA TELECONFERENCE**Staff Liaison**

Alexandra Orologas | 510-215-4302

aorologas@ci.el-cerrito.ca.us

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1. **ROLL CALL** – Chair Helion called the meeting to order at 7:02 p.m. **Present:** Chair Courtney Helion; Vice Chair Alan Pavlosky; Members: Allison Cooper, George Gager (joined at 7:19 p.m.), Ann Wiens

 2. **COMMISSIONERS' REPORTS, COUNCIL LIAISON AND STAFF LIAISON REPORTS**
 Council Liaison Abelson provided an update on the approval of the City's budget and the appointment of Wall of Fame Ad-Hoc Committee during last council meeting. She also provided information on the upcoming National Night Out event.

 Member Cooper announced the upcoming Poets Laureate Celebration event.

 Member Gager announced that he will be at the July 4th booth providing information on Arts & Culture Commission to the Festival attendees.

 Staff Liaison Orologas reported an update on the progress of Utility Box Art Program and shared photos of the first completed utility box at Moeser Ln. and Navallier St.

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

 4. **APPROVAL OF MINUTES**
Moved/Second: Vice Chair Pavlosky/Member Wiens **Action:** Motion to approve May 23, 2022 meeting minutes. **Ayes:** Chair Helion; Vice Chair Pavlosky; and Member Wiens **Abstain:** Member Cooper **Noes:** None. Minutes approved.

 5. **EL CERRITO FREE FOLK FESTIVAL MINI GRANT REQUEST**
 For discussion and possible action, consider request for support from applicant Bob Helliesen from the El Cerrito Free Folk Festival.
Moved/Second: Vice Chair Pavlosky/Member Wiens **Action:** Motion to approve a mini grant in the amount of \$1250.00 to the El Cerrito Free Folk Festival in contingent upon the event being secured with the El Cerrito Community Center. **Ayes:** Chair Helion; Vice Chair Pavlosky; Members Cooper, Gager, and Wiens **Noes:** None. Motion approved.

6. PEACE CRANES FOR UKRAINE ART PROJECT

Discussion debrief regarding the project and reception for the Peace Cranes for Ukraine Art Project by Fairmont Elementary School students.

No formal action.

7. RECRUITMENT EFFORTS

Discussion and possible action regarding Arts & Culture Commission's efforts to recruit additional commissioners.

No formal action.

8. AD-HOC SUBCOMMITTEE UPDATES

Discussion and possible action:

- a. Workplan & Mini Grant Subcommittee (Cooper, Helion) None
- b. Community Outreach & Marketing Subcommittee (Gager, Wiens) None
- c. Centennial Park Mural Project Subcommittee (Weins, Helion) Staff Liaison Orologas provided an update on the amphibian habitat residing in the area of the mural project. The projected timeline for potential release of call for artist (CFA) could be early 2023.

9. UPCOMING ACC-SPONSORED EVENTS

July 4th Festival, Poets Laureate Celebration, and ECCRU Artist Steve Zwetsch at the upcoming Recycling Center 50 Years Anniversary event.

10. ITEMS FOR NEXT MEETING

July 4 Festival debrief, Poets Laureate, ECCRU artist, and planning for Staff Liaison Orologas' upcoming leave of absence.

11. ADJOURNMENT

The meeting adjourned at 8:42 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 27, 2022, as approved by the Arts and Culture Commission.

Alexandra Orologas, Staff Liaison

Subject: Online Form Submittal: Arts & Culture Commission Support Application Form
Date: Monday, July 18, 2022 5:43:40 PM

Warning! This message was sent from outside your organization and we are unable to verify the sender.

Arts & Culture Commission Support Application Form

Contact/Applicant Name:	Eileen Libby
Organization Name (if applicable):	El Cerrito Art Association
Contact Phone:	[REDACTED]
Contact Email:	[REDACTED]
Contact Address:	POBox 2851
City/Zip	El Cerrito, CA 94530
Location of proposed event/project:	El Cerrito Community Center 7007 Moeser Lane El Cerrito, CA 94530
Anticipated number of attendees?	500
Date(s) & Time(s) of the event:	Sept 30, 7-9pm; Oct 1, 11-5pm; Oct 2, 11-4pm
REQUEST	
Type of Support Requested:	Financial support
If financial support, how much are you asking from the ACC?	\$5000
If venue/vpace, which spaces or venues would you like help procuring?	<i>Field not completed.</i>
What is your basic budget, and how will it	Basic Budget: see attached Past funding @\$150 of \$250 requested for prize ribbons and to cover award by Art Commission

be spent? If you've received funding from ACC in the past, please indicate the history for how much you were awarded. If you're requesting more than you were awarded in the past, please provide justification for the increase. From where else will you receive support? You are welcome to include an additional sheet.

Prior funding award amount of \$25 only
Additional funding and support indicated in attached budget.

We have been very self-sufficient for many years with members, merchants and donors to support our show, as well as limiting our expenses. We increased our cash prize awards to be competitive with other similar art organizations. This was successful. We also limited artwork not for sale to our own members to reduce the number of artists who used the show for their own publicity and prize money, only to sell privately without any commission to El Cerrito Art Association. This was also successful, as we at least received the membership fee. It has been only recently that we have faced diminished funds and increased costs beyond our resources. Our increase of annual membership dues by \$5 was only after several years of no change. That may have cost us memberships, although the pandemic has also been a factor.

As we have become aware of increased potential support, we also are working to become more visible to the community. Our booth at the 4th of July One/world Festival received many interested visitors who signed up for email notices, took our show entry flyers and ECAA logo/website buttons, which we initiated in 2019. In addition, we have attended Chamber of Commerce and Rotary Club gatherings as they have resumed, r to cultivate continued and new local merchant support.

Please upload your budget (if applicable)

[ECAA Show.Budget 2022.July18.pdf](#)

PROJECT DESCRIPTION

Include project description here:

Our 45th annual art show has been continuous except for the 2020 Covid hiatus. It is free and open to the public for local visual artists to display their original work in 12 different media categories. We are a city co-sponsored organization dedicated to supporting local artists as they become more practiced in their techniques and more competitive in their presentation to the public and collectors.

This three-day event occupies a year of planning and countless hours by a small cadre of volunteers..
It is the largest and most inclusive visual art event in El Cerrito, filling the Main Hall and Skylight Room with an exhibit of artwork by local artists. It is free and open to the public over one weekend in October.

The Arts & Culture Commission cares about diverse

This is a non-juried show, open to all local visual artists over 18. We accept all entries submitted by the deadline that meet the guidelines. No image is required to enter, and we only limit

audiences and environmental sustainability. Can you tell us how you will address those concerns?

subject matter to family friendly: no nudes or violence. Our entry fees remain very low and have not increased over the past several years, yet we have increased benefits to welcome more artists. This year we have sent separate "Call for Artists" postcards to all current members plus those who have not renewed since 2019 in an effort to combat recent Covid isolation.

We discontinued using individual water bottles in 2019 at our opening reception and use recyclable serving products. Small, individually wrapped snack cookies and nuts continue to be our only food item. This is a significant reduction of wasteful packaging compared to previous food presentation which involved plates, utensils and disposable cups. Our administrative materials are stored and reused each year. Our equipment purchases are minimal.

Have you done a similar event or project before?

Yes

If yes, 1) what worked well and 2) what would you do differently this time?

This is our 45th Annual Art Show and we are constantly improving on the successes of the year before. We have systems of receiving artwork, selling artwork, and returning artwork which rely on volunteers. Our most recent improvement is to accept credit cards using Square, which has simplified and increased sales. Buyers will verify their contact information to simplify tasks for volunteers at the sales desk.

Last year's Members' Bin Sales table was very popular and successful in sales, due to our increase of the number of pieces submitted per artist. New this year, we will add a table in the front lobby for members to place cards for their personal artwork business as an additional benefit and promotion.

STAFF/PERSONNEL

paid staff

0

volunteers

50

If applicable, load additional documents here:

Field not completed.

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

**El Cerrito Art Association Annual Art Show Budget
Calendar Year 2022**

15-Jul-22

REVENUE	Art Show 2022	Assumptions
Donations from members	200.00	
Art Show Entry Fees - Members	4,200.00	Assume 40 artists x 3 pieces ea @ \$15 earlybird; 40x 3 ea @ \$20 after 9/15
Art Show Entry Fees - Non-Members	500.00	Assume 20 pieces from non-members x \$25 ea.
Art Show Bin Sales Entry Fees	450.00	Assume 45 artists \$10 each
Art Show Members' Sales Donation--20% of sales	1,000.00	Assume \$5,000 in sales
Art Show Sales Donation from Non-Members-- 20% of sales		
Art Show Bin Sales Donation-- 20% of sales	300.00	Assume \$1500 in sales
Merchants for Awards	500.00	Payment equals donations received
Brouwer Award Donation	200.00	2 \$50 awards + \$100 donation.
Elizabeth Kavalier Memorial Award Donation	100.00	2 \$50 awards
Falconer Award Donation	100.00	2 \$50 awards in '22
Donations- from General Public during year and art show	600.00	Merchant donations supporting art show, and from public in donation jar on bar at reception
Total Revenue	8,150.00	

Expenses	Art Show 2022	Assumptions
Community Center Rent & set-up/take-down for show	2,927.00	
Postage to artists, merchants, winners and sellers	300.00	"Call for Artists" postcard(\$88); solicit merchant awards (\$120); mail awards not picked up (\$25); payment to sellers(\$65)
Supplies for mailings, env., other venue exhibit, labels & cards	20.00	
Office Expense- toner, paper, clips, staples, tape	20.00	
Square Reader charges	200.00	Square service fee
Hospitality: Art Show set-up & reception	350.00	\$250 reception; \$100 volunteer food
Honoraria to Judges for Art Show	900.00	6 judges @ \$125 each
Monetary Awards: 1st, 2nd, 3rd, Brouwer, Falconer, etc.	2,725.00	13 1st x \$100; 13 2nd x \$50; 13 x \$25; \$100 Brouwer; \$100 Falconer; \$25 Past Pres.; \$25 Chamber of Com.; \$25 Mayor's; \$50 Art Commission, \$100 Kavalier; \$25 Brendlinger Award
Merchant Cash and Certificate Awards (equal to amounts received)	500.00	Equals amount received
Art Show Supplies (paint, holders, labels, 3x5 cards)	200.00	
Award Ribbons: purchase and shipping	400.00	
Show Printing: Programs, Catalogs, Posters, Postcards	750.00	200 Programs, 10 Catalogs, 50 Posters, 2,000 Postcards
Postcards "Call for Artists"	200.00	
Marketing and Advertisements	500.00	EC Marketplace quarter page ad
Miscellaneous	50.00	
Total Expenses	10,040.00	

Excess of Revenue over Expenses in 2022 Budget	-1,890.00	
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