

**City of Oakland  
Cultural Arts & Marketing Division  
Public Art Advisory Committee (PAAC) Meeting  
Minutes  
March 2, 2009**

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**Members Present:** Jacqueline Boggan\* (Cultural Affairs Commission liaison), Jennifer Easton, Ernest Jolly (co-chair), Deborah Lozier, Cherie Newell (co-chair), Judy Moran, Rick Moss, Julie Trosper, Andrew Woodd

**Excused:** Carole Jeung

**Absent:** Devin Satterfield (Cultural Affairs Commission liaison)

**Staff Present:** Steven Huss, Cultural Arts Programs Coordinator; Kristen Zaremba, Assistant Public Art Coordinator

**Public Present:** Daniel Galvez, Jos Sances, Dakota Warren, Laurel True

\* denotes partial attendance

**Meeting Chair: Cherie Newell**

1. Meeting called to order at 5:35 p.m.

2. **Open Forum:** No speakers.

3. **Minutes: E. Jolly moved to approve the minutes of the February 2, 2009 PAAC regular meeting. D. Lozier seconded. Motion passed unanimously.**

4. **Staff Report:**

**A. New PAAC Committee Members:** C. Newell introduced new members Judy Moran and Julie Trosper. J. Moran is an artist and has been involved in the Bay Area arts community for many years. She has worked for the San Francisco Arts Commission for almost 12 years, managing small and large projects including the recently completed Third Street Light Rail project. J. Trosper has resided in the Bay Area for thirty years and is currently an objects conservator at the Oakland Museum; her background is in archaeology.

**B. Great Wall of Oakland:** The Great Wall program continues monthly. The theme for March 6 is "Oakland: Then and Now," an approximately one-hour program to be repeated several times in the evening. PAAC members are always encouraged to attend.

5. **Discussion and Action Items:**

**A. Design Development Review:**

**i. East Oakland Sports Center.** The artist team of Daniel Galvez and Jos Sances provided an update and presentation on their final designs for the new recreation center and pool at Ira Jenkins Park in East Oakland. The artists met extensively with project architects ELS and convened or attended eight meetings with community at the local library and recreation center, in addition to distributing a questionnaire for input. The artwork celebrates healthy lifestyles and is based on images of the existing center's users. The artists were asked to focus on the

large outdoor sunscreens and the main interior entry path tiles emphasizing the LEED/green building status. Originally the artists proposed to work directly on the building windows, but ultimately moved to the sunscreen due to the architects' aesthetic concerns and the potential for increased heat-generation if work was applied to the glass. The architects did add more surface area to the screens, to bring art around to the front and top of the building. The hallway artwork will be composed of 12-by-12-inch tiles to make two-foot-square images set into the floor, with educational text on the building and its uses. The tiles will be fabricated after the screens, using the same imagery. For the screens, the paint color will be brushed onto line transferred-projected imagery, with the result photorealistic but with painterly effects. All the work will be fabricated off-site and ready for contractor installation in April 2010. J. Easton commented that the proposed text seemed incongruous with the art project while the other elements came together, and encouraged the artists to retain their right to incorporate text in an interpretive rather than literal manner and not to feel obligated to include text on every tile. The artists invited PAAC members to visit their studios to see work in progress. **Motion: A. Woodd moved to approve the East Oakland Sports Center artists' final design proposal. J. Moran seconded. Motion passed unanimously.**

- ii. **Fremont Pool. Action Item. Review and approve the artist's design proposal.** K. Zaremba introduced artist Dakota Warren, and referred PAAC members to the staff report, indicating the artist was ready to proceed with final design and fabrication pending PAAC approval of his proposal. Zaremba shared images of the existing building, described the renovation improvements, and noted that the artist's design had been presented to the local community at a neighborhood NCPC meeting. Mr. Warren described his proposal. The artwork will consist of two sculptural ceramic-relief designs, resembling waves or ripples on the water's surface, to be placed on the vertical pilasters on either side of the building entry. Handmade high-fire tiles, impervious to moisture, will be hollowed out and filled with polymer-modified concrete. The tiles will range from to ¾-inch to four inches thick, and be finished with subtle glazed gradations to emphasize the relief with trompe l'oeil effects. The sides of the pilasters will be rendered with a smooth stucco finish to marry the tilework to the building. The artist stated that the life expectancy of stucco finish is approximately 10 to 20 years and that the tile should require no maintenance, as spray paint and markers would not stick to it. Finally, the artist stated that he would involve the community after the first component of the project is complete, in a workshop with community members - ideally youth - to teach tile-making techniques, and create an additional tile sculpture to be installed on the new raised planter located on Foothill, adjacent to the facility. The pool is scheduled to open in mid-June, thus the artist must work very quickly to complete the project. **Motion: D. Lozier moved to approve artist Dakota Warren's design proposal for the Fremont Pool Project. E. Jolly seconded. Motion passed unanimously.**

- iii. **Fire Station 18 Public Art Project. Action Item. Review and approve the artist's design proposal.** K. Zaremba introduced artist Laurel True and referred PAAC members to the staff report on this item. Zaremba reminded PAAC that a community meeting was held at the local Melrose Branch library in the summer of 2008, after which the artist also met with the crew of the Fire Station to discuss meaningful and important values to the crew and the surrounding community. The artist is ready to proceed with final design and fabrication this summer, pending PAAC approval of the proposal and presentation to the community at an upcoming NCPC meeting. Ms. True described the process she has used to meet with community members

individually during the last six months to generate ideas for the design. It will consist of three components: an exterior tile mural, an interior tile mural for the community room, and a tile mural on the second floor enclosed courtyard. The designs are based on the theme of community interconnections, a very abstracted tree of life and the life cycle as represented by a design composed of concentric circles (taken from cross sections of tree trunks, the wheels of local youth 'scraper bikes', labyrinths and mandalas), and incorporating a mirror as it creates changing visual effects when reflecting light. The artist also proposes to use reclaimed materials from the existing building after its demolition to help meet the building's LEED certification requirements. The final work will be composed of brightly colored tile (predominantly green for the exterior, to enhance a sense of foliage at this very urban intersection), reclaimed materials, mirror, and burnished metal leaf insets to reference the Fire Department. The final exterior work will arch over the two windows at the corner of the building at Foothill and 50<sup>th</sup>. The interior mural (approximately eight by four feet) will be placed above the community room cabinetry. The interior courtyard component will be roughly twenty square feet in area, and the design will be developed during the summer with further Oakland Fire Department input, to be presented to PAAC for design review before it is executed. **Motion: R. Moss moved to approve artist Laurel True's design proposal for the Fremont Pool Project. D. Lozier seconded. Motion passed unanimously.**

**B. Measure DD: Watershed Art Markers Project: Action Item: Review and Approve Recommended Finalists.** PAAC members were referred to the staff report prepared for this item by Measure DD Project Manager Christin Hablewitz. S. Huss noted that this would be the last project to be funded through Measure DD Series A bonds. PAAC member D. Lozier, who served as the selection panel PAAC chair, requested a future discussion regarding the role of PAAC members in the artist selection panel process, noting that she felt many strong, interesting applicants may have merited further discussion as project candidates, but she felt it was unclear how vocal PAAC should be in the selection process. **Motion: J. Moran moved to approve the following artists as finalists for the Watershed Art Markers Project: Mark Brest van Kempen, Sheila Ghidini, Ene Oosteraas-Constable & Scott Constable, Collete Crutcher, and Troy Corliss & Elin Christopherson. J. Easton seconded. Motion passed unanimously.**

**C. 2009 Open Proposals 2009-2010 RFQ: Action Item. Review and Approve New Project Request for Qualifications.** Huss presented the 2009 Open Proposals RFQ guidelines, noting that the actual RFQ would be prepared shortly, as City Council had just approved the acceptance of the Open Circle Foundation grant. Huss highlighted changes from previous rounds of Open Proposals: this opportunity will be open only to Oakland artists, and projects should place an emphasis on the natural environment or neighborhood 'environs' to meet Open Circle requirements. Additionally, City Council has requested equal distribution of the monies among the seven districts; while the Open Circle Foundation would not agree to this stipulation, they did support an emphasis on 'geographic equity' throughout the city, thus staff will have to take a more proactive role in encouraging artists to develop concepts for placement in various neighborhoods. Proposal concepts with matching funds will also be preferred, to leverage the Open Proposals dollars for more ambitious projects. Selections will be made in a two-phase process, as first-round applicants will only be asked to submit a preliminary concept and evidence of community support; short-listed artists will be provided with an honorarium to

further develop proposals before final selections are made. The selection panel will include an Open Circle boardmember. It was noted that there is no funding to support administration of the Open Proposals program, as Public Art Program funding conditions have changed since the project was initiated, which should be considered in the amount of outreach and staff facilitation of proposed projects. **Motion: D. Lozier moved to approve the Open Proposals guidelines. J. Moran seconded. Motion passed unanimously.**

6. **Public Art Academy: Informational Item. Review proposed training and webinar program in partnership with San Jose Office of Cultural Affairs and Other Agencies.** Huss provided an update on the Public Art Academy planning process. Staff continues to plan this program with colleagues in San Jose, with additional interest in possible participation from other cities around the Bay Area. The national organization Americans for the Arts (AFTA) may now also feature the Academy as a 'Webinar' for a broader artist audience to benefit from the training, and would also allow for some program costs to be covered by AFTA. Staff will continue to report on this technical assistance initiative at future meetings.

**Motion: At 7:30 p.m., D. Lozier voted to extend the meeting for an additional 15 minutes. J. Easton seconded. Motion passed unanimously.**

7. **Oakland Cultural Trust meeting: Informational Report.** Huss noted that C. Newell is now attending these monthly meetings, and encouraged others to attend. Future meetings will take place on March 17, April 21, May 19 and possibly June 3, prior to City Council votes on the next two-year budget. The Trust continues to focus on advocacy and research, making stronger connections with City Council representatives to raise awareness about the arts community, including advocacy for the proposed Hotel-TOT tax 3% increase. If passed by voters, the funding supplement from this tax would replace General Fund monies and would be split between the Convention & Visitors Bureau, Chabot Space & Science Center, the Oakland Zoo, the Oakland Museum, and the Cultural Funding Program, with the latter receiving an estimated \$200,000-300,000 per year.
8. **Other business:** None.
9. **Announcements:** D. Lozier announced one of her pieces would be included in an upcoming show at the Contemporary Jewish Museum. J. Easton announced that she had just finished installation of a show on bikes and art in San Jose's downtown windows. San Jose is also hosting talks with Americans for the Arts, including an upcoming program featuring AFTA head Bob Lynch. J. Moran noted two exciting public art installations in San Francisco: a Bill Fontana sound piece in San Francisco City Hall, and a Patrick Dougherty installation in the San Francisco Civic Center Plaza, outside City Hall.
10. **Agenda Building:** The April agenda will include review of the recommended artist/team for the Measure DD Watershed Markers project. C. Newell requested a review of the PAAC role in the artist selection panel process. J. Easton requested additional information on outreach plans to the local artist community for the Public Art Academy.
11. **Adjournment.** J. Easton moved to adjourn the meeting at 7:45 p.m. D. Lozier seconded. Motion passed unanimously.