

**City of Oakland
Cultural Arts & Marketing Division
Public Art Advisory Committee (PAAC) Meeting
Minutes
May 3, 2010**

Members Present: Chris De Benedetti (Cultural Affairs Commission liaison), Jennifer Easton, Joyce Hsu, Carole Jeung, Deborah Lozier (co-chair), Judy Moran, Julie Trospen, Andrew Woodd (co-chair)

Excused: Jacqueline Boggan (Cultural Affairs Commission liaison)

Absent:

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

Guests: Ariel Birnbaum, Richard Cowan, Gina Dominguez, David Stern-Gottfried, Shawn Lovell, Lee Tempkin and students from North Oakland Community Charter School (NOCCS)

Meeting Chair: Andrew Woodd

1. Meeting called to order at 5:35 p.m.
2. **Open Forum:** No speakers.
3. **Minutes: J. Easton moved to approve the minutes of the April 12, 2010 Regular Meeting. C. De Benedetti seconded. Motion passed unanimously.**
4. **Voting: Measure DD Entrance Gates for the Gardens at Lake Merritt – Approval of Phase Two Selection Panel Artist Recommendation of Shawn Lovell (Oakland).** Shawn Lovell, the Oakland-based artist recommended for the Measure DD Entrance Gates project, made a visual presentation on her process and past work. She described her background as a graphic designer and traditional blacksmith artist. PAAC member and selection panel chair Joyce Hsu complimented Ms. Lovell on her engaging interview and the timeless quality of her work. **J. Hsu moved to approve the Selection Panel recommendation of Shawn Lovell as the selected artist for the Measure DD Entrance Gates for the Gardens at Lake Merritt Public Art Project. J. Moran seconded. Motion passed unanimously.**
5. **Voting: Open Proposals Program – City Canvas Signal Boxes Project – Approve Final Design Development.** Artist David Stern-Gottfried and project team member Ariel Birnbaum (City Canvas) presented five designs generated in conjunction with students of West Lake Middle School, to be installed on signal boxes in the surrounding area. Each design features images of youth set before recognizable Oakland streetscapes or buildings near the school and celebrating positive themes including health, imagination and education. The City will have the right to remove the artwork if any of the signal boxes become damaged. The works will be painted with Nova Color paints, on a removable ‘non-woven parachute cloth’ material, coated with an anti-graffiti barrier and installed on the signal boxes with a glue adhesive. The community will be invited to participate in painting the work during a ‘Community Day’ hosted by the nearby Whole Foods Market. Final designs will be also be on display at Farley’s Coffee

Shop during Oakland Art Murmur in June before the finished work is installed later in the summer. **J. Moran moved to approve the City Canvas Signal Boxes final designs. D. Lozier seconded. Motion passed unanimously.**

6. **Voting: Project funded by Councilmember Jean Quan Pay-Go Funds – Fruitvale Alive Mosaic Project.** Artist Gina Dominguez (Snapshot Mosaics) and Council Aide Richard Cowan presented a series of mosaic sidewalk markers to be integrated with the ‘Fruitvale Alive’ Oakland Redevelopment Agency (ORA) streetscape improvements project and funded with remaining “Pay-Go” funds held in reserve for this district. (See Agenda Item VI Attachments). The five, nine-foot-square markers are intended to function as wayfinding devices to help orient visitors. Themes include Sausal Creek, native flora/ fauna, the bridge, the redwoods and Native American history. The mosaics are proposed to be embedded in the newly poured sidewalk in conjunction with the work performed by Ray’s Electric (the General Contractor on the project). The artist and Council staff met with Public Works to determine if there were code issues to be addressed, but were not aware that the artist’s designs required review by the Public Art Advisory Committee. Maintenance will be provided by the artist and area merchants through the Dimond Improvement Association. The budget is \$25,000.

PAAC members asked the artist about her relevant experience. Ms. Dominguez shared examples of her past work including some sidewalk installations. In response to PAAC questions regarding the artist selection process, Mr. Cowan noted that Ms. Dominguez was invited through direct selection by Councilmember Quan. PAAC members noted that the work could not be accepted into the City’s public art collection as the artist was not selected through a competitive selection process (required for all public art commissions with a budget over \$5,000), but recognized the design efforts made by Ms. Dominguez. The PAAC conveyed to Mr. Cowan that a competitive selection process should be used on any future public art proposals and that these proposals should be brought to the Public Art Advisory Committee for the required review. **D. Lozier moved to support the Fruitvale Alive Mosaic Project designs presented by Gina Dominguez as a well-prepared “Work for Hire” but not to accept them as a public art commission or into the Oakland public art collection. C. Jeung seconded. Motion passed unanimously.**

7. **Voting: Community-Initiated Project – North Oakland Community Charter School (NOCCS) / Linden Park Tile Mosaic Peace Project.** NOCCS teacher and project coordinator Lee Tempkin and two students from the school presented a plan for mosaic improvements to existing seatwalls in Linden Park, on 42nd Street between Adeline and Market (see Agenda Item VII Attachments). The proposal includes a community tile painting event on Cesar Chavez Day. To-date the project has been funded in part by an Oakland “Art in the Schools” Cultural Funding Program grant and donations from the Tile Shop in Berkeley. NOCCS, which is located next to the park, will seek more grant funds to complete the project. The Longfellow Community Association and school students, led by Gina Dominguez (Snapshot Mosaics), will design, execute, install and maintain the work. PAAC and staff asked for detail regarding final design, review and approval from the Parks and Recreation Advisory Committee (PRAC) and future maintenance. **J. Trospen moved to approve the NOCCS / Linden Park Tile Mosaic Peace Project as a Community-Initiated Project but not into the Oakland public art collection, pending design review and PRAC approval. C. Jeung seconded. Motion passed unanimously.**

- 8. Informational/Voting: Review and Recommend appointment of nominees Nick Dong, Celeste Howard and Kevin Chen to fill upcoming PAAC vacancies.** S. Huss introduced PAAC members to Chris De Benedetti, the new CAC co-liaison to PAAC. The Committee reviewed the qualifications of one new nominee, Kevin Chen, and discussed previously considered artists Nick Dong and Celeste Howard. All nominees are interested in serving on the committee, but Ms. Howell will be more available in the fall. PAAC members agreed the nominees would each bring different skills to the committee. **J. Easton moved to approve Nick Dong and Kevin Chen to fill the two current PAAC vacancies and Celeste Howard to fill an upcoming PAAC vacancy in November 2010. J. Moran seconded. Motion passed unanimously.**
- 9. Informational: New Projects Planning – Uptown (ORA Central District).** S. Huss provided a written summary of the new projects working group meeting convened to refine the program focus on prospective project opportunities in the Uptown (see Item IX Attachment). PAAC members agreed it would be better to focus closer to City Hall and the Telegraph and Broadway corridors than to try and address the open space on San Pablo Avenue. PAAC discussed how to gauge new permanent or temporary commissions at high-profile sites such as Latham Square with facilitation or development of opportunities to encourage local arts organizations to participate in changing or rotating installations and the challenge of addressing ORA’s urging to expend the public art dollars when they are not currently moving forward with any construction. Staff agreed to explore development of a call for proposals or qualifications to address a list of potential sites. PAAC and staff also agreed it would be good to invite ORA staff to a future PAAC meeting to discuss these matters.
- 10. Informational / Discussion Item: PAAC Advocacy for Public Art Funding.** S. Huss reported that there would be Cultural Funding Program budget cuts. The Budget Office was also exploring whether public art funds could legally be used to support Cultural Funding Program grant recommendations made in the last funding cycle. This would only be appropriate if the projects would result in artwork in public space and funds were not committed to a specific project site. The PAAC needs to become more involved in advocacy and raising awareness of the Public Art Program through greater communication with the larger arts community. For example, the Oakland Cultural Trust, consisting of local arts organizations, meets monthly to discuss arts funding advocacy. Co-chair D. Lozier also acknowledged the need to further refine program policies and criteria for pooling of smaller public art allocations to sustain the program.
- 11. Staff Updates:**
- a. Measure DD: 12th Street.** Co-chair A. Woodd will attend the groundbreaking and make remarks regarding the public art enhancements for this project.
 - b. ORA Central District/Uptown: BART 17th Street Gateway Project.** The recommendation to award the contract to Dan Corson was unanimously approved by the Life Enrichment Committee. S. Huss noted that Councilmember Brooks was particularly vocal in support of the specific needs of this project and the need to work with the best suited artist for the project. The recommendation will be reviewed by the full City Council on May 4, 2010.
 - c. Fire Station 18:** The project is still in process with final fabrication and installation, and is scheduled to be completed in June. Staff will provide details on the dedication when they become available.
 - d. East Oakland Community Library.** The project handover to the city is officially

delayed until July. Currently the artist is developing guidelines for a photo contest to generate activity and interest in the OurOakland website.

12. Other Business: None.

13. Announcements:

14. Agenda Building:

15. Adjournment: J. Easton moved to adjourn the meeting at 7:30 p.m. C. Jeung seconded. Motion passed unanimously.