

**City of Oakland
Cultural Arts & Marketing Division
Public Art Advisory Committee (PAAC) Meeting
Minutes
November 1, 2010**

Members Present: Jennifer Easton, Deborah Lozier (co-chair), Judy Moran, Damon Powell* (CAC liaison), Andrew Woodd (co-chair)
Excused: Joyce Hsu, Carole Jeung, Julie Trosper
Absent:
Staff Present: Steven Huss, Cultural Arts Manager; Kristen Zaremba, Assistant Public Art Coordinator
Guests: Dan Corson, Jens Hillmer

*indicates partial attendance

Meeting Chair: Andrew Woodd

1. Meeting called to order at 5:35 p.m.
2. **Open Forum:** No speakers.
3. **Minutes:** Approval of minutes from the October 4, 2010 meeting was postponed due to lack of quorum.
4. **Action: BART 17th St. Gateway Project – Presentation of New Preliminary Schematic Design Concept by Artist Dan Corson.** Assistant Public Art Coordinator Kristen Zaremba referred committee members to the staff report and welcomed Mr. Corson to present his revised concept enthusiastically supported by BART representatives after a presentation on October 27, 2010. Mr. Corson’s new concept, still informally titled “Heliotrope,” would consist of an undulating, tactile wall inspired by the Oakland hills topography and San Francisco Bay, fabricated of fiberglass or similar durable material surface-painted with a color-shifting paint, and capped with a row of robotic mirrors programmed to reflect natural and artificial light, to create an ephemeral ‘canopy’ of light over the space and projected onto the brick wall, and possibly present opportunities for interactivity with passersby. Mr. Corson displayed a sample of the painted fiberglass material and additional paint samples to illustrate the intended effect of the color-shifting paint. All elements of the artwork would be integrated with Sasaki Associates’ designs to create a seamless environment extending down into the BART station stairway. PAAC members commended Mr. Corson on his ability to work within the constraints of the project to develop a new exciting concept. They discussed the anticipated challenges of incorporating electrical power for the lights, as well as ongoing maintenance of the artwork, and encouraged the artist to explore how to generate a larger, to-scale prototype to demonstrate how the work would function on a large scale and in daylight vs. evening hours. Mr. Corson agreed that pending design concept approval and authorization to proceed in this direction, he would further explore all these questions. The committee members agreed enthusiastically to continue to support Mr. Corson to develop a project for this site. The committee could not vote on the item due to lack of quorum. The item will be brought to the next PAAC meeting in December for a vote before the artist can proceed.

5. **Informational: Public Art Annual Plan 2011.** Cultural Arts Programs Coordinator Steven Huss presented the draft 2011 Public Art Annual Plan. The document will include plans for projects to be implemented in 2011, but not yet approved by City Council. In addition to the ongoing administration of current Measure DD and Open Proposals projects, the 2011 emphasis will be on targeted Oakland Redevelopment Agency (ORA) streetscape projects and Measure WW – East Bay Regional Parks grant-funded projects throughout Oakland’s neighborhoods and parks, striving for geographic equity among the project sites and best opportunities to make an impact. Staff proposes to recruit artists for one or more pre-qualified artist pools to streamline and expedite initiation of projects. PAAC members asked for clarification of funds available for staff administration of projects. Staff acknowledged the challenge and noted that they would continue to set aside the maximum amount allowed for administration, including set-asides for part-time administration of the Measure DD projects currently underway. For future projects, staff may need to explore increasing the set-aside to cover the additional costs of administration now that the program is under Community and Economic Development Agency (CEDA) management.
6. **Action: 510Arts.com Intersection: World Culture in the East Bay Online Art Competition “Best of Oakland” Award Selection.** S. Huss, D. Lozier, C. Jeung and J. Easton met to review the Oakland “Best of the City” submissions from the *510Arts.com Intersection* competition. The Best of City Award for Oakland went to Leyya Tawil / Dance Elixir for their performance video and the 510 Spirit Award went to Oakland Leaf for their video *State of Mind*. Committee members viewed the recommended awardees’ submissions but there was no vote due to lack of quorum.
7. **Staff Updates:**
 - a. **CAC – PAAC liaisons.** The Cultural Affairs Commission (CAC) appointed Damon Powell as the new liaison to the PAAC. Committee members welcomed Mr. Powell.
 - b. **East Oakland Community Library.** Final installation of the public art ‘pod’ and equipment will take place in early January in anticipation of the library’s opening to the public in late January. Staff will forward details once dates are set for the opening.
8. **Other Business:** None.
9. **Announcements:** None.
10. **Agenda Building:** Staff will return with the 17th Street BART Gateway presentation for follow up review and action, and provide the second draft of the 2011 Public Art Annual Plan. In addition, PAAC members will need to discuss new committee member nominations and a new co-chair for 2011, in anticipation of imminent vacancies when Deborah Lozier and Carole Jeung term off.
11. **Adjournment: J. Easton moved to adjourn the meeting at 7:30 p.m. D. Lozier seconded. Motion passed unanimously.**