

**City of Oakland  
Cultural Arts & Marketing Division  
Public Art Advisory Committee (PAAC) Meeting  
Minutes  
February 7, 2011**

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**Members Present:** Kevin Chen, Nick Dong, Jennifer Easton, Joyce Hsu, Deborah Lozier, Judy Moran (co-chair), Andrew Woodd (co-chair)  
**Excused:** Carole Jeung  
**Absent:** Damon Powell (Cultural Affairs Commission liaison)  
**Staff Present:** Steven Huss, Cultural Arts Manager; Kristen Zaremba, Senior Public Art Project Manager  
**Guests:**

\*indicates partial attendance

**Meeting Chair: J. Moran**

1. Meeting called to order at 5:35 p.m. Co-chair Judy Moran welcomed new Public Art Advisory Committee members Nick Dong and Kevin Chen.
2. **Open Forum:** No speakers.
3. **Minutes: J. Easton moved to approve the minutes of the January 10, 2011 PAAC meeting. A. Woodd seconded.**
4. **Action: Review and Approve Request for Qualifications (RFQ) artist recruitment guidelines for Various Projects:**
  - a. **Parcel 4.** Cultural Arts Manager Steven Huss presented a preliminary recruitment plan for the Parcel 4- NEA funded temporary projects initiative and reminded PAAC members that they approved all the projects up for discussion as part of the 2011 Annual Plan. Staff will recruit artists through a two-fold approach: the majority of funds will be used to commission new work as part of the Luminous Oakland program, utilizing a Request for Proposals (RFP) process; additionally, artists would be invited to submit existing work for temporary installation. Rather than prescribing the type of work commissioned, staff would like to leave the call very open to allow for greater variety of proposals, with the intention to stagger the commissions and change out artwork every 6 to 12 months. Additionally, the Black Rock Arts Foundation (BRAAF) is prepared to create a sculpture composed of recycled bicycles for installation for a 12 month period. PAAC members and staff discussed various approaches to maintain interest and focus at the site, emphasizing event-based work and utilizing current social media to promote the project, noting that it would be challenging to encourage repeat visitors unless they perceive ongoing activity. Other suggestions included partnering with local arts schools such as California College of the Arts to encourage younger artists to participate, and utilizing solar power or LED-powered lighting. PAAC members further commented that it would be important to invite and/or partner with more than one organization to ensure that the range of work

is not limited. PAAC and staff agreed that the topic required further discussion before a recruitment plan could be approved.

- b. Pre-Qualified Artist Pool for various projects to be implemented in 2011.** S. Huss referred PAAC to the staff report prepared by Senior Project Manager Kristen Zaremba. K. Zaremba shared images and background information on projects moving forward for the MacArthur Streetscape Gateway(s) and Coliseum BART plaza Redevelopment projects, as well as Prop. 84-funded Cesar Chavez Park and West Oakland Teen Center projects. The pre-qualified pool call will include information for these projects, Measure WW projects and others to be implemented in 2011 and be open to artists residing in Northern California. An arts-based panel will select the artists to be included in the pre-qualified pool. Staff will subsequently select a short list of artists for interview by project-specific community-based panels. Staff will conduct additional outreach to ensure a healthy number of artists apply for the projects, and replenish the pre-qualified pool as needed. Huss further confirmed that PAAC is not required to approve the actual RFQs, but is often invited to give input as a courtesy. **Motion: D. Lozier moved to approve the RFQ artist recruitment guidelines for the Pre-Qualified Artist Pool for various 2011 Projects, excluding the Parcel 4 / Central District funds. A. Woodd seconded. Motion passed unanimously.**

- 5. Action: Public Art Annual Plan 2011 3<sup>rd</sup> Reading.** S. Huss presented the draft 2011 Public Art Annual Plan with revisions. As noted previously, the plan now includes a new East Oakland project for Cesar Chavez Park, with an artwork budget of \$64,000 funded by a Proposition 84 state grant. In addition, another Prop. 84-funded project for the West Oakland Teen Center, with an artwork budget of \$75,000, is now included. As stated earlier, staff will recruit artists for one or more pre-qualified artist pools to streamline and expedite initiation of projects. Staff is requesting approval of this draft to proceed with presentation to and approval by the City Council in February. **Motion: J. Moran moved to approve the 2011 Public Art Annual Plan. D. Lozier seconded. Motion passed unanimously.**
- 6. Staff Updates:** Rene Yung will host an “Our Oakland: Eastside Stories” event at the new East Oakland Community Library on Saturday February 26<sup>th</sup>. All PAAC members are invited to attend. K. Zaremba will send an email announcement about the event.
- 7. Other Business:** None.
- 8. Announcements:** None.
- 9. Agenda Building:** The March meeting will include presentations by the Measure DD: Channel Artists Lewis de Soto and John Roloff, and Gardens at Lake Merritt Gates project artist Shawn Lovell.
- 10. Adjournment: D. Lozier moved to adjourn the meeting at 7:30 p.m. A. Woodd seconded. Motion passed unanimously.**