

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

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**Members Present:** Kevin Chen, Nick Dong, Joyce Hsu, Carole Jeung, Deborah Lozier, Judy Moran (co-chair)  
**Excused:** Jennifer Easton, Andrew Woodd (co-chair), Damon Powell (Cultural Affairs Commission liaison)  
**Absent:**  
**Staff Present:** Steven Huss, Cultural Arts Manager; Kristen Zaremba, Senior Public Art Project Manager  
**Guests:** Lewis de Soto, John Roloff, Sue Mark, Bruce Douglas, Amana Harris, Tomas McCabe, Alix Rosenthal

**Meeting Chair: J. Moran**

1. Meeting called to order at 5:30 p.m.
2. **Open Forum:** Amana Harris, director of Attitudinal Healing Connection, introduced a proposal to create murals with youth for Caltrans underpasses on Martin Luther King Boulevard and San Pablo Avenue. The goal is to execute the project in summer 2012. Goals for the project are job creation, youth development and promoting a healthy vibrant environment for the families that pass through the space on their way to local schools. Ms. Harris will bring a formal proposal to a future meeting and a call to local artists will be issued once project parameters have been set.
3. **Minutes: D. Lozier moved to approve the minutes of the February 7, 2011 PAAC meeting. K. Chen seconded.**
4. **Action: Review and Take Action on Measure DD: Lake Merritt- Estuary Channel Artists' Revised Proposal.** *Lewis de Soto and John Roloff.* Project Manager Kristen Zaremba referred committee members to the staff report and provided a brief summary of the evolution of art concepts since inception of the project, including specific changes in site/design conditions and delays out of the artists' control. The artists presented the revised concept, which will utilize advances in digital technology to create an integrated design suspended below the new 10<sup>th</sup> Street bridge. The artwork will consist of LED lighting embedded in a stainless-steel mesh structure incorporating multi-colored text and images (inspired by site-specific historical, cultural and scientific data) viewable from the pathways and reflected onto the water below. PAAC members and the artists discussed various technical details regarding the operation and ongoing maintenance of the project. The artists described the typical longevity and durability of this type of LED-powered lighting system and possible measures they could take, including purchase of additional equipment for future replacement needs. PAAC members requested additional visuals to convey the true scale of the artwork and its impact at the site, and more detail on the proposed content. The artists proposed to develop ten 'chapters' of rotating content for PAAC review and approval, and to further explore text size and design for maximum impact, once they have approval to proceed with the revised concept. **Motion: K. Chen moved to approve the revised conceptual proposal and to authorize the artists Lewis De Soto and John Roloff to proceed with design development for the Lake Merritt- Estuary Channel project. D. Lozier seconded. Motion passed unanimously.**

5. **Action: Review and Take Action on Design Direction for the Measure DD: Gardens at Lake Merritt Entry Gates by artist Shawn Lovell.** PAAC members reviewed the artist's design renderings and materials samples. The artist's presentation was tabled until a future date.
6. **Action: Review and Take Action on Final Design and Text for Marksearch "10,000 Steps" Self-Guided Walking Tour Markers – Open Proposals Project.** *Sue Mark and Bruce Douglas.* Cultural Arts Manager Steven Huss introduced the project. The artist team referred committee members to the report containing the proposed text for a series of sidewalk markers to be set around four parks in downtown Oakland. They described the process used with each community to select the content of each marker, which will be sandblasted into existing sidewalk. The markers will be complemented by an audio tour and free printed map for distribution to the community, and promoted in conjunction with an Oakland Museum family day event. PAAC members complimented the artists on the project; provided feedback on the designs and text translations; and suggested simplifying the text size and font variations for successful execution when sandblasted into existing concrete, noting the challenges when working with varying site conditions in a medium new to the artists. Additionally, PAAC requested that the artists execute a prototype or sample with the proposed equipment prior to receiving final approval of the designs. The artists agreed to return to a future meeting with updates including a sample and final text.

**Motion: D. Lozier moved to extend the meeting for an additional 15 minutes. J. Hsu seconded. Motion passed unanimously.**

7. **Discussion: Black Rock Arts Foundation (BRAAF) "Bike Bridge" Proposal for Parcel 4-Temporary Art Space.** *Tomas McCabe (BRAAF).* The Black Rock Arts Foundation proposes to partner with The Crucible to create a site-specific sculpture for the Parcel 4 temporary art space, constructed from repurposed bicycles and generated out of welding workshops targeted at young Oakland women from Fremont High School and the Oakland School of the Arts. The sculpture will be illuminated internally with LEDs. Two Oakland-based artists will be identified to lead the project and the NIMBY art space in East Oakland will provide structural welding services. BRAAF has raised over half the project budget, approximately \$50,000 of the estimated \$80,000 total. PAAC members noted that they would need to have more information on the lead artists and their capabilities to ensure a successful project and invited BRAAF representatives to return when this information is available.
8. **Informational: Status of PAAC Nominees to Mayor's Office.** S. Huss reported that the new Mayor's staff is very responsive to PAAC and staff nominations for the committee, and will be forwarding PAAC nominee Celeste Howell's name to the City Council shortly. Committee members are encouraged to nominate additional individuals for future appointment.
9. **Staff Updates:** The East Oakland Community Library "Our Oakland" event was very successful. PAAC members Judy Moran and Nick Dong attended. A meeting of the BART 17<sup>th</sup> Street Gateway original community charette attendees will be convened on April 4 to share the art and design updates prior to commencing with final design.
10. **Other Business:** None.
11. **Announcements:** None.
12. **Agenda Building:** The April meeting will include new community-initiated public art projects for City property and an update on the BART 17<sup>th</sup> Street Gateway and 10,000 Steps projects.
13. **Adjournment: D. Lozier moved to adjourn the meeting at 7:50 p.m. J. Hsu seconded. Motion passed unanimously.**