

**City of Oakland  
Cultural Arts & Marketing Division  
Public Art Advisory Committee (PAAC) Meeting  
Minutes  
April 4, 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, Damon Powell (Cultural Affairs Commission liaison)  
**Absent:**  
**Staff Present:** Steven Huss, Cultural Arts Manager; Kristen Zaremba, Senior Public Art Project Manager  
**Guests:** Arturo Arechiga, Dan Fontes, Ellen Oppenheimer, Caroline Stern, Carol Wild

**Meeting Chair: A. Woodd**

1. Meeting called to order at 5:40 p.m.
2. **Open Forum:**
3. **Minutes: J. Moran moved to approve the minutes of the March 7, 2011 PAAC meeting. D. Lozier seconded.**
4. **Action: Review and Take Action on Proposal for Exterior Mural on Private Wall at MacArthur Blvd. and 108<sup>th</sup> Avenue in East Oakland, A Collaboration Between Artists Caroline Stern, Dan Fontes and Youth Uprising, supported by Oakland Redevelopment Agency Blight Funds.** *Caroline Stern and Dan Fontes.* Cultural Arts Manager Steven Huss introduced the project. Artist Caroline Stern described a proposal for collaboration between the artist team, Youth Uprising staff and youth for a mural funded by City of Oakland Redevelopment anti-blight funds in the amount of \$14,500. The mural is proposed for a blank wall, to be located on a non-profit methadone clinic, facing onto a closed parking lot. Carol Wild, partial owner of the building, confirmed owner support for the project. The design, depicting a California quail – the official California state bird – will be created by the artists and Youth Uprising youth participants. In response to questions from the Committee, the artists clarified that the wall will be thoroughly cleaned prior to painting and that the mural will be created using water-based NOVA color paints and anti-graffiti coating, but the design will not cover the entire wall. Using a trompe l’oeil technique, the artists will create a background which integrates the quail image with the surrounding, unpainted brick wall detail. The artists will also work with Youth Uprising arts program coordinator Arturo Arechiga to develop a six-week class curriculum to complement the mural’s design. **Motion: D. Lozier moved to approve the design for an exterior mural at MacArthur Blvd. and 108<sup>th</sup> Avenue in East Oakland, a collaboration between artists Caroline Stern, Dan Fontes and Youth Uprising, supported by Oakland Redevelopment Agency Blight Funds. J. Moran seconded. Motion passed unanimously.**
5. **Action: Review and Take Action on Proposal by artist Ellen Oppenheimer for an Art Project on Four Transit Control Boxes in North Oakland, in Collaboration with Peralta Elementary School.** *Ellen Oppenheimer.* S. Huss introduced the project and clarified that the artist’s proposal is being funded by a Cultural Funding Program grant individual artist grant of \$4,999. The artwork is proposed for placement on city property, prompting a required review by the PAAC. Artist Ellen Oppenheimer, an artist in residence at Peralta Elementary for approximately twelve years, showed examples of the youth work and described the process she

would use with school students to generate designs inspired by the theme of the water cycle. The children will execute the designs using recycled vinyl donated by a sign shop, to be placed on utility boxes near the school. S. Huss confirmed that placement on the designated utility boxes has been approved by the appropriate City staff person, Daniel Clanton. PAAC members reviewed the artist's submittals. **Motion: J. Moran moved to approve the proposal by artist Ellen Oppenheimer for an art project to be placed on four transit control boxes in North Oakland, in collaboration with Peralta Elementary school. D. Lozier seconded. Motion passed unanimously.**

6. **Discussion: Need for Development of Community Arts Process and Policies to Address Public Art Advisory Committee and Cultural Affairs Commission Review of Public Art Projects Generated from Outside City's Percent for Art Program.** PAAC and staff discussed the increase in proposed community- and artist-initiated projects to be placed on City property or funded by the City, as well as Caltrans property, but not initiated by the Public Art Program, which require PAAC review. Staff and PAAC agreed they face challenges in facilitating these reviews and providing productive feedback for community projects, prompting a necessity to reaffirm and clarify the PAAC's role in the review process. D. Lozier and J. Moran agreed to join a subcommittee to assist in development of a matrix clarifying the policies and process for various types of proposals.
7. **Action: Review and Take Action on Final Design and Text for Marksearch "10,000 Steps" Self-Guided Walking Tour Markers – Open Proposals Project.** S. Huss presented the artists' project updates, noting specific revisions made in response to previous PAAC feedback, including changes in text content and design. PAAC members acknowledged the design revisions, but noted that the text and font selections could still use some refinement, typically responding to the amount of negative space within and surrounding the tree/border frame. They further agreed that they did not feel they could approve the designs until the artists execute at least one prototype, taking into consideration the variables in existing concrete conditions and the impact of the smaller text and Chinese characters. Finally, PAAC asked for detail on the artists' proposed alternative or contingency plan, should they encounter difficulties with the proposed installation at certain sites. Staff agreed to follow up with the artists and schedule an inspection of executed samples before returning to PAAC. **Motion: Motion was tabled until the Committee's questions could be addressed and samples provided at a future meeting.**

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

8. **Action: Review and Take Action on Recommendation to Approve Pre-Qualified Pool Selection Process for Redevelopment Central District Public Art Funds.** S. Huss referred PAAC members to the staff report. Due to possible constraints on the City's redevelopment funds, staff must request authorization to proceed with artist recruitment as soon as possible. **Motion: A. Woodd moved to approve the proposed pre-qualified pool selection process for Redevelopment Central District public art funds.**
9. **Discussion: Recommend Prospective PAAC Nominees to Fill Current Vacancy and Create Pool for Future Vacancy.** Committee members reviewed the credentials for Allison Cummings as a replacement for Julie Trosper as a conservation/materials expert for the committee. Members agreed Ms. Cummings is a strong candidate. S. Huss repeated that committee members are encouraged to nominate additional individuals for future appointment. PAAC members suggested

artists Walter Kitundu, a MacArthur Fellowship grant recipient, and Favianna Rodriguez as good candidates for the committee.

**10. Informational: Staff Updates.** (A) The East Oakland Community Library “Our Oakland” event was very successful. PAAC members Judy Moran and Nick Dong attended. (B) 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.

**11. Other Business:** None.

**12. Announcements:** None.

**13. Agenda Building:** The May meeting will include a follow-up presentation on the 10,000 Steps Project, Measure DD: Garden Gates design review.

**14. Adjournment: D. Lozier moved to adjourn the meeting at 7:45 p.m. J. Moran seconded. Motion passed unanimously.**