

**City of Oakland  
Cultural Arts & Marketing Division  
Public Art Advisory Committee (PAAC) Meeting  
Minutes  
June 6, 2011**

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

**Meeting Chair: J. Moran**

1. Meeting called to order at 5:38 p.m.
2. **Open Forum:**
3. **Minutes: J. Easton moved to approve the minutes of the May 2, 2011 PAAC meeting. D. Lozier seconded.**
4. **Action: Review and take action on Courtland Creek Mural and Mini-Mural Projects by Artist Kristi Holohan / ACE Arts – Final Design.** Cultural Arts Manager Steven Huss introduced artist Kristi Holohan's project for Courtland Creek. PAAC first reviewed the project proposal in October 2010. The artist and project youth coordinator Catherine Hampton presented the updated proposal and conveyed the extensive community outreach and support for the project. PAAC asked for clarification on the proposed location/orientation of the work to the road, ownership of the proposed locations, and background on how the project was integrated with landscape architect/artist Walter Hood's designs for the area. Ms. Holohan responded that signage would face both the road and pedestrians walking on the adjacent pathway; that the property is all under the supervision of the City's Public Works Agency and/or on private property' and that Mr. Hood's design improvements are focused on an adjacent area, thus the projects will complement rather than compete with one another. **Motion: D. Lozier moved to approve the Courtland Creek Mural and Mini-Mural signage projects final designs by Kristi Holohan. J. Hsu seconded. Motion passed unanimously.**
5. **Discussion Item: State of the Public Art Program, challenges and opportunities, and midyear Annual Plan check-in.** Staff and PAAC reviewed the list of current and upcoming projects, and discussed management strategies in recognition of ongoing budgetary concerns for the City, including a proposal to significantly reduce the Cultural Funding Program grants budget. Some questioned whether the Public Art Program mission would need to be revisited if the grants programs were cut. Others suggested that a more formal policy should be established and fees assessed for review of non-program-funded projects, and that a

private percent for art ordinance should be developed. PAAC members further stated that the committee should more clearly define a vision and develop more robust advocacy tools for the program. Additionally, PAAC requested more information on how many projects are non-funded or without sufficient resources to reach successful completion. A possible retreat (last two PAAC retreats occurred in 2005 & 2008) was suggested to further explore challenges and opportunities.

- 6. Informational: Staff Updates.** Kristen Zarembo presented the updated designs for Scott Oliver's Open Proposals signage to be installed around Lake Merritt. PAAC members complimented the artist's efforts and aesthetics but suggested that the single design includes too much information and conflicting style concepts which do not support the artist's design goals. They requested that the artist explore how to simplify or break out the information into multiple signs for greater legibility and appreciation of the information included in the design.
- 7. Other Business:** None.
- 8. Announcements:** None.
- 9. Agenda Building:**
- 10. Adjournment:** J. Easton moved to adjourn the meeting at 7:25 p.m. D. Lozier seconded. Motion passed unanimously.