

**City of Oakland
Cultural Arts & Marketing Division
Public Art Advisory Committee (PAAC) Meeting
Minutes
March 5, 2012**

Members Present: Judy Moran (co-chair), Andrew Woodd (co-chair), Kevin Chen*, Nick Dong, Jennifer Easton, Joyce Hsu, Deborah Lozier, Damon Powell* (Cultural Affairs Commission liaison)

Excused: Carole Jeung

Absent:

Staff Present: Steven Huss, Cultural Arts Manager; Kristen Zaremba, Senior Public Art Project Manager

Guests:

* Indicates partial meeting attendance

Meeting Chair: J. Moran

1. Meeting called to order at 5:30 p.m.
2. **Open Forum:**
3. **Minutes: A. Woodd moved to approve minutes of the January 9, 2012 meeting. D. Lozier seconded.**
4. **Informational/Discussion: Successor Agency- Public Art Program Update.** Cultural Arts Manager Steven Huss reported that the dissolution of the Oakland Redevelopment Agency prompted the City to reorganize programs citywide. As a result, the Community & Economic Development Agency has been replaced by a number of offices under the City Administrator. The Public Art Program, as part of Cultural Arts & Marketing, is now housed within the Office of Economic and Workforce Development, reporting directly to Assistant City Administrator Fred Blackwell. Staff must work through the list of enforceable obligations (EOPS) prepared by staff and adopted by City Council, to expend funds and execute contracts. The state-appointed oversight board composed of local county representatives will start meeting in May 2012, evaluate the EOPS list and make final determinations. Any use of funds that is challenged would have to be addressed in court. In the interim, staff will continue to work on Dan Corson's BART project, the Parcel 4 Uptown Arts Space, and the MacArthur Streetscape Gateway projects.
5. **Action Item: Measure DD Public Art: Lakeside Green Street Project (formerly Snow Park).** Senior Public Art Project Manager Kristen Zaremba reported staff is working with Public Works Project Delivery to identify prospective panelists for the project, including representatives from the Measure DD Coalition and Business Improvement District. A tentative budget of \$200,000 has been established for the project and artists have been short-listed from the pre-qualified pool. PAAC members were invited to make additional recommendations. Staff will distribute the shortlist to PAAC. Invitational nominations should be made directly to staff. Additionally, the Benbow Bullock sculpture is now confirmed to be the property of the Oakland Museum, but staff has not assessed the museum's level of interest in and commitment to facilitating relocation of the sculpture.
Motion: Motion was tabled.
6. **Action: Recommendation to appoint April Banks to Public Art Advisory Committee.** PAAC member Kevin Chen nominated April Banks to join the Committee, citing her background as an

architect, designer and conceptual artist working in new media. Ms. Banks does not have any direct public art experience but is interested in learning more, and is excited to participate in the PAAC.

Motion: J. Easton moved to recommend the appointment of April Banks to the Public Art Advisory Committee. J. Hsu seconded. Motion passed unanimously.

7. **Nominations to fill one vacancy on Public Art Advisory Committee.** PAAC members were invited to make additional recommendations. They requested a review of the existing matrix of skills to aid them in making meaningful recommendations. Staff will distribute the document prior to the next meeting, and will confirm if Oakland residency is now a requirement for serving on an appointed committee.
8. **Discussion: April Committee Retreat Part II Agenda Building.** PAAC members confirmed that they are prepared to meet for the second portion of the retreat as part of the next PAAC meeting, scheduled for April 2, 2012. PAAC suggested inviting a former PAAC member to facilitate the next meeting. Staff and PAAC members reviewed the recommendations and next steps made by PAAC at the last retreat meeting, which included:
 - A. Reviewing the program's core mission
 - B. Evaluating staff limitations
 - C. Exploring new funding sources
 - D. Implementing fees for service
 - E. Implementing a private percent for art ordinance
 - F. Expanding a roster of future PAAC members
 - G. Reviewing and refining the current goal to implement a city-wide Cultural Plan, contingent on receipt of National Endowment for the Arts funding, in Fall 2012
9. **Informational: Staff updates on pending and completed projects.**
 - a. **Parcel 4 / Uptown Art Space:** S. Huss reported the construction contract was put out to bid to a limited number of contractors in February, resulting in a contract award to McGuire and Hester. As the winning bid was significantly higher than originally estimated, the project scope is now being evaluated to prioritize project elements including electrical and structural support needs, as well as an artist-design fence treatment. A limited conditional use permit will be required from the Planning Department before construction can commence. Public Art and Neighborhood Investment (Redevelopment successor agency) staff will co-manage the project. Public Art will issue a call for existing artwork in late spring, once funds available can be confirmed. Additionally, the Black Rock Arts Foundation (BRAAF) sculpture created by lead artist Michael Christian and female youth is close to completion. PAAC members discussed ways to engage the Oakland School of the Arts in future programming at Parcel 4. PAAC member K. Chen volunteered to contact the chair of OSA's Visual Arts Department to facilitate a discussion.
 - b. **17th St. BART Gateway:** K. Zaremba reported the project is on schedule to be completed in the fall of 2012. Staff is pleased to report that both projects are in sync with the City's current participation in the Urban Leadership Foundation's study of the Broadway Corridor.
 - c. **Prop 84 Projects:** Cesar Chavez Park and West Oakland Teen Center are both proceeding as planned. Both projects call for artwork which can be transferred to tile for entryways and building facades.
10. **Other Business:** None.
11. **Announcements:** PAAC members announced their participation in various projects and exhibits.
12. **Agenda Building:**
13. **Adjournment:** D. Lozier moved to adjourn the meeting at 7:00 p.m. A. Woodd seconded. Motion passed unanimously.