

**City of Oakland
Cultural Arts & Marketing Division
Public Art Advisory Committee (PAAC) Special Meeting
Minutes
April 2, 2012**

Members Present: Judy Moran (co-chair), Andrew Woodd (co-chair), Allison Cummings*, Nick Dong, Jennifer Easton*, Joyce Hsu, Carole Jeung, Deborah Lozier,

Excused: Kevin Chen, Damon Powell (Cultural Affairs Commission liaison)

Absent:

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

Guests: Shari Godinez, KONO (Koreatown-Northgate) Community Benefit District

* Indicates partial meeting attendance

Meeting Chair: J. Moran

1. Meeting called to order at 4:00 p.m.

2. **Open Forum:**

3. **Minutes:**

a. **J. Moran moved to approve minutes of the March 5, 2012 meeting. D. Lozier seconded. Motion passed unanimously.**

b. **J. Moran moved to approve the minutes of the September 19, 2012 Public Art Advisory Committee Retreat (Part I). D. Lozier seconded. Motion passed unanimously.**

4. **Action Item: KONO (Koreatown-Northgate) Telegraph Avenue Utility Boxes Art Proposal.**

Senior Public Art Project Manager Kristen Zaremba introduced the project, a proposal to commission artists to paint 12 utility boxes along Telegraph Avenue. Shari Godinez, Executive Director of the Koreatown-Northgate Community Benefit District (CBD), noted that the CBD elected to initiate this project in response to the significant funding they spend annually on graffiti abatement (\$25,000 in 2010). She described the process they developed to solicit proposals from Oakland-based artists for the initiative, noting they received 107 submissions for the project. The goal is to complete the project prior to the May 4 First Friday event and City of Oakland birthday celebration. PAAC members reviewed the designs and complimented Ms. Godinez on the results of the process. They provided some feedback on the preferred placement of specific designs in relation to one another, to best compliment individual design aesthetics, and asked if artists would create a unique design for each side of a given box. Ms. Godinez noted the plan would vary for each artist, depending on the complexity of their designs and whether all sides of individual boxes were accessible and visible. Finally, the PAAC urged Ms. Godinez to require that all artists use an anti-graffiti coating, or as an alternative, the CBD could purchase and apply the anti-graffiti coating, for ongoing maintenance purposes. **Motion: J. Moran moved to approve the KONO (Koreatown-Northgate) Telegraph Avenue Utility Boxes Art Proposal. N. Dong seconded.**

5. **Informational Item: Measure DD Public Art: Lakeside Green Street Project (formerly Snow Park).** Senior Public Art Project Manager Kristen Zaremba presented a list and images of past work for 20 eligible artists pre-screened from the Public Art Pre-qualified Artist Pool, and invited PAAC members to suggest additional artist candidates for the project.

6. Informational: Staff updates on pending and completed projects.

- a. **Parcel 4 / Uptown Art Space:** Cultural Arts Manager Steven Huss reported on a staff meeting with the project's general contractor, McGuire & Hester, to review the scope and how to modify plans within the awarded budget to best serve the project and maintain some electrical enhancements for self-illuminating art installations. The artist call for existing work should be issued in the next month to meet the early fall installation date.

7. Other Business: None.

8. Announcements: None.

9. Agenda Building:

10. Adjournment: D. Lozier moved to adjourn the meeting at 5:00 p.m. J. Easton seconded. Motion passed unanimously.