

**City of Oakland
Cultural Arts & Marketing Division**

**Public Art Advisory Committee (PAAC)
Annual Retreat – Part II
Minutes
April 2, 2012**

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

Excused: Kevin Chen

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

Facilitator / Recorder: Cherie Newell, former PAAC member / co-chair

The retreat was held at Xolo Taqueria at 1916 Telegraph Avenue in Oakland.

- A. Reconvene meeting.** The Committee reconvened from its regular business meeting and the retreat commenced at 5:40 p.m. The Committee engaged in general discussion of the retreat topics; comments, observations, suggestions and consensus are noted below.
- B. Review Public Art Program’s core mission:**
- Overall City policy revision is needed; cultural policy that deals with all the grassroots requests for assistance (community-generated artworks etc.) vs. revising the process.
 - Bring two Committees (PAAC and Funding Advisory Committee) to talk about reorganization of Cultural Affairs Commission. Can some things go dormant for awhile?
 - PAAC should revisit mission and policy quarterly – to take it on in small parts. Set a timeline and strategy.
 - Core of mission is sound; establish small group (sub-committee) to go through the policies. Make recommendations. Funding strategy, audience engagement.
- C. Evaluating limitations of current staffing level:**
- Revise policies and procedures to match staff time available.
 - If it’s done, how is it prioritized? Limited staff time already.
- D. Exploring potential new sources of funding:** Ticket surcharge. TOT. Blended public funding,
- E. Implementing fees for service:**
- Staff can’t continue to drop work to assist on community projects. Noted, sometimes there is political pressure to assist with certain projects.
 - Consider fee structure to shepherd community-generated projects, added to Master Fee schedule. Must be approved by Council.
 - Fees need to be justified; aesthetic liability, maintainability.
 - Streamline guidelines on the web. To charge a fee, must have guidelines.
 - Proposals for Caltrans structures have to be reviewed and agreed to by the City. Can we charge for this review? What can we charge for?
 - Murals or other projects on City-owned property.
 - Gifts, at times.

- Private property signage, in some circumstances.
- Important for City to recognize that minimal staff is being redirected – can we access TOT money; neighborhood redevelopment money?
- Interns to do research on how other cities are modeled, see what fits for Oakland; CCA or Cal public policy student.
- Give artists/sponsors a format to follow so review is productive, 15 minutes only at Committee.
- San Francisco does have a fee structure – still takes a lot of hand-holding by staff (\$1,000 mural review – charges another City entity).
- Note that delaying projects often causes complaints.
- Must take back to Council that staff time is used on these projects: It's a reality.
- Consensus on what to charge fee for? Permanent / temporary. City / Caltrans. Would have to track staff time?
- Initial research phase – to determine where to find funding other than from the artist.
- Guidance from a financial analyst? Help determine acceptable fee range.
- Depends on how often you receive fees: Twice a year won't help much.
- Is it to bring in new revenue stream or to regulate the artwork coming into the City?
- Once you establish a fee, it has to be enforced.
- Are artworks treated as temporary and will deteriorate/be removed eventually, or are they cared for by our program?
- Neighborhood art strategy is vital. Councilmembers will take an interest in it.
- Awareness: F help create awareness and an advocacy strategy

F. Implementing a private percent-for-art ordinance:

- Private percent for art → drafting legislation, many models to draw upon, research needed.
- Advocacy is required, will need huge political will, need at least one champion on Council.
- New model going to San Francisco Supervisors tomorrow.
- Have to get developers behind it too.
- Why not redirect funds to art education or arts grants? Might be good to make it broader.
- Can Committee help? Jennifer offered San Jose's research on private % for Art.
- Goes back to a regional issue: If all the communities have private % charges, then the argument that developers will go elsewhere doesn't hold up.
Art component makes a development more attractive, salable.

G. Investigating alternative funding models and Federal / national grant opportunities:

- Staff applied for a grant for Cultural Planning.
- Still need a Public Art master plan. Let public help with an inventory.
- Two grant applications pending: (1) NEA for cultural plan. (2) ArtPlace – Consortium of funders, about placemaking, applied for Parcel 4 when Redevelopment funding dried up.
- Grant writing can be time consuming too.
- Block grants – should see what Oakland has.
- Transportation departments – looking for ways to augment their grants with art and design.
- Environmental grants, housing (on a Federal level), EPA.
- San Jose is looking to go after private money; packaging projects as initiatives, got some traction with this at the airport.
- In Oakland a lot of focus is on Coliseum area → airport
- ***Committee agrees to make private percent-for-art legislation the focus at the present time.***

- Overlay zones – special districts get an overlay zone, assessment of private % in these areas might be more easily passed than the whole City of Oakland.
 - Committee suggests this be fast-tracked; Council may be more receptive now that Redevelopment Agency has been eliminated and with it loss of substantial percent-for-art funding.
- H. Expanding a roster of future PAAC members:** Add Public Policy person, members with economic development, development expertise.
- I. Reviewing and refining current goal to implement citywide Cultural Plan, contingent on receipt of National Endowment for the Arts funding, in Fall 2012:**
- NEA funding to support a cultural plan that involves Public Art.
 - Wish list – lack of master plan means we don't have our priorities noted.
 - Master plan requires money – build in a concept to generate revenue for City
- J. Public Engagement in Program:**
- More publicity is needed – suggest poster idea from last retreat; booth publicizing program during First Fridays.
 - Put images of artworks from the collection on the Great Wall of Oakland.
 - Have City bus people to Art Murmur – they'll spend money here, promotes local arts.
 - Interactive public art maps and updating.
- **PAAC Retreat Topics.** PAAC agreed to take “mini-retreats” twice a year for planning and discussion of topics between regular business meetings. Placeholder for Sept. 2012 planning meeting.
- K. Adjournment.** The retreat concluded and the meeting was adjourned at 8:00 p.m.