

**City of Oakland
Cultural Arts & Marketing Division
Public Art Advisory Committee (PAAC)
Minutes
December 2, 2013**

Members Present: Judy Moran (co-chair), Kevin Chen, Nick Dong, Jennifer Easton, Joyce Hsu, Andrew Woodd* (co-chair)

Excused: Allison Cummings

Absent:

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

Guests: Jill Broadhurst, Andrew Johnstone, Desi WOME

Meeting Chair: J. Moran

1. Meeting called to order at 5:37 p.m.

2. **Open Forum**

3. **Minutes: J. Easton moved to approve the minutes of the October 7, 2013 PAAC meeting. J. Hsu seconded. Motion passed unanimously.**

4. **Action Item: Review and Take Action on Proposal for a Mural on the East Railroad Trestle (Abutment) on Mountain Boulevard in the Montclair Village Area:** Senior Public Art Project Manager Kristen Zaremba introduced the mural project, reminding PAAC members that Jill Broadhurst first presented the initiative at the October PAAC meeting, and invited the project representatives to speak. Ms. Broadhurst, Montclair district community representative and co-project coordinator, and Andrew Johnstone, professional muralist and Montclair resident, presented a proposal for a trompe l'oeil painted railroad mural, to be placed on the non-functioning retaining wall originally associated with a train trestle bridge on Mountain Boulevard. Ms. Broadhurst, NCPC chair for the Montclair Area, and other community members are spearheading the project, for which they will raise an estimated \$50,000 to hire Mr. Johnstone. PAAC members discussed the artist's comprehensive plan for the project as presented and expressed support for the project to move forward. **MOTION: J. Easton moved to approve the East Railroad Trestle (Abutment) Mural Project, designed by Andrew Johnstone, to be located on Mountain Boulevard in Montclair Village. K. Chen seconded. Motion passed unanimously.**

5. **Action Item: NEA Our Town Oakland Grant Application Proposal Matrix and Recommendations.** Cultural Arts Manager Steven Huss introduced the item and referred PAAC members to the staff report. Huss reminded the committee that the NEA will consider only one application per city to this grant category. In response to a competitive call, staff received complete proposals from the following organizations: Attitudinal Healing Connection, Inc.; Community Rejuvenation Project; Creative Development Partners; EastSide Arts Alliance; FLUX Foundation; and Youth Speaks. PAAC and staff reviewed and discussed the strength and viability of the proposals received, weighing each proposal against the *Our Town* criteria as well as additional considerations established by the City as outlined in the staff report. Ultimately, PAAC recommended the proposal from EastSide Arts Alliance as the most viable, noting that this organization's proposal included a confirmed funding match, and had tangible and realizable project goals with the arts as their focus which would serve a broad audience in East Oakland. Additionally, some PAAC members recommended that EastSide should increase its ask amount from \$100,000, noting that the budget would be stretched over a large geographic area. Finally,

PAAC members recommended a ranking for the other applications, noting that some were potentially strong proposals, but did not include an appropriate funding match, or appeared to be for a planning process, and recommended they explore other funding opportunities, with the City's endorsement. PAAC also commended staff for their facilitation of the application process. Staff will forward the ranked recommendations to the Mayor, who will select a single application to endorse on the City's behalf. **MOTION: K. Chen moved to approve the six NEA Our Town Oakland Grant Application submittals from local arts organizations as recommended by staff, ranked in the follow order: 1) EastSide Arts Alliance, 2) Creative Development Partners, 3) Attitudinal Healing Connection, 4) Community Rejuvenation Project, 5) Youth Speaks, 6) FLUX Foundation. N. Dong seconded. Motion passed unanimously.**

- 6. Action/Discussion Item: Public Art Advisory Committee Vacancies.** Committee members and staff discussed current PAAC nominees. S. Huss noted that as some approved nominees are no longer available, or have only been discussed without support of a vote, PAAC must now take a formal vote on three more candidates. In addition to candidates Bryan Cain and David Cole, previously discussed, staff recommended Cece Carpio. Ms. Carpio is currently a member of the artist team working on the West Oakland Youth Center project, which should be completed by February 2014. She would bring recent public art experience, a fresh perspective, and additional diversity to the PAAC. The PAAC reviewed Ms. Carpio's resume. Additionally, PAAC and staff discussed the recommendation to nominate Joyce Gordon, local gallery owner and previous member of the Cultural Affairs Commission. With the PAAC's endorsement, staff will bring the recommendations to a meeting with Mayor's staff the second week of December. **MOTION: A. Woodd moved to approve the nomination of Bryan Cain, Cece Carpio and David Cole to the Public Art Advisory Committee. K. Chen seconded. Motion passed unanimously.**
- 7. Action Item: Adopt 2014 PAAC Meeting Calendar.** Committee members reviewed and approved the meeting schedule for 2014. **MOTION: J. Hsu moved to approve the 2014 Public Art Advisory Meeting Calendar. A. Woodd seconded. Motion passed unanimously.**
- 8. Informational Item: Project Updates: Staff updates on pending and completed projects.**
 - A. SFMOMA / Block Gallery Installations:** K. Zaremba reported that Zarouhie Abdalian's temporary installation will remain in place until January 21st. In addition, the Block Gallery is coordinating a temporary window installation on 9th Street in Old Oakland and requested a possible collaboration with the Public Art Program on this or future projects. Staff will forward information regarding the opening on First Fridays.
 - B. BART 17th Street Gateway:** K. Zaremba reported that the construction project is underway, and the contract amendment recommendation to increase the contract amount due to project delays was approved by the City Council. The project will be completed in spring 2014. Staff will provide updates at future meetings regarding construction progress and an opening event.
 - C. City of Oakland Mural Program:** S. Huss reported that staff will be developing guidelines for a mural / green walls program for funds to be distributed equally between the Councilmembers.
 - D. West Oakland Youth Center:** S. Huss reported that the tiles will be installed by an independent contractor. Public Works is currently soliciting bids for the installation for approximately \$15,000.
- 9. Other Business:** None.
- 10. Announcements:** None.
- 11. Agenda Building:** (A) Ongoing current and new project updates.
- 12. Adjournment:** **A. Woodd moved to adjourn the meeting at 7:05 p.m. K. Chen seconded. Motion passed unanimously.**

OUR TOWN 2014
Oakland Proposals

Staff / PAAC Rank	Organization	Proposal Title	Place	Partners	Grant Request/ Match	Summary
1	EastSide Arts Alliance	Oakland Is Proud	International Blvd., East Oakland - Five cultural plazas	Multiple	\$100,000	Develop five cultural plazas along International Blvd.
2	Creative Development Partners	Lake Merritt Arts, Culture & Entertainment District	Lake Merritt / Environs	OMCA, Laney College	\$50,000	Develop cultural venues and open spaces surrounding Lake Merritt as sites for arts & cultural activities
3	Attitudinal Healing Connection	Oakland Super Heroes Mural Project	Hoover Corridor, West Oakland	Community	\$150,000	Two murals in the OSH project series (#5 and #6)
4	Community Rejuvenation Project	Downtown Oakland Murals	West Oakland	Council-member's office	\$100,000	Two mural projects in West and Downtown Oakland
5	Youth Speaks	Life Is Living	DeFremery Park, West Oakland	Multiple	\$150,000	Expand annual <i>Life Is Living</i> festival
6	FLUX Foundation	Tweethaus Project	Mosswood Park, other parks and schools	Park Day School, Oakland Parks & Rec	Not specified	Extend Tweethaus project to additional parks, and schools