

**City of Oakland**  
**Public Art Advisory Committee**  
**(PAAC)**  
**Minutes**  
**May 5, 2014**

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**Members Present:** Judy Moran (co-chair), Bryan Cain, CeCe Carpio (non-voting), Kevin Chen (co-chair nominee), Allison Cummings, Nick Dong\*, Joyce Gordon\*, Joyce Hsu

**Excused:** Evelyn Orantes (non-voting)

**Absent:**

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

**Guests:** Ariana Katovich, Andrew Jones, Virginia Jardim, Chris Treggiari, Joe Sorquist

\*Indicates partial meeting attendance

**Meeting Chair: J. Moran and K. Chen**

1. Meeting called to order at 5:32 p.m.
2. **Open Forum.** No speakers.
3. **Minutes: A. Cummings moved to approve the minutes of the April 7, 2014 PAAC Meeting. B. Cain seconded. Motion passed unanimously.**
4. **Action Item: Elect Kevin Chen as Public Art Advisory Committee Co-Chair.** J. Hsu moved to elect Kevin Chen as the PAAC co-chair. B. Cain seconded. Motion passed unanimously.
5. **Community Generated Projects:**
  - A. **Action Item: Streets Alive / Earth Island Traffic Control Boxes.** Senior Public Art Project Manager Kristen Zaremba introduced Ariana Katovich from the Earth Island Institute and project sponsor Andrew Jones of the Downtown / Lake Merritt Business Improvement District (BID) and referred PAAC members to the proposal documents. Katovich described the project, which will include artwork by three artists - Thailan When, Christopher Van Redman and Gale Madyun - for five utility boxes along Broadway between 12<sup>th</sup> and 17<sup>th</sup> Streets. The artists were selected through a competitive process that resulted in a pre-qualified pool of artists. Katovich also noted that the materials and installation methodology, using a digital transfer of the artists' designs to vinyl, is consistent with the Streets Alive project successfully conducted in Berkeley, and typically lasts for three years. The Bill Graham Foundation, an additional sponsor, requested that one of the designs honor their mission. The other designs are in keeping with the artists' past work and were selected for their bright colors and appropriate style for sites along Broadway. The designs have also been shared with the adjacent businesses to ensure they are supportive of the work. Jones stated that the BID is treating this as a pilot project and would like to identify more sponsors to address additional boxes in the future, noting that the BID will take responsibility for maintaining the boxes. The artwork is scheduled for installation in late May 2014. PAAC members reviewed the artist selection, design development processes and final designs. **Motion: J. Moran moved to approve the proposal for the Earth Island Traffic Control Boxes in Downtown Oakland. N. Dong seconded. Motion passed unanimously.**
  - B. **Informational Item: Second Review and Update on the "Athena Project" CCA-Peralta Hacienda Historical Park Mural Proposal for Fruitvale District:** Cultural Arts Manager

Steven Huss introduced the item, noting that the project team was presenting a follow-up to their April presentation, which included a motion to approve the proposal, pending confirmation of budget, location approval and final designs. Ms. Jardim and Mr. Treggiari shared images of the work while describing the refinements made to the overall project to create a cohesive design. As noted previously, due to challenges in obtaining permission for placement on the previously discussed property on Fruitvale, the project is currently located at Peralta Hacienda, on the adobe wall visible from Coolidge Avenue. The project team will continue to explore alternative locations for the murals, possibly at the Fruitvale Transit Village. Huss reminded the PAAC that the project is to be funded through the Anti-Graffiti Murals and Green Walls program, and noted that while the program and projects will be run through individual Council offices, each proposal should come to the PAAC for review. Public Art staff will post the opportunity on the program's website and artists or community groups interested in applying should contact their individual Council representatives.

**6. Informational / Discuss Item: Community Town Hall Meeting on Broadway/I-880**

**Underpass.** S. Huss provided a report on the April 30<sup>th</sup> town hall meeting convened by City Councilmember Lynette McElhaney and the Jack London District Association. Staff and three PAAC members, J. Moran, B. Cain and J. Gordon, were in attendance along with a broad cross-section of City and neighborhood representatives. Participants identified numerous challenges for the given location, including ongoing maintenance issues, pedestrian/traffic safety and vagrancy. While some community members expressed a concern that the artwork is exacerbating the current conditions and therefore should be considered for removal, others stated that they did not know the work was a public art commission and had differing feelings about whether the artwork should be maintained, changed or removed.

Committee members and staff discussed the challenges of the project site and of setting aside and procuring funds for maintenance (the main challenge). Many PAAC members expressed that cleaning of trash and replacing lighting are necessary to increase safety in the area and should be addressed prior to making any decisions about the future of the artwork. Community member Joe Sorquist spoke to express a general concern for safety in the area, noting that he was not even aware that the installation was public art, and that it was in general disrepair. Committee members further discussed the short-term and long-term needs of the project, and budget and timing requirements to complete any maintenance or modification work. Huss reported that the artist team lead, Nick Gomez, had been previously consulted about the work's current condition and was open to exploring ways to modify the project. Additionally, Huss noted that the City Attorney's office confirmed that the contract gives the City permission to modify the work if necessary. City representatives will continue to work with the neighborhood and the newly formed Jack London Improvement District to implement short-term improvements including additional lighting in the underpass. As there is now more momentum and possible funding to address some of the site conditions, PAAC members agreed that a special meeting or hearing to consider the condition and future status of the artwork should be scheduled for the summer of 2014.

**7. Informational Item: Gifts and Deaccession Issues:** S. Huss raised the potential need for a panel to evaluate a gift proposal from Gail Steele, former Alameda County supervisor, for a memorial to slain children, as well as the possible deaccessioning of the Dandelion sculpture by John Jagger and the "Green Monster" play structure by CCA faculty Bob Winston, as previously discussed. Committee members discussed the viability of combining these reviews with the Broadway underpass project and elected to consider the items separately.

**8. Informational Item: Project Updates: Staff updates on pending and completed projects.**

**A. BART 17<sup>th</sup> Street Gateway:** K. Zaremba reported that the artwork installation is scheduled to begin on June 2<sup>nd</sup> and should take approximately two weeks. The final project elements, including the artwork projectors and the glass wall, will be installed in late June/early July. An

email reminder will go out once the installation starts.

**B. Measure DD: 12<sup>th</sup> St. Lake Merritt Boulevard Bridge Pedestrian Underpass Project:**

Zaremba reported that the 12<sup>th</sup> St. team is getting working with City staff to prepare the site for installation to start in early July. More details will be provided at the next PAAC meeting.

**C. Measure DD: Lakeside Green Streets:** Zaremba reported that staff and the artist team are working with the project designers to finalize structural details and lighting options before the construction project is put out to bid this summer.

**D. West Oakland Youth Center:** The tiles for the project are currently in fabrication and will be delivered to the center during the summer for installation by a tile contractor with oversight from the artist team.

**9. Other Business:** None.

**10. Announcements:** None.

**11. Agenda Building:** (A) AC Transit – BRT Public Art Program Update (B) Latham Square Public Art Project Update.

**12. Adjournment:** J. Moran moved to adjourn the meeting at 7:18 p.m. J. Hsu seconded. Motion passed unanimously.