

**City of Oakland  
Public Art Advisory Committee  
(PAAC)  
Minutes  
September 14, 2015**

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**Members Present:** Bryan Cain, Kevin Chen (co-chair), Nick Dong (co-chair), Joyce Gordon\*, Joyce Hsu, Evelyn Orantes  
**Excused:** Allison Cummings  
**Absent:** CeCe Carpio (non-voting)  
**Staff Present:** Kristen Zaremba, Acting Cultural Arts Manager; Denise Pate, Cultural Funding Coordinator  
**Guests:** District 5 Councilmember Noel Gallo, Tommy Wong (EastSide Arts Alliance), Shannon Kim (Public Art Program Intern)

\*Indicates partial attendance

**Meeting Chair: K. Chen**

1. Meeting called to order at 5:37 p.m.
2. **Open Forum.**
3. **Minutes: N. Dong moved to approve the minutes of the July 6, 2015 Public Art Advisory Committee Meeting. B. Cain seconded. E. Orantes abstained. Motion passed.**
4. **Action Item: District 3 Anti-Graffiti Mural Grant Recipient Community Rejuvenation Project – Mural for the White Building, 327 – 15<sup>th</sup> Street.** Acting Cultural Arts Manager Kristen Zaremba presented a proposal for funding of a completed mural created by Community Rejuvenation Project at 327- 15<sup>th</sup> Street in District 3, and referred PAAC members to the presentation materials. She explained that no representatives could be present for the item, but that she had confirmed with the City Attorney that the project is eligible for the anti-graffiti mural funds, as there is no restriction on funding existing projects. Committee members complimented the mural, and expressed concern that the project, while admirable, did not meet the intent of the mural program, as the documented graffiti was not significant, and the mural did not in fact cover the area where tagging was documented. Additionally, they felt the budget documentation raised questions as it did not breakdown the actual costs for the project or explicitly address community outreach efforts. They commended the building owner for commissioning an artist to create a mural at this location, but that it felt disingenuous to apply for the funding after the fact, and noted other artists have worked through a vigorous process to address the PAAC's questions and concerns before starting work. **Motion: E. Orantes moved to not recommend the project on the White Building at 327-15<sup>th</sup> Street for Anti-Graffiti Mural funding, noting the project did not meet the program goals. B. Cain seconded. Motion passed unanimously.**
5. **Action Item: District 5 – Anti-Graffiti Mural Recipient EastSide Arts Alliance – Mural Proposal for 3204 International Boulevard at Fruitvale Avenue.** K. Zaremba introduced the project, EastSide Arts Alliance representative Tommy Wong, and District 5 Councilmember Gallo. CM Gallo described the district goals to transform the intersection at Fruitvale and International into a celebratory, artistic community gateway. He noted the active artist community, incoming AC Transit BRT improvements and desire to create a distinctive design as a counterpoint to the less inspired new building developments in the area. Tommy Wong described the current state of the building, originally a bank and now a nail salon, which is regularly tagged on all sides, and

described the project approach, based on the model used for their successful mural in Chinatown. Mr. Wong noted the emphasis on quality and a comprehensive design which incorporates the whole building, including the entrance awning and signage, and responding to the surrounding architecture. PAAC complimented the councilmember and Mr. Wong on their vision and planning for the project. **Motion: J. Gordon moved to approve the EastSide Arts Alliance, District 5 Anti-Graffiti Mural Program proposal for 3204 International Boulevard at Fruitvale Avenue. N. Dong seconded. Motion passed unanimously.**

- 6. Informational Item: District 3 – Adopt a Spot – Old Oakland Neighborhood Mosaic Trash Containers.** K. Zaremba reported that the project would no longer be seeking funding from the Anti-Graffiti Mural program, as the process was too cumbersome for such a small request of under \$1,000. As is standard procedure, the project was vetted by the Adopt a Spot program.
- 7. Informational Item: Project Updates: Staff updates on pending and completed projects and program activity.**
  - A.** Program management and policy items: K. Zaremba reported that during this transition period, with reduced staff, she will be splitting her time between Public Art and Cultural Arts/ Cultural Funding Program responsibilities, which will impact some Public Art project timelines. She continues to work with Special Projects Manager Kelley Kahn and Planning staff on guidelines for the new public art in private development requirement as well as an Artist Housing taskforce. PAAC members discussed the best practices, based on experience, for public art in private development, and emphasized that clear guidelines for the developers and consultants are very important. Zaremba also suggested planning another PAAC retreat for late 2015 or early 2016.
- 8. Announcements:** K. Zaremba introduced Public Art Program intern Shannon Kim, a student at U. C. Berkeley in the Art Practice department. She will work on special projects and a podcast featuring local artists who have completed projects for the City of Oakland.
- 9. Agenda Building:** Review PAAC nominees for current and upcoming vacancies. Plan PAAC retreat. Uptown Art Park 2016 Installation plan. Anti-Graffiti Mural proposals from District 2.
- 10. Adjournment: B. Cain moved to adjourn the meeting at 7:25. E. Orantes seconded. Motion passed unanimously.**