

City of Oakland
Public Art Advisory Committee
(PAAC)
Minutes
November 2, 2015

Members Present: Bryan Cain, Kevin Chen (co-chair), , Nick Dong (co-chair), Joyce Gordon*, Evelyn Orantes

Excused: Allison Cummings, Joyce Hsu

Absent:

Staff Present: Kristen Zaremba, Acting Cultural Arts Manager;

Guests: Gloria Cohen, Pamela Consear, Angela Hadwin, Maria Henderson, Denise Pate, Caroline Stern, Shannon Kim (Public Art Program Intern)

*Indicates partial attendance

Meeting Chair: K. Chen

1. Meeting called to order at 5:35 p.m.
2. **Open Forum.** Gloria Cohen spoke to the committee regarding the mural review process and her suggestions for revision of the guidelines. Committee members thanked her for her suggestions.
3. **Minutes: B. Cain moved to approve the minutes of the October 5, 2015 Public Art Advisory Committee Meeting. E. Orantes seconded. Motion passed.**
4. **Action Item: Our City: Oakland Temporary Installation for Frank Ogawa Plaza.** Postponed.
5. **Action Item: District 2 Anit-Graffiti Mural Grant Recipient HOPE Collaborative – Jose “Peps” Garcia Mural Proposal for the Three Amigos Market, 1554 13th Avenue.** District 2 staffer Maria Henderson introduced the project. Angela Hadwin, representative from HOPE Collaborative, described the project proposal. The mural, which will focus on the power of food as a source of health and community connection, will be located on a wall currently covered with tobacco advertisements and tagging. Expanding on the community-based process used to develop the designs, HOPE will initiate additional community engagement and outreach through their networks to cultivate youth leaders as part of the project. Committee members complimented the design and suggested that it would be advantageous to transform the adjacent window space currently featuring alcohol advertising, as well as the planter boxes. Regarding the design, PAAC members suggested adding more line detail to the broad white and blank areas, to deter additional tagging, while maintaining the high color contrast of the original design. **Motion: E. Orantes moved to approve the mural design for the Three Amigos Market at 1554 13th Avenue. J. Gordon seconded. Motion passed unanimously.**
6. **Action Item: District 2 Anit-Graffiti Mural Grant Recipient Pamela Consear – Mural Proposal for Bella Vista Child Development Center, 2410 E. 10th Avenue.** Pamela Consear presented her proposal for a mosaic tile project on a retaining wall for the development center. The artist has worked at the site previously and was asked to expand her original project. The new project will extend the work on a 5’ x 68’ long wall. The “open” mosaic will take the form of accents installed on the concrete retaining wall, rather than covering the entire surface area, due to budget limitations. Children from the center have been engaged in the painting of the tiles prior to this installation phase, which will entail more outreach to the surrounding community and a series of work days on site. PAAC members and staff suggested choosing a complimentary paint color for the concrete, to contrast with the tile and deter tagging in the areas around the tile. Committee

members also suggested continuing the sense of movement created in the previous tile installation, which flows from a day to night theme along the wall. **Motion: E. Orantes moved to support the Bella Vista Child Development Center mural project. N. Dong seconded. Motion passed unanimously.**

- 7. Action Item: District 2 Anit-Graffiti Mural Grant Recipient Caroline Stern – Mural Proposal for Little Stars Preschool, 169-14th Street.** Artist Caroline Stern presented her proposal to create a mural for the exterior of the preschool, composed of simple large forms in bright colors. Committee members complimented the artist's painterly style and suggested expanding the design to the upper quadrant of the wall where tagging is apparent. **Motion: N. Dong moved to approve the Caroline Stern mural proposal for the Little Stars Preschool. J. Gordon seconded. Motion passed unanimously.**
- 8. Discussion Item: PAAC Nominations.** Acting Cultural Arts Manager Kristen Zaremba requested nominations from the PAAC. Committee members and staff discussed the qualifications desired for new members of the PAAC, to fill an existing vacancy as well as upcoming vacancies in 2016. Nominations will be vetted over the next few months before forwarding to the Mayor's office.
- 9. Discussion Item: PAAC Retreat.** Postponed.
- 10. Informational Item: Project Updates: Staff updates on pending and completed projects and program activity.**
 - I. K. Zaremba reported on recent activities of the program. Staff are preparing an artist housing and workspace survey to support the work of the Mayor's housing task force, as well as to inform the next steps of a Cultural Plan for the city. Staff are also participating in the Planning Department's Downtown Specific Plan process, which impacts many artists based in the downtown area. Zaremba encouraged the PAAC members to engage in the process.
 - II. Program intern Shannon Kim presented updated research on a rotating installation of art housed in shipping containers for the Uptown Art Park. Examples of projects utilizing repurposed containers in Cleveland and San Francisco, as well as the Emeryville food market, are to be considered. Kim will do more research and outreach to the respective cities to collect details, noting a project model for Oakland would have to be modified. Committee members discussed using other infrastructure options to suit the goals of rotating exhibits curated by local artists and arts organizations, as well as the possibility of designing a mobile model to move to other sites around the city.
 - III. K. Zaremba noted work would be proceeding on project for Durant Mini Park, the Golden Gate Recreation Center and the Rainbow Recreation Center. More details will follow at a future meeting.
- 11. Announcements:** None.
- 12. Agenda Building:** Review PAAC nominees for current and upcoming vacancies. Plan PAAC meeting schedule for 2016.
- 13. Adjournment:** **E. Orantes moved to adjourn the meeting at 7:35. K. Chen seconded. Motion passed unanimously.**