

City of Oakland
Public Art Advisory Committee
(PAAC)
Minutes
September 12, 2016

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

Excused:

Absent:

Staff Present: Kristen Zaremba, Acting Public Art Coordinator; Joe Saxe, Public Art Project Manager; Roberto Bedoya, Cultural Affairs Manager*

Guests: Friends of Idora Park Project Representatives including: Kerri Hurtado, Stephanie Dennis, Christine Martin, Shifra de Benedictis-Kessner (Temescal Telegraph BID); Rachel Flynn (Planning Director); Alex Marqusee (Staff to Council President Gibson- McElhaney)

*Indicates partial attendance

Meeting Chair: N. Dong

1. Meeting called to order at 5:38 p.m.
2. **Open Forum.**
3. **Minutes: E. Orantes moved to approve the minutes of the June 6, 2016 Public Art Advisory Committee Meeting. A. Cummings seconded. Motion passed unanimously.**
4. **Informational Item: Introduction of Cultural Affairs Manager Roberto Bedoya.** Kristen Zaremba introduced and welcomed Roberto Bedoya as the newly established Cultural Affairs Manager. Mr. Bedoya most recently served as the director of the Tucson Pima Arts Council and is an experienced proponent of arts-based civic engagement projects. Bedoya thanked the committee members and expressed an interest in exploring new articulations of Public Art for Oakland.
5. **Action Item: Friends of Idora Park Proposal for a Mural by artist Kelly Ording, for Caltrans Property at Highway 24, Telegraph Avenue and 56th Street.** K. Zaremba introduced the item, noting that the project proponents have been in communication with staff during project development. Lead representative Kerri Hurtado provided an overview of the project and the artist selection process, culminating in the design developed by artist Kelly Ording. The team is currently fundraising for the project, and in discussions with BART to develop project signage for placement on the support column across from the project site. PAAC members requested more information regarding the signage, to support the concept of a contemporary interpretation of the neighborhood history. They suggested the plan to address the existing wall conditions should be more explicitly expressed in the proposal, including the artist's interest in restoring an existing mural currently covered with ivy. In response to inquiries regarding future maintenance and lighting for the site, Temescal Telegraph BID Executive Director Shifra de Benedictis-Kessner committed to maintenance of the site, and noted that a lighting study is in process to upgrade the lights with support from local developers currently active in the community. **Motion: K. Chen moved to approve the Idora Park Mural Design Proposal by artist Kelly Ording and the Friends of Idora Park for Caltrans property at Highway 24, Telegraph Avenue and 56th Street. A. Cummings seconded. Motion passed unanimously.**

- 6. Action Item: Proposition 84 Projects: Golden Gate Recreation Center Public Art Project. Selection Panel Recommendation to Award the Project to the Artist Team of Joaquin Alejandro Newman and Eduardo Pineda; Johanna Poethig as the Alternate.** K. Zaremba and J. Saxe referred PAAC members to the staff report documenting the selection process. The selected artist team of Newman and Pineda will be contracted for design and off-site fabrication, followed by on-site implementation under a licensed General Contractor in coordination with Public Works Project Delivery Division. PAAC members asked if there was any way to extend the project timeline, noting the artists would have limited time to develop final designs. Staff reiterated the grant timeline requires project completion by the end of 2016. The artists will be accommodated as much as possible to revise designs as needed, and will be asked to attend the October 3rd meeting to discuss design directions and possible refinement before they commence work and before proceeding to present to the community and the Parks and Recreation Advisory Commission in mid-October. **Motion: A. Cummings moved to approve the selection panel recommendation to award the Golden Gate Recreation Center Public Art Project to the Artist Team of Joaquin Alejandro Newman and Eduardo Pineda, with Johanna Poethig as the Alternate; and to pay each of the six selected finalists including Lynn Rachel Altman, Alan Leon, Joaquin Newman and Eduardo Pineda, Johanna Poethig, Fan L. Warren, Trust Your Struggle (Robert Trujillo) a design honorarium of \$1,000. J. Gordon seconded. E. Orantes recused herself. Motion passed.**
- 7. Informational Item: Staff updates on pending projects and program activity.**

 - a. Measure WW: DeFremery Park- Letter of recommendation from Council President Gibson-McElhaney.** K. Zaremba provided a brief summary of the Measure WW (East Bay Regional Parks) public art project opportunity for approximately \$150,000 to commission a permanent work of art for DeFremery park. The project must be completed in 2017 and an RFQ process for the project will be established before the end of 2016. Council staff representative Alex Marqusee thanked the committee members for their service and referenced the letter submitted to the Committee, advocating for the funds to be dedicated to a project which would memorialize and celebrate the Black Arts movement contributions to this park and surrounding community. Marqusee noted that the City has also identified a potential source of funds through a National Park Service grant opportunity. PAAC members stated that the theme would be appropriate, and suggested the Request for Qualifications should encourage new ways to interpret and celebrate these contributions through original art concepts, beyond traditional figurative sculpture, and to remember history without being didactic or heavy handed. Committee members thanked Marqusee and the Council President for the interest and suggestions, noting that it is important to have this input at the beginning of the process.
 - b. MacArthur Gateway Arches Streetscape Project.** K. Zaremba noted that staff have been instructed to reject the recommended artist and to restart the recruitment process. An abbreviated call for artists will be discussed at the next PAAC meeting.
 - c. Broadway I-880 underpass Project and Planning Department Design Initiative.** K. Zaremba noted that the City is launching a new design opportunity, referred to as the Oakland Gateway Project, to address design challenges and safe routes to transit, including Webster and Broadway, between the Jack London Square neighborhood and downtown Oakland. City staff have been coordinating efforts across departments, including Planning, City Administrator, Transportation and Economic & Workforce Development (and Public Art) with assistance from the Bloomberg Associates. This process will consider the existing public art created by the Team of Five as part of the design process, and the artist team contact, Nick Gomez, has been notified about the undertaking. Planning Department Director Rachel Flynn

spoke to the City's efforts to envision the underpasses and surrounding environments in a more holistic way, with ambitious goals to activate the spaces by making stronger connections to the surrounding communities. An RFP will be issued shortly. PAAC members were invited to join the Citizen's Advisory Committee if they would like to participate in the process. PAAC members thanked staff for their efforts and noted it was very encouraging to hear this work is underway.

Motion: K. Chen moved to extend the meeting by 10 minutes. Y. Pinkusevich seconded. Motion passed unanimously.

d. Program Activities: Private Percent for Art Program, PAAC Nominations, Rainin Open Spaces Program, Americans for the Arts Conference Update, CAC Cultural Districts Program: K. Zaremba reported that the City will be revisiting the Private Percent for Art ordinance this fall. Recommended revisions will be presented to the PAAC in November. The Mayor's office is currently reviewing the four PAAC nominations, but additional candidates should be nominated to fill seats to be vacated before the end of the year. Zaremba reported that she presented at a workshop hosted by the Rainin Foundation for their Open Spaces temporary art program finalists, to share information regarding the public art review process. Staff from Oakland, San Francisco and other cities around the Bay Area are involved in planning for the Americans for the Arts conference to be held in San Francisco June 2017. The call for panel proposals has been issued and will be forwarded to committee members. The California Arts Council will be hosting a regional convening in Oakland, on October 5th at Youth Radio, to receive input for development of their Cultural Districts program. All are encouraged to attend.

e. Proposition 84 Projects: Rainbow Recreation Center. Tabled.

8. Announcements:

9. Agenda Building: Private Percent for Art Ordinance updates, Golden Gate Recreation Center Public Art Design Review, artist recruitment for DeFremery Park, Rainbow Recreation Center and MacArthur Gateway Arches projects.

10. Adjournment: E. Orantes moved to adjourn the meeting at 7:40. Y. Pinkusevich seconded. Motion passed unanimously.