

**City of Oakland
Public Art Advisory Committee
(PAAC)
Minutes
March 6, 2017**

Members Present: Bryan Cain (co-chair), Kevin Chen, Allison Cummings (co-chair), Evelyn Orantes, Yulia Pinkusevich*, Charmin Roundtree-Baaqee

Excused: Nick Dong, Joyce Gordon

Absent:

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

Guests: Olga Bolotina (District 1 Staff), Lori Fischer, Angela Gennino, Debra Jaffee, Shifra de Benedictis-Kessner (Temescal BID)

*Indicates partial attendance

Meeting Chair: B. Cain

1. Meeting called to order at 5:38 p.m.
2. **Open Forum.** A community representative spoke in support of representation for residents living under the Martin Luther King and Telegraph Avenue underpasses.
3. **Minutes: A. Cummings moved to approve the minutes of the February 6, 2017 Public Art Advisory Committee Meeting. E.Orantes seconded. Motion passed unanimously.**
4. **Action Item: District 1 Anti-Graffiti Mural Grant Recipient SPAGGIA and Fuming Guerilla Productions, Proposal for 950-57th Street at Lowell.** SPAGGIA representatives Angela Gennino and Debra Jaffee presented the proposal for a large wall mural on the Glow Glass Studio building at Lowell and 57th. The mural, entitled *Forest to Forest*, will be coordinated by Fuming Guerilla Productions and is painted by artist Norman "Vogue" Chuck. Committee members expressed support for the concept and noted the budget was modest for the scale of the project. District 1 staff representative Olga Bolotina noted that the Councilmember's goal was to allocate equal funding to a range of projects, with the the expectation that community representatives would identify matching funds if needed to realize each project. Bolotina also noted that the number of male and female turkeys depicted should be more balanced to be accurate. Project reprepsatnives noted that the design was only conceptual at this stage, and may change. The community will also be donating in-kind services and time to apply a UV coating not included in the artist's budget. Committee members noted the maintenance plan is vague, suggested including an anti-graffiti coating, and requested that the artist team return for final design review if the concept is modified. **Motion: E. Orantes moved to approve the conceptual mural proposal by Norman "Vogue" Chuck and Fuming Guerilla Productions for 950-57th Street. A. Cummings seconded. Motion passed unanimously.**
5. **Action Item: District 1 Anti-Graffiti Mural Grant Recipient Lori Fischer, Proposal for 4685 Telegraph Avenue (Shattuck Frontage) at 46th Street.** Artist Lori Fischer presented her proposal for a text-based mural entitled *RISE*. Committee members complimented the artist's design

approach, noting the composition provides a strong graphic quality to the wall. They suggested filling in some of the open space to deter tagging, and encouraged including some additional color. The artist noted that the color palette was informed by the property owner's request, but agreed to explore the possibility. Artist and committee members discussed street lighting and other ways to enhance the project site. Temescal BID executive director Shifra de Benedictis-Kessner expressed support for the project and noted that the BID is exploring contributing additional funds to the project. The project should be realized within 3 months of commencement, and will require a time-consuming but important hand-application of the anti-graffiti coating. **Motion: K. Chen moved to approve the proposal by artist Lori Fischer for 4685 Telegraph Avenue at 46th St. Y. Pinkusevich seconded. Motion passed unanimously.**

- 6. Action Item: Public Art in Private Development Proposal for the Public Right of Way: Hanover Properties and Artist Team HYBYCOZO design proposal for Two Public Plazas at 2450 Valdez Street and 352 27th Street at Broadway.** K. Zaremba introduced the project, Hanover Properties representatives, public art consultant Helene Friede and the artist team of Yelena Filipchuk and Serge Beaulieu (HYBYCOZO). The proposal represents the first mandated privately funded public art project, proposed for City property, which triggers PAAC review. Zaremba commended the team on their approach and process, and noted the artwork will remain the property and responsibility of Hanover Properties. Hanover representative Scott Youdall presented an overview of the project for the two plazas. HYBYCOZO artist team members Yelena and Serge, who maintain studio space at American Steel in West Oakland, presented their concept for a series of stainless steel, illuminated vertical sculptures, conceived to evoke a California Oak tree and California poppies. PAAC members praised the artists' concept and encouraged them to scale up the project. They posed questions regarding the proposed materials, and design details, to address future aging and maintenance, to maintain vibrancy, and deter rust and birds as well as skateboards and other regular wear and tear in the plazas. The artists indicated they have consulted with a conservator to ensure a sustainable project, and indicated they would return with the final designs, including the pattern plan, lighting access and maintenance, bench features, etc. at a future meeting. **Motion: E. Orantes moved to approve the design and concept for the permanent public art project proposed by artist team Yelena Filipchuk and Serge Beaulieu (HYBYCOZO) for two public plazas at 2450 Valdez Street and 352 27th Street. K. Chen seconded. Motion passed unanimously.**

- 7. Informational Item: Pro Arts Gallery – The New Situationists- Temporary Installations for Frank Ogawa Plaza.** Pro Arts executive director Natalia Ivanova Mount provided an overview of activities and temporary installations proposed for the plaza during their current exhibition, including day and nighttime interactive performances, installations and video projections. Committee members complimented the staff on programming and curation of the gallery, and suggested the gallery proactively market the exhibition and events through physical signage on the plaza and via on-line networks, to ensure passerby connect the gallery with the activities.

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

- 8. Informational Item: Public Art in Private Development Ordinance Update.** K. Zaremba reported that the proposed ordinance revisions are now scheduled for review by the City Council at the Community and Economic Development (CED) Committee meeting on March 14, 2017. Staff will forward the agenda with staff report to all PAAC members, once posted by the City Clerk.

9. Informational Item: Measure DD – 10th Street Bridge / Lake Merritt Channel Project. Tabled.

10. Informational Item: Public Art Staff Updates on Projects and Program Activity.

a. Project Updates- J. Saxe reported that the Golden Gate Recreation Center project is nearing completion. A dedication will be scheduled for the center users once the final project elements are installed in April.

b. PAAC Nominations - K. Zarembo welcomed new PAAC member Charmin Roundtree-Baaqee, and noted that two additional members, Jennifer Kessler and Patricia Cariño Valdez, will be joining the April meeting, while the fourth new member, Chris Treggiari, will join once relieved from his previous commitment to a course he is teaching at CCA.

11. Announcements:

12. Agenda Building: Measure DD Estuary – Channel project, MacArthur Gateway Arches, Proposition 84 Program projects updates, Program plans for 2017/18

13. Adjournment: K. Chen moved to adjourn the meeting at 7:40. E. Orantes seconded. Motion passed unanimously.

draft