

## **SCHEDULE A – SCOPE OF SERVICES INDIVIDUAL ARTIST PROJECT SUPPORT**

Grantee:     **Jill McLennan**    

### **Narrative Information**

Describe in the space provided the project for which funds have been awarded. Discuss the goals of the project, your plan for carrying out the project (include timeline), and dates and location of public presentation/participation. Be thorough in your description. This narrative should reflect the information provided in your original application to the Cultural Funding Program.

#### **Goals of the project:**

I am requesting funds for a mural project involving the youth of our community, Jingtown, under the guidance of myself with assistance from 1-2 classroom teachers from local schools and neighborhood volunteers. Our goal is to complete an ongoing Art Garden project in the community with murals designed and painted by youth from the surrounding community. The teaching artist, Jill McLennan will work directly with neighborhood schools to create drawings and designs for a mural that describes the history, natural diversity and current cultural diversity of the fruitvale/ jingtown area of Oakland.

The mural will depict the Sausal Creek in its original, natural beauty transforming into Fruitvale Ave with its unique cultural diversity. The students will draw from images of the history and present in the area and the drawings will be arranged by McLennan to create a cohesive mural design. The mural will be painted on the Art Wall on the 500 block of Peterson St. in District 5.

**Dates of public presentation:** The teaching artist will work with the youth in schools, in a classroom setting for the months of September and October 2012. The students and teachers will work on the wall on weekends during the month of November. Public tours of the project will coincide with the Jingtown Holiday Art Walk, the first weekend of December, 3rd and 4th. The project may take until end of January 2013 to complete due to weather and other conflicts.

#### **Describe your plans for implementing project: Timeline:**

**September/October:** Artist and Teachers work with students on the mural design in-school classrooms.

**October:** Jill McLennan, with consultation from students and classroom teachers, will come up with a final design for the mural. She will prep and draw the design on the wall. McLennan will also provide a color diagram to be followed during the workdays.

**October/November/December:** There will be four Saturday Neighborhood work days to paint the mural. All volunteers who arrive to work will be allowed to participate in painting activities. Dates pending approval/ design readiness, weather, etc.

**Work Days:** To Be Determined. Note: we may need to add more Saturdays in January as alternate work days due to weather or other conflicts.

**Receptions/ Public Presentations:** During the annual Jingtown Holiday Art Walk on Dec. 1+2, 2012 there will be walking tours of the project with a paid tour guide, free for the general public.

**Grand Unveiling of Finished Project:** In conjunction with the Jingtown Holiday Art Walk on Dec. 2, 2012 we will have an unveiling reception at the Wall/ Garden to showcase the culmination of the entire project.

**Use of City funds:** The materials for the Peterson St. Art and Garden project are funded through the Oakland Neighborhood Beautification grant. The Cultural Funding Program Grant is being requested to fund the salary of the Teaching artist and stipends for the teachers involved in the projects as well as some funds for administrative duties, marketing, organizing, and publicizing the work with the youth of the local schools and community. (See Budget notes)

**Project Budget**

Complete the following budget information. The figures should be similar to those provided in your original application to the Cultural Funding Program and be reflective of the current Fiscal Year. Line Item 1: CFP INDIVIDUAL ARTIST PROJECT AWARD should equal Line Item 30: TOTAL EXPENSES "City Funds" column.

**I. FY 11-12 INCOME** For asterisked (\*) items, specify sources and indicate "committed", "pending" or "to be submitted".

A. Contributed		Total Funds
1	CFP INDIVIDUAL ARTIST PROJECT AWARD	\$4,249.00
2	Federal Government (NEA, NEH)*	\$
3	State Government (CAC)*	\$
4	Local/Municipal Government (EXCLUDING THIS AWARD)*	\$500.
5	Individual Contributions (self & others)	\$
6	Business/Corporate Contributions*	\$
7	Foundations*	\$
8	Other (specify):	\$
9	Other (specify):	\$
10	<b>SUBTOTAL:</b>	<b>\$4,749.00</b>
B. Earned		Total Funds
11	Admissions/Ticket Sales	\$
12	Tuition/Workshops/Fees	\$
13	Product Sales/Concessions	\$
14	Other (specify):	\$
15	Other (specify):	\$
16	<b>SUBTOTAL:</b>	<b>\$</b>
17	<b>TOTAL INCOME:</b> (line 10 plus line 16)	<b>\$4,749.00</b>

**II. FY 11-12 EXPENSES** Add Budget Notes for any significant changes from original application (+/-10%) or detailed equations.

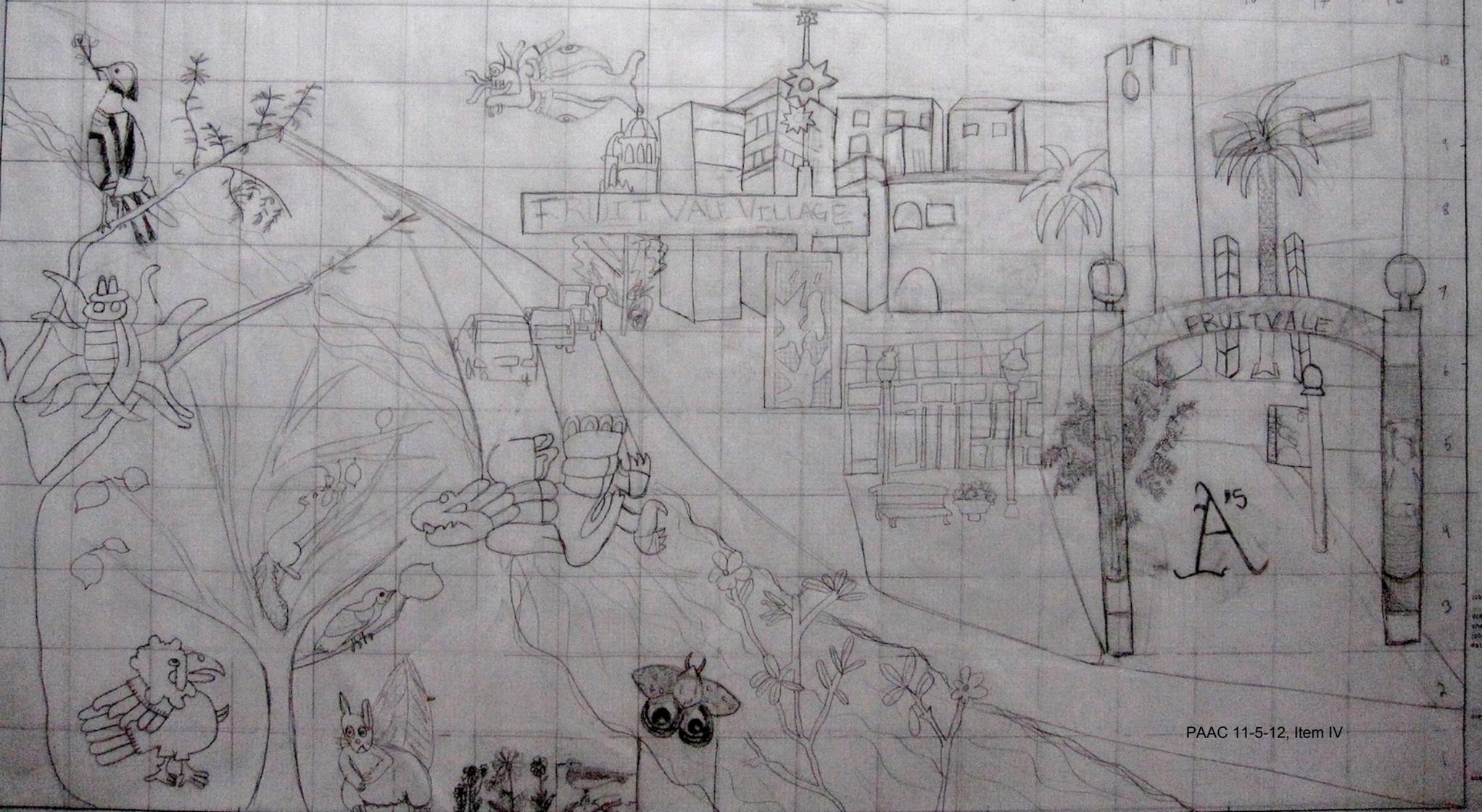
A. Personnel		Number of Persons	City Funds (indicate expenditure of award amount)	Total Funds
18	Artistic		\$2,400.	\$
19	Administrative		\$649.	\$
20	Technical Production		\$800.	\$
21	Other (specify): materials		\$	\$500.00
22	Other (specify):		\$	\$
23	<b>SUBTOTAL:</b>		<b>\$3849.</b>	<b>\$</b>
B. Project / Production Expenses			City Funds	Total Funds
24	Facility Expenses/Space Rental		\$	\$
25	Outreach/Marketing		\$400.	\$
26	Production/Exhibition		\$	\$
27	Other (specify):		\$	\$
28	Other (specify):		\$	\$
29	<b>SUBTOTAL:</b>		<b>\$</b>	<b>\$</b>
30	<b>TOTAL EXPENSES:</b> (line 23 plus line 29)		<b>\$4,249.00</b>	<b>\$4,749.00</b>

**III. SURPLUS (DEFICIT) AT YEAR END** (line 17 minus line 30)

**\$0**



City of Oakland Cultural Funding  
JMAC APR 11 12 11 AM  
Arise High School



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FRUITVALE

A<sup>15</sup>



PICK UP HISTORY BY THE REINS



PAAC 11-5-12, Item IV



PAAC 11-5-12, Item IV

## **JMAC Resume**

Jill McLennan  
3120 Chapman St  
Oakland, CA 94601  
510-290-8191

[jill\\_mclennan@sbcglobal.net](mailto:jill_mclennan@sbcglobal.net)  
[www.jmclennanartscomm.wordpress.com](http://www.jmclennanartscomm.wordpress.com)

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### **Educational Summary:**

**The School of the Art Institute**, Chicago, IL M.A.A.E. 1999  
\*Master's Thesis Project : The Environment as Art Classroom:  
Local, Global and Scientific Perspectives,

**Hampshire College**, Amherst, MA B.F.A. 1996  
\* Expertise in Drawing, Painting and Environmental Studies

**Wheeler School**, Providence, RI, Diploma 1992

### **Art and Business Coursework:**

**Public Art Academy, Northern CA, 2009 -10:** A course of study guiding artists from studio work into the realm of public art. The course included visits to the public art commissions of San Francisco, San Jose, Santa Cruz and Oakland.

**Business of Mosaic Art, Institute of Mosaic Art, Oakland, February 2011:** This course is a guide to learning how to begin to independently contract your work as a professional artist. The instruction was based on beginning a business in mosaics but can be applied to beginning any business in the arts.

**Alameda County Arts Integration Summer Learning Conference, Aug. 2012:** Diving into a look at the future of Art Education and Integration inspired a new direction in my thoughts on teaching. Combining Arts and Sciences was the focus of this exciting week of learning. As a result I am rejuvenated to share my inspiration with students through art.

**Women's Initiative for Small Business, Fall 2012:** This course is guiding me in designing my business, streamlining my programming and self motivation to succeed. In completion of this course I hope to give JMAC a strong start for years to come.

### **Community and City Projects:**

**JMAC: Jill McLennan Arts and Community:** Started in 2012, my own small business specializing in community mural projects and teaching art to youth ages 10 and up. Specializing in life drawing, developing personal voice and portfolio building.

*Jingletown Arts and Business Community (JABC): Neighborhood organization*

**Oakland Art and Soul Community Murals 2012:** Designed and directed the painting of two 24' murals with the public of the Oakland Art and Soul Festival. Sponsored by Pro Arts Gallery and the City of Oakland the murals will be on display downtown. Murals were drawn and designed completely by McLennan and painted in by the public under direction from herself and her assistant Ashley Sills.

**Beautify Peterson St. Art Wall and Garden Project, 2009-present:** McLennan with Cynthia Elliot designed the project, received fiscal sponsorship from Pro Arts Gallery, monetary support from the City of Oakland District 5, Neighborhood Beautification Grant. McLennan directed 15 artists in completing murals and mosaics along the 200' wall on Peterson St. The project continues with garden planting and designing and implementing murals by neighborhood youth from Arise Academy. (see below)

### **Projects in the Schools:**

#### **Arts Integration Project with Play Yard and Blue Sky Pre-Schools in Berkeley:**

Funded by Bananas Head Start program, McLennan worked with two family childcare programs in Berkeley, introducing the investigation of their natural surroundings through the project approach.

**RISE Community School Mural Project:** Designed and painted two 7'x9' murals on canvas to be hung in the multi-purpose room of the new RISE school building. The murals were designed by McLennan based on the drawings and ideas of students from grades K-5 and drawn and painted by students from grades 2-5 under the direction of McLennan and assistant Ashley Sills.

**Arise High School Mural Project:** JMAC is currently working with 20 juniors and seniors from Arise High School and their art teacher Nils Heymann to design and paint a 10'x18' mural on the Peterson St. Wall. This mural, funded by a grant from the City of Oakland Cultural Funding Dept., will culminate the Beautify Peterson St. project with a youth inclusive mural. The mural depicts the Sausal Creek nature area as it flows through history, underground and the current neighborhood of Fruitvale and International Blvd. where the school is located.

## **Jill McLennan: Biography 2012**

I am an observer, a seeker, a discoverer, a creator and a teacher. I seek visual, physical and emotional information and reflect my observations through painting and drawing. I process my artistic gift through teaching creativity and visual art skills to children who are influenced by all that surrounds them, naturally. I work from direct observation, memory, photography, experience and human interaction. My paintings are a result of years of experience, travel, reflection and observation of place both familiar and brand new.

At Hampshire College in Massachusetts, I was taught to examine details, measure angles and match colors and light on objects. I had the natural gifts of sensitivity to detail, a strong memory for visual information and a developed skill in drawing. Painting with oils took practice, time, trial and error to perfect. In graduate school at the Art Institute of Chicago I studied Art Education and continued my painting pursuits. I began to interpret my urban environment while learning about the life experiences of the Chicago youth. Teaching, living and working in Chicago gave me the hands on experience I needed to bring deeper meaning to my observations.

I have consistently worked professionally as an artist and an educator in the bay area for more than ten years. I exhibit my art work at Mercury 20 Gallery and other venues and events throughout the year. While marketing my own work I am always seeking new opportunities for development and presentation. I work as an arts educator for Mocha and many other organizations and as an independent contractor teaching visual art to all ages. I strive to incorporate creativity and awareness into all aspects of my daily life.

I have worked with the JABC organization for more than six years, assisting in many neighborhood projects. Myself and Cynthia Elliot have been organizing and implementing the Peterson St. Art and Garden project since 2009. Phase One: The Art Wall is complete, pending the incorporation of a mural collaborating with neighborhood youth. Phase Two: The Garden was hard-scaping and landscaped by neighborhood volunteers. The plants were cultivated by The friends of Sausal Creek and the Native Plant Nursery of Joaquin Miller Park. The garden was planted in November 2011 and is cared for by volunteers on a monthly basis. More recently a chalkboard communication wall was added to the site along with some final murals and mosaics. We are still awaiting the cultural funding in order to complete the final mural with local youth; depicting the natural beauty of Sausal Creek flowing into the cultural diversity of Fruitvale Ave. In addition, this summer and fall, we will plant 4 trees, add 2 benches and receive more plants to fill in gaps in the garden. The project will be completed in the spring of 2013 and maintained and enjoyed by neighbors for years to come.

### **List of art activities Jill McLennan produced 2010-11:**

#### **Arts Related Teaching Jobs:**

**\*Summer Camp Art Instructor, Randall Museum**

San Francisco Rec. and Parks Dept.	Summer 2010, 2011, 2012
<b>*Stepping Stones Artful Steps</b> , San Leandro, CA	Sept. 2010- Present
<b>Artist in the Schools</b> , K-5 Art	
<b>The Museum of Children's Art, MOCHA</b> , Oakland, CA	
RISE School	March - June 2012
AIM Montessori School	Jan. 2011- June 2011
<b>*Civicorps Charter School</b>	Sept. 2010 – January 2011
Bridges at Melrose, 4 <sup>th</sup> grade	Sept 2009 – April 2010
Cox School, 4 <sup>th</sup> grade	Sept 2009 – June 2010
<b>*Emerson Elementary School</b>	Sept. 2004 -June 2010
Headstart/ PreSchool Programs	January 2006-June 2010
Rise After School Art	February- Present

**Arts Memberships:**

<b>JABC</b> - Jingletown Arts and Business Community	2006-Present
<b>Mercury 20 Gallery</b> - Member	2008-Present
<b>ProArts Gallery</b> - Member	2003-Present
<b>MOCHA</b> – Museum of Children's Art – Teaching Artist	2004-Present

**Personal Art Exhibitions:**

<i>Jingletown Holiday Art Walk</i> , 420 Gallery Oakland,	December 2006-11
<i>East Bay Open Studios</i> , Pro Arts, Oakland, CA	June 2003-2012
<i>Mercury Multiples</i> , Mercury 20 Gallery,	May, 2011
<i>True Paint</i> , Mercury 20 Gallery,	February, 2011
<i>Mercury Multiples</i> , Mercury 20 Gallery,	December, 2010
<i>Funk-A-Glyphs</i> , Mua Restaurant, Oakland, CA	November, 2010
<i>Elements of Hip Hop</i> , African American Culture Complex, San Francisco,	July 2010
<i>Cycles of the City, Solo Show</i> , Mercury 20 Gallery,	August, 2010
<i>Mercury Rising</i> , Mercury 20 Gallery, Oakland	July, 2010
<i>Small Works</i> , Mercury 20 Gallery, Oakland	June, 2010
<i>Don't Look Back</i> , Mercury 20 Gallery, Oakland	February, 2010
<i>Happiness</i> , Juried Annual 2010, Pro Arts Gallery,	Dec – Jan, 2009-10

**Artist Registries:**

<b>Street SmARTS Pool of Artists:</b> San Francisco Art Commission	2010
<b>BayVan</b> – Bay Area Visual Arts Network	2009-Present
<b>Public Art Academy:</b> Northern CA	September 2009 - January 2010
<b>Alameda County Small Works Registry</b>	2010

**List of art activities Jill McLennan produced 2010-11:**

**Students' Work in Exhibitions:**

**RISE School Mural Project:** March-June 2012: Working with 300 children at RISE Elementary school, design, draw and paint 2 7'x9' murals depicting the school, community, cultures and nature. All ideas and execution done by the students with the guidance of the artist, Jill McLennan.

**Mocha ReUse Exhibit**, November 2010: Civicorps Elementary School: The Gulf of Mexico Oil Spill Map Project, **Honorable Mention**

**City Hall ReUse Exhibit**, January 2011: Civicorps Elementary School: The Gulf of Mexico Oil Spill Map Project, **Honorable Mention**

**Mocha What the World Needs Now Exhibition:** May 2010: Emerson Elementary School: California Native Endangered Bird Sculptures: Brown Pelican and California Condor, awards: **Honorable Mention** for Brown Pelican  
**Stepping Stones Artful Steps Art Exhibition** at the San Leandro Library: New Guinea Asmat Shields Projects by Artful Steps Artists  
**Civicorps Showcase of Learning:** Students present puppets and masks to parents and community members, December 2010  
**Randall Museum Summer Camp Exposition:** Students present art work completed during camp sessions, The Arts of Theater from Around the World to parents and community, July + August 2010.

#### **Art Coursework:**

**Public Art Academy:** A course of study guiding artists from studio work into the realm of public art. The course included visits to the public art commissions of San Francisco, San Jose, Santa Cruz and Oakland. Northern CA September 2009 - January 2010

**Business of Mosaic Art:** This course is a guide to learning how to begin to independently contract your work as a professional artist. The instruction was based on beginning a business in mosaics but can be applied to beginning any business in the arts. Institute of Mosaic Art, Oakland, February 2011

**Independent Projects in Printmaking:** Reintroduction to the methods and materials of printmaking. Individual time to pursue my own art work in the different media of printmaking within the printing facility. Laney College, Fall 2010

**Museum Education Course:** In visiting various museums and their departments of education we learned about the opportunities for arts education. Each museum presented their resources for students and teachers as well as a hands on learning experience for teachers on using the museums' collections to strengthen arts learning through example. Alameda County Office of Education and Teaching Artists Organization, October 2010– January 2011

**Jill McLennan**

**Cultural Funding Recipient 2012**

#### **History of consistent and successful execution of similar projects:**

As a community, with Jill McLennan as one of 2 lead organizers, Jingtletown has beautified the strip along Peterson St. to include murals and mosaics by local artists and a landscaped garden that represents California Native plant species to be completed by 2012. With the organization, Jingtletown Arts and Business Community supporting her, the project has come to fruition and brought the neighborhood together in many ways. (see neighbor's comments Attachment C). The addition of work from neighborhood youth is desired by the

project committee and the community and necessary to the completion of the project.

Jill McLennan has worked as an artist in the schools, in Oakland and surrounding areas, for 8 years through the Museum of Children's Art and other non-profit organizations. She has successfully completed many school beautification projects as well as arts integration and art for arts sake classes, in a school setting. She is familiar with the requirements of being an artist in the classroom and working directly with classroom teachers and students on art projects. Last fall, two of her elementary school art classes investigated the effects of the gulf of mexico oil spill on the natural ecosystems. They built 3-dimensional maps of the effected area using recycled materials. The projects were displayed in Mocha's Reuse Exhibition, and traveled to an exhibition in Oakland City Hall, January 2011.

As an artist and an educator, Jill is aware of her surroundings, her experience and the differences and value of the experiences of others. She incorporates cultural and environmental awareness into everything that she presents to the public. She exhibits her work in many venues around the Bay Area including Mercury 20 Gallery and Pro Arts Gallery. She strives to make a more beautiful vision for the world and the future through the language of visual arts. Her paintings represent her personal expression of a collective human experience reflecting the conditions of our community.

# Attention Neighbors!

## **This wall is being prepped for a new mural!**

We are about to create the **Peterson St. Youth Mural with Arise High School** (located in Fruitvale Plaza) **funded by the Cultural Arts Commission of the City of Oakland**. The Youth Mural has been in the planning stages since 2009, and the grant application was submitted by Jill McLennan to the city of Oakland in 2011. The mural will be painted in this blank square on the wall. The chalk wall was installed as a temporary place filler for the time it took to finalize the funding for the youth mural. Because of its popularity we plan to leave a portion of the chalk wall in tact.

**JMAC** is an arts organization founded by Jill McLennan an artist and arts educator in 2012. JMAC implements community and youth based mural projects in blighted areas and public spaces. JMAC also offers mobile private and small group art lessons to students ages 10 and up specializing in life drawing and portfolio building skills. JMAC offers adult arts workshops in her Jingtletown studio.

## MURAL AUTHORIZATION AGREEMENT

This Mural Authorization Agreement (this "Agreement") is made as of the 8<sup>th</sup> day of September, 2010, between Jill McLENNAN (the "Artist") and \_\_\_\_\_ (the "Property Owner"); (the Artist and the Property Owner together constitute the "Parties").

The Artist wishes to create a public mural (the "Mural") on the Analysts Inc. exterior wall of the property at Peterson St., Oakland, California (the "Premises").

The Property Owner owns and controls the Premises, and wishes to authorize the Artist to create the Mural.

Therefore, in consideration of the mutual obligations set forth herein, and intending to be legally bound, the Parties agree as follows:

1. Property Owner hereby authorizes the Artist to create the Mural.
2. Property Owner hereby grants the Artist and its authorized agents all access to and use of the Premises as necessary to create the Mural, including any access and use necessary for the erection and maintenance of scaffolding.
3. Property Owner shall bear no responsibility for any bodily or personal injury to the Artist or Artist team occurring in the course of the creation, repair, alteration, restoration or removal of the Mural, so long as Property Owner takes reasonable care to warn the Artist of any non-obvious risks of personal injury arising from the nature or condition of the Premises.
4. The Artist shall bear no responsibility for any property damage to the Premises occurring in the course of the creation, repair, alteration, restoration or removal of the Mural, so long as the Artist takes reasonable care to avoid causing such damage.
5. The Artist shall use its best efforts to exercise its rights hereunder in such a way as to allow PAAC 11-5-12, Item IV  
Property Owner, its tenants, invitees and guests, and any other assignees of rights in the Premises, unimpeded use and enjoyment of the Premises.

6. Upon the completion of the Mural, the Artist shall leave the Premises as it found it, except for the addition of the Mural and any improvements incidental to the creation of the Mural.

7. The Artist shall monitor the condition of the completed Mural from time to time, and may repair, alter, restore or remove the Mural at the Artist's sole discretion and to the Artist's sole satisfaction. The Artist shall provide reasonable notice to Property Owner, and shall honor any reasonable request by Property Owner to delay or reschedule work, before re-entering the Premises for the purposes of repairing, altering, restoring or removing the Mural.

8. The Property Owner shall not repair, alter, restore or remove any portion of the Mural, except

if (i) the Property Owner has determined that repair or removal of the Mural is necessary to eliminate an imminent threat of physical injury to persons or property, the Property Owner has notified the Artist of the situation, and the Artist has failed to remedy the situation within a reasonable period after receiving such notice, or (ii) the Property Owner has determined that the wall is to be removed or physically altered in such a way that the Mural cannot remain in place, the Property Owner has notified the Artist of the situation, and the Artist has failed to remove the Mural within 100 days of receiving such notice. The Artist shall bear reasonable costs of any work performed on or in connection with the Mural by the Property Owner pursuant to this paragraph.

9. Any notice to Property Owner shall be delivered to:

Name:

Address:

Telephone:

10. This Agreement is governed by and construed in accordance with the laws of the State of California.

The Parties are executing this Agreement as of the date stated in the introductory clause above.

ARTIST

Signature

Date

Print Name:

Jill McLennan

PROPERTY OWNER

Signature

Date

Print Name:

**JMAC**—Jill McLennan Arts and Community  
Mural Projects and Individualized Art Lessons  
For Youth and Communities

[www.jmclennan.wordpress.com](http://www.jmclennan.wordpress.com)  
[jill\\_mclennan@sbcglobal.net](mailto:jill_mclennan@sbcglobal.net)

**Photo Release Document**

I allow Jill McLennan of JMAC to take still photos and/ or video of myself (or my son or daughter) while I/they are working on the Peterson St. Mural Project with Arise High School. I grant to JMAC perpetually and for all media (including print, video, CD, internet and any other electronic medium presently in existence or invented in the future) the right to use and incorporate, in whole or in part, pictures, photographs, video, film, audio recording, artwork created by, and name of myself or my son or daughter, for lawful purposes and I waive my right to inspect or approve the finished versions.

**Print Name:** \_\_\_\_\_

**Sign Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Parent Signature: (if under 18)** \_\_\_\_\_

**JMAC**—Jill McLennan Arts and Community  
Mural Projects and Individualized Art Lessons  
For Youth and Communities  
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[jill\\_mclennan@sbcglobal.net](mailto:jill_mclennan@sbcglobal.net)

**Autorizacion de usar imagen fotografica**