

Public Art Advisory Committee
Regular Meeting
Monday, November 2, 2020
5:30 - 7:30 pm

Pursuant to the Governor's Executive Order N-29-20, all members of the Public Art Advisory Committee and Cultural Affairs Division will join the meeting via phone/video conference and no teleconference locations are required.

Please click the link below to join the webinar:

<https://zoom.us/j/99982257774>

Or iPhone one-tap :

US: +14086380968,,99982257774# or +16699006833,,99982257774#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 301 715 8592 or +1 312 626 6799 or +1 646 876 9923

Webinar ID: 999 8225 7774

International numbers available: <https://zoom.us/u/aJDxE5c>

COMMENT: DUE TO THE SUSPENSION OF THE SUNSHINE ORDINANCE ALL PUBLIC COMMENT ON AGENDA ITEMS WILL BE TAKEN UNDER ITEM II. COMMENTS FOR ITEMS NOT ON THE AGENDA WILL BE TAKEN UNDER OPEN FORUM AT THE END OF THE MEETING.

There are three ways to submit public comments. • eComment. To send your comment directly to Public Art Advisory Committee staff BEFORE the meeting via email kzarembo@oaklandca.gov • To comment by Zoom video conference, click the "Raise Your Hand" button to request to speak when Public Comment is being taken. You will be permitted to speak during your turn, allowed to comment, and after the allotted time, re-muted. Instructions on how to "Raise Your Hand" is available at: <https://support.zoom.us/hc/en-us/articles/205566129> - Raise-Hand-In-Webinar. • To comment by phone, please call on one of the above listed phone numbers. You will be prompted to "Raise Your Hand" by pressing "*9" to speak when Public Comment is taken. You will be permitted to speak during your turn, allowed to comment, and after the allotted time, re-muted. Please unmute your self by pressing *6. If you have any questions, please email Kristen Zarembo, Public Art Program Coordinator and staff for the Public Art Advisory Committee at KZarembo@oaklandca.gov.

**Public Art Advisory Committee
Regular Meeting
Monday, November 2, 2020
5:30 - 7:30 pm
AGENDA**

- I. **Welcome/Call to Order/Roll Call**
- II. **Public Comment**
- III. **Approval of Minutes: September 14, 2020 meeting**
- IV. **Informational Item: Staff Updates on Current Projects and Program Activity**
 - a. **Collections: BART 17th St. Gateway- Shifting Topographies Fire Damage Update**
 - b. **Public Art in Private Development- Completed and Ongoing Projects**
 - c. **Artist-Community Initiated Project Updates: Oakland Ice Center, Frank Ogawa Plaza and 14th Street Temporary Murals, Oak DOT Paint the Town, City of Oakland Permitting Updates**
 - d. **New and Reactivated Projects: Mosswood Park, DeFremery, Fire Stations, Libraries**
- V. **Action Item: Review, Comment and Approve 2021 Pre-Qualified Artist Pool RFQ Draft**
- VI. **Discussion Item: Public Art Advisory Committee Planning: Goals and Aspirations for 2021**
- VII. **Open Forum**
- VIII. **Announcements**
- IX. **Agenda Building: Outline agenda for December 2020 meeting**
- X. **Next regular meeting: October 5, 2020 via Teleconference**
- XI. **Adjourn**

♿ This meeting location is wheelchair accessible. To request disability-related accommodations or to request American Sign Language (ASL), Cantonese, Mandarin, or Spanish language interpreter, please email KZaremba@oaklandca.gov or call (510) 238-2155 Or 711 (for Relay Service) at least five (5) business days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities.

Esta reunión es accesible para sillas de ruedas. Si desea solicitar adaptaciones relacionadas con discapacidades, o para pedir un intérprete de en español, Cantones, mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a KZaremba@oaklandca.gov o llame al (510) 238-4949 o al 711 para servicio de retransmisión (Relay service) por lo menos cinco días hábiles antes de la reunión. Se le pide de favor que no use perfumes a esta reunión como cortesía para los que tienen sensibilidad a los productos químicos. Gracias.

會場適輪。殘輔設, , 粵語國語譯務, 請會議個

電郵 KZaremba@oaklandca.gov 電(510) 238-4949 711 (電話專務) 請塗產, 參

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Địa điểm tổ chức cuộc họp có đường dành riêng cho xe lăn. Để yêu cầu các phương tiện hỗ trợ phục vụ người khuyết tật hoặc yêu cầu thông dịch viên ASL, tiếng Quảng Đông, tiếng Quan Thoại hoặc tiếng Tây Ban Nha, vui lòng gửi email đến địa chỉ KZaremba@oaklandca.gov hoặc gọi đến số (510) 238-4949 hoặc 711 (với Dịch vụ Tiếp âm) ít nhất năm (5) ngày làm việc trước khi cuộc họp diễn ra. Vui lòng không sử dụng các sản phẩm có mùi thơm khi tham gia cuộc họp này như một phép lịch sự đối với những người tham dự nhạy cảm đối với các chất hóa học.

Cultural Affairs Division - Economic & Workforce Development Department

Public Art Coordinator – Kristen Zaremba

Phone: (510) 238-2155

Recorded Agenda: (510) 238-2386

Telecommunications Relay Service: 711

**Cultural Affairs Division
Economic & Workforce Development Department**



**Public Art Advisory Committee
(PAAC)
September 14, 2020
Zoom Teleconference
Minutes**

Members Present: Jennifer Correia*, Charmin Roundtree-Baaqee (Co-Chair), Jennifer Kessler, Eric Murphy*, Yulia Pinkusevich*
Excused: Patricia Cariño Valdez, Michele Ramirez
Absent:
Staff Present: Kristen Zarembo, Public Art Coordinator; Neha Balram, Cultural Affairs Program Analyst
Guests: Caroline Stern, Xavier Buck, Damien McDuffie, Fredrika Newton

Meeting Chair: C. Roundtree-Baaqee

*Indicates partial attendance

- 1. Welcome/ Roll Call / Meeting called to order at 5:33 p.m.** Cultural Affairs Program Analyst Neha Balram provided information on City of Oakland Boards and Commissions public comment procedures.
- 2. Public Comment:** None.
- 3. Minutes: J. Correia moved to approve the minutes of the August 3, 2020 Public Art Advisory Committee meeting. Y. Pinkusevich seconded. Motion passed unanimously. (*Item approved out of sequence at 6:31).**
- 4. Action Item: Request to Review and Approve District 1 Anti-Graffiti Mural by artist Caroline Stern for Piedmont Grocery, 4038 Piedmont Avenue.** Public Art Coordinator Kristen Zarembo referred committee members to the proposal application and introduced artist Caroline Stern. Stern presented her proposal design for a classical California landscape design, approximately 15 x 20 feet, and noted that the mural size will be contingent upon budget. The mural will be painted with Nova Colors and include a graffiti coating for durability. Committee members complimented the designs, and discussed scheduling and collaboration opportunities to possibly expand the scale of the mural to cover the entire wall. **Motion: Y. Pinkusevich moved to approve the mural proposal by Caroline Stern for the Piedmont Grocery at 4038 Piedmont Avenue. J. Correia seconded. Motion passed unanimously.**
- 5. Action Item: Request to Review and Approve Huey P. Newton Memorial Bust by artist Dana King for Mandela Parkway and Receive and Introduction to the Black Panther Party Monument Proposal.** Zarembo referred committee members to the staff report introducing

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two proposals, for a memorial bust of Newton to be sited on the Mandela Parkway in West Oakland, and preliminary plans for a Black Panther Party monument across from the Alameda County Courthouse on Fallon Street. Foundation representatives Xavier Buck, Damien McDuffie and Fredrika Newton introduced the work of the Foundation and spoke to the intention to celebrate and document history, the social programs established by the Black Panther Party, contributions of women to the Party and future aspirations. The memorial bust, to be created by Oakland artist Dana King, will be dedicated to Newton. The monument will be designed through an invitational artist selection process facilitated with SFMOMA curatorial staff and selected by a panel composed of BP Party members. Committee members expressed interest and enthusiasm for the proposals, and advocated for broad outreach and educational efforts to expand awareness about the Party's history and mission. Foundation representatives described their social media strategy, and use of augmented reality, to engage audiences on-line, and ultimately to attract visitors to both sites. As both design proposals are still underway Committee members agreed to a approval of the designated sites and invited the Foundation to return when artists preliminary designs were ready for review. **Motion: Y. Pinkusevich moved to approve proposed locations for a Huey P. Newton memorial bust on Mandela Parkway, and a Black Panther Party Public Art Monument on Fallon Street adjacent to Lake Merritt. J. Kessler seconded. Motion passed unanimously.**

6. Informational Item: Staff Updates on Pending Projects and Program Activity

- a. **Collections: BART 17th St. Gateway- Shifting Topographies Fire Damage Update; Planning for Collections Database Updates** Staff continue to work through the contracting process to implement short term remediation work and plan for restoration of the damaged artwork.
- b. **Public Art in Private Development: Completed and Ongoing Projects.** Zaremba presented images of recently installed projects, including a hand-painted tile mural in a public breezeway, by Oakland artist Annie Vought for mixed-use development at 5100 Telegraph, and etched granite façade tile work entitled "Interwoven" designed by San Francisco artist Jamie Chang and fabricated with Oakland based Magnolia Editions, for the "W-11" residential building at 302 12th Street in Chinatown. Additional projects initiated at the onset of the program in 2015 will be completed and installed this fall.
- c. **New Projects: Mosswood Park and Pre-Qualified Artist Pool RFQ Parameters.** Zaremba shared draft selection criteria language for the upcoming pre-qualified artist pool roster. Committee members noted changes to create a more inclusive call. The updated roster will be used to select artists for multiple capital (City-funded) public art projects in 2021-22. Zaremba noted that staff will also focus on expanding outreach through social media, and offer how to apply workshops.

7. Discussion Item: Public Art Advisory Committee Working Discussion: Goals and Aspirations. Committee members discussed expanded efforts at outreach, to promote future public art opportunities.

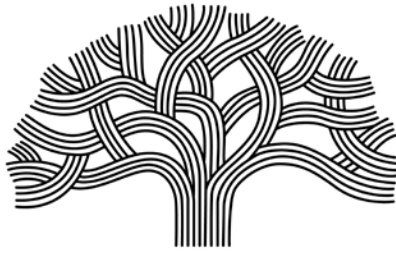
8. Open Forum:

9. Announcements:

10. Agenda Building: Artist initiated murals, Pre-Qualified Pool Call for Artists- RFQ

11. Adjournment: Y. Pinkusevich moved to adjourn the meeting at 7:07. J. Kessler seconded. Motion passed unanimously.

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CITY OF OAKLAND

Cultural Affairs Division
Economic & Workforce Development

www.oaklandculturalarts.org

**CALL TO ARTISTS:
PRE-QUALIFIED ARTIST POOL**

Project Budgets: \$15,000-\$300,000

Eligibility: California Artists

Deadline: January 6, 2020



Clockwise above: *Eric Powell*, Bella Vista Park Gates; *Scott Oliver*, Once Upon a Time Happily Ever After; *Joaquin Newman and Eduardo Pineda*, Joining Circles; *Johanna Poethig*, Rainbow Power; *Fernanda D'Agostino and Valerie Otani*, Fluid Dynamics, 66th Avenue Gateway

Oakland CA 2021 Pre-Qualified Artist Pool

OPPORTUNITY: The Oakland Public Art Program is seeking artists to create new public art work for various projects in parks, plazas, streetscapes and city facilities throughout the city, in conjunction with city-funded improvements. Qualified applicants and artists' teams will have demonstrated experience working with durable materials, integrated architectural design and/or in public spaces. Innovative approaches to public art are encouraged. All projects will be based primarily in the visual arts but may include interdisciplinary components (e.g. new media, electronic, performing, literary arts) if relevant to the project's overall concept. Some projects require experience working with community and youth, or in coordination with a construction design team. Budgets for commissioned public art projects range will range from \$15,000 to \$300,000 (inclusive of all costs).



Michael Mandel and Larry Sultan, Pool; Wowhaus, Watershed Markers; Collete Crutcher and Aileen Barr, Cesar Chavez Park

BACKGROUND

Improvement projects include, but are not limited to various streetscape projects and city facilities and parks including libraries, fire stations, and parks and recreation facilities, including [Estuary Park](#), [De Fremery Park](#), and [Mosswood Community Center](#). Oakland's Public Art Program, established in 1989, commissions original works of art for public spaces throughout Oakland. The program enriches the city's visual environment, integrates the creative thinking of artists into public construction projects, and provides a means for citizens and visitors to enjoy and experience cultural diversity. Public Art funding comes from a 1.5% allocation from all eligible City capital improvement projects and eligible grant revenue. For more information about the Public Art Program visit the City's [website](#). Funding for the 2021 Pre-Qualified Artist Pool projects comes from a variety of sources, including Measure DD and Measure KK bond funds.

ELIGIBILITY

This call is open to practicing, professional artists or artist teams living or working California.

Artists who apply as part of a team may also apply as an individual artist, in a separate application.

City of Oakland employees, Public Art Advisory Committee members, and members of other standing City committees are not eligible to apply for this opportunity.

BUDGET(S)

Budgets for commissioned public art projects range will range from \$15,000 to \$300,000, including all artist fees for artwork design, fabrication and installation*, artwork integration oversight as needed, insurance, any required permits, engineering, ADA compliance, and local travel.

*Installation costs may need to be contracted separately to a licensed contractor to meet public improvement project CA state law requirements.

Artists may choose to be considered only for projects with budgets under \$100,000, or only for projects with budgets over \$100,000, or both, as part of the application process. Please select the appropriate categories in the application.

ESTIMATED TIMELINE

- Application Orientation and Q & A for Artists, ZOOM Webinar December 2020, 5:30-7:30 PM
- Submission Deadline January 6, 2021
- Panel Review Meeting January 2021
- Public Art Advisory (PAAC) Review & Approvals February 2021
- Selected Artists Notified February 2021

SELECTION PROCESS

Submittals from artists and artist teams will be pre-screened by City staff for compliance with the call to artists' requirements. A selection panel of artists/arts professionals, City staff, and a representative from the Oakland Public Art Advisory Committee will review artist application materials and recommend the highest-ranking applicants for inclusion in the pre-qualified artist pool. The recommended artists will be approved by the Public Art Advisory Committee prior to being considered for specific commissions. City of Oakland and Cultural Affairs Division Equity Statement TBC.

The 2021- Pre-Qualified Artist Pool will be used by Public Art Program staff to recommend appropriate applicants for each project opportunity, based on appropriateness of the artist's or artist team's media and experience. An ad-hoc selection panel including arts and community representatives will be convened for each project to review the qualified artists and make final recommendations. In addition to a commitment to racial equity, the City of Oakland's Public Art Policies require that "a majority of public art commissions or acquisitions shall be awarded to Oakland-based artists." The ad-hoc selection panel's recommendations will be forwarded to the Public Art Advisory Committee for final approval prior to commissioning of artwork.

Note: By applying for this pre-qualified pool, artists agree to allow their credentials to be considered for other Oakland projects not administered by the City.

SELECTION CRITERIA

Artists will be selected based on the following criteria*:

- Professional and artistic qualifications and standards of excellence in innovation, creativity and originality as demonstrated in materials submitted;
- Appropriateness of applicant's medium and style for prospective projects, including cultural relevancy;
- Previous experience as it relates to the prospective project goals and settings, scale, and scope;
- Demonstrated ability to work collaboratively, including evidence of cultural competency and a thoughtful approach to community engagement.
- Demonstrated ability to undertake and successfully execute work in professional manner, in accordance with prescribed project schedule and budget.
- *Familiarity with public agencies, the public review process, public construction processes and/or previous collaboration with local government is required on certain projects.

- Artists for individual commissions may be asked to provide additional information as part of the selection process, including specific, significant connections to a given community.

SUBMISSION PROCESS – Subject to change

Note: * May Switch to Submittable, contingent on timing for setting up new platform

Applications for the Oakland Pre-Qualified Artist Pool must be submitted online through the CaFÉ™ website (www.callforentry.org). Tutorials and guidance for using CaFÉ are available. Additional assistance in using the CaFÉ™ system is available during regular (Mountain Standard Time) business hours by calling 303-629-1166 or 1-888-562-7232, or via email at cafe@westaf.org.

The application must include the following:

- Project Budget Category: Select budget category(ies) under \$100,000, over \$100,000, or both.
- Artist Statement: (2000 characters maximum) Briefly describe your experience, philosophy and approach to artmaking, and specifically your interest in public art. Also, please succinctly address your approach to, and experience in public art, and with design team collaborations, if applicable. If you have not previously executed a public art project, address how you might approach working in this field. If applying as a team, also describe how the team collaborated in the past and how responsibilities were divided. If your team has not worked together in the past, please describe how you propose to do so. Please do not include any project specific proposals for this call.
- Artist Biography / Resume: Submit a current artist bio / resume that outlines your professional accomplishments as an artist and lists completed public art projects and their budgets, if applicable. If applying as a team, résumés must be submitted for each team member, bundled into a single document. 3 pages per artist maximum.
- Images of Past Work: Submit ten (10) images of past work that demonstrate your relevant experience and qualifications. Up to 2 of the past work submissions may be video files. Do not submit specific proposals for public art projects. If applying as a team, please submit images that show the result of your team's collaboration, if available. Submissions shall be completed electronically through the CaFÉ™ system. Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under [Media Prep](#). **Note: If selected for the 2021 pre-qualified pool, your images will be retained for a period of at least one year from the date of notification of your inclusion in the pool.**
- Descriptions of Past Work: Submit a list of the artwork submittals / images, numbered 1 through 10 in the order you submitted them, including title, location, year completed, sponsor or commissioning agency, media, dimensions, budget, a short project description, and any other essential information. If work was created by an artist team, specify your role in the creation of the work.

OPTIONAL: Artist Apprenticeship / Training Program:

*For select projects, an emerging public artist may be selected to work with an experienced public artist. Indicate if you are interested in being matched **as a mentor** with an emerging public artist. Or indicate if you are interested in being matched **as an apprentice** with an experienced artist mentor.*

DEADLINE

Submissions must be received as a complete application in CaFÉ™ no later than **11:00 PM Pacific Standard Time on MM/DD/YYYY**. We recommend submitting your complete application before 5:00 pm (Pacific Standard Time) to allow sufficient time to contact our program or CAFE staff regarding any difficulties. Please also note that City of Oakland offices will be closed after 5:00 PM. Incomplete, non-compliant and/or late submittals will not be reviewed nor will materials not specifically requested in this call. This Call to Artists is also available online on the Cultural Affairs Division's website at www.oaklandculturalarts.org.

For more information about the City of Oakland 2017 Pre-Qualified Artist Pool or the Public Art Program, please contact: Kristen Zarembo, at kzarembo@oaklandca.gov / 510.238.2155.

APPLICANT WORKSHOP

For artists who are interested in more information about applying to public art calls, the Oakland Public Art Program will host a free workshop that will cover strategies for making a strong application and technical support for café: **M/DD/YYYY, 6:00 p.m. – 8:00 p.m.**

RSVP through Eventbrite, Speak Up or other: TBD

PUBLIC ART PROGRAM POLICIES

Acceptance of Proposals

The City of Oakland Cultural Arts & Marketing Division reserves the right to reject all applications and/or subsequent design proposals or to augment the pool of applicants by direct invitation as needed.

Proposal Policy

If an artist or artist team is paid to develop a digital or physical proposal maquette, or other conceptual design materials for a proposal, the following policy shall apply. The Cultural Affairs Division shall:

- At its sole discretion, have unconditional rights to own digital or physical proposal boards or maquettes, or other design materials produced as a part of this selection and/or commission process.
- Have the right to display and/or reproduce any maquettes or proposal commissioned, whether selected for implementation or not.
- Require that all concepts, proposals and/or maquettes submitted are original and unique.

Americans with Disabilities Act

The selected artist(s) will be required to comply with the Americans with Disabilities Act in addition to related federal, state and local codes and will be encouraged to develop artwork(s) sensitive to programmatic as well as physical accessibility issues.

Other Requirements

Any selected artists or artist teams, once recommended for a project and approved by Oakland City Council, shall be asked to enter a contract with the City of Oakland for the duration of the project. All proposed locations and concepts for artworks are subject to approval by the City and/or other representatives. Depending on the specific scope of the project, prior to the issuance and throughout the duration of the contract, the artist may be required to secure and maintain various types of insurance, including Automobile Liability, General Liability, Fine Arts and other insurance as required by the City.

All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.