

Public Art Advisory Committee
Regular Meeting
Monday, March 1, 2021
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.

You are invited to a Zoom webinar.
When: Mar 1, 2021 05:30 PM Pacific Time (US and Canada)
Topic: Public Art Advisory Committee

Please click the link below to join the webinar:

<https://zoom.us/j/96914402813>

Or iPhone one-tap :

US: +16699006833,,96914402813# or +14086380968,,96914402813#

Or Telephone:

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

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

Webinar ID: 969 1440 2813

International numbers available: <https://zoom.us/u/abiv6FK0hg>

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 kzaremba@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, March 1, 2021
5:30 - 7:30 pm
AGENDA**

- I. **Welcome/Call to Order/Roll Call**
- II. **Public Comment**
- III. **Action Item: Nomination of Jennifer Kessler as PAAC Co-Chair**
- IV. **Action Item: Review and Approve Public Art Advisory Committee Meeting Minutes from the February 1, 2021 PAAC Meeting**
- V. **Action Item: Review and Approve Oakland Superheroes Mural No. 5, for Market Street I-580 Underpass, by Lead Artist Pancho Pescador and Attitudinal Healing Connection**
- VI. **Action Item: Review and Approve Updated Temporary Sculpture Installation for Latham Square: *Rumors of War*, by Artist Kehinde Wiley, for March 3 – May 17, 2021, Presented by Kindred Arts**
- VII. **Cultural Affairs Manager Report**
- VIII. **Informational Item: Staff Updates on Current Projects and Program Activity**
 - a. **Collections: BART 17th St. Gateway- Shifting Topographies Update**
 - b. **Public Art in Private Development- Completed and Ongoing Projects: *One Oak*, by artist Taraneh Hemami, Public Art for Private Development Project for 1314 Franklin**
 - c. **Artist-Community Initiated Project Updates: Dr. Huey Newton Memorial Bust and Street Naming; Mosswood Mural Project**
- IX. **Discussion Item: Community / Artist Initiated Proposals- Clarifying Process and Facilitation**
- X. **Open Forum**
- XI. **Announcements**
- XII. **Agenda Building: Outline agenda for March 2021 meeting**
Next regular meeting: April 5, 2021 via Teleconference
- XIII. **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.

會場有適合輪椅出入設施。需要殘障輔助設施, 國語, 粵語或國語翻譯服務, 請在會議前五個工作天電郵 KZaremba@oaklandca.gov 或致電 (510) 238-4949 或 711 (電話傳達服務)。請避免塗搽氣味產品, 參加者可能對化學成分敏感。

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)
February 1, 2021
Zoom Teleconference
Minutes**

Members Present: Charmin Roundtree-Baaqee (Co-Chair), Jennifer Kessler (Co-Chair), Eric Murphy, Yulia Pinkusevich, Michele Ramirez
Absent: Jennifer Correia, Patricia Cariño Valdez
Staff Present: Kristen Zarembo, Public Art Coordinator; Neha Balram, Cultural Affairs Program Analyst
Guests: Kindred Arts (Marsha Reid), Oakland Central (Andrew Jones / Steve Snider), Vanessa Whang (Cultural Affairs Commission)

Meeting Chair: C. Roundtree-Baaqee

*Indicates partial attendance

1. **Welcome/ Roll Call / Meeting called to order at 5:34 p.m.** Cultural Affairs Program Analyst Neha Balram provided information on City of Oakland Boards and Commissions public comment procedures.
2. **Public Comment:** A. Olugbala requested the opportunity to provide public comment on individual items during the meeting. David Peters expressed an interest in supporting public art opportunities in his West Oakland community. Ashara Ekandayo, Artist as First Responder, spoke on Item 4, in support of the proposed temporary installation of “All Power to All People” by artist Hank Willis Thomas at Latham Square. Public Art Coordinator Kristen Zarembo noted that public comment is always welcome on individual items during the meeting, and that members of the public can contact here directly for more information regarding the program.
3. **Action Item: Review and Approve Public Art Advisory Committee Meeting Minutes:**
 - a. **Minutes from the November 2, 2020 PAAC Meeting.** J. Kessler moved to approve the minutes. Y. Pinkusevich seconded. Motion passed unanimously.
 - b. **Minutes from the December 7, 2020 PAAC Meeting.** Y. Pinkusevich moved to approve the minutes. J. Kessler seconded. Motion passed unanimously.
4. **Action Item: Temporary Sculptural Installation Proposal by Kindred Arts**
 - a. **Receive a presentation for 2021 staging of “Monumental”**
 - b. **Review and Approve a Proposal for Temporary Installation of “All Power to All People,” by Artist Hank Willis Thomas, for Latham Square from February – May 2021**

PAAC 3-1-21 Item III

Zaremba referred committee members to the staff report and introduced Kindred Arts program director Marsha Reid. Reid presented an overview of “Monumental”, an “outdoor public art deployment” consisting of the proposed temporary installation of three sculptures by artists Arthur Jafa, Hank Willis Thomas and Kehinde Wiley throughout Oakland, beginning with the installation of All Power to All People at Latham Square. Andrew Jones, Program Director for the Uptown/Downtown Community Benefit District and Oakland Central, a co-presenter of the Latham Square proposal, described how the installation would be included in a larger initiative with Black Joy Parade and Artist as First Responder to activate Broadway storefronts and “Story Windows” February through May. Committee members expressed enthusiastic support for the proposal and discussed the opportunity to install artwork in other areas across the City, including East Oakland. Kindred Arts is in ongoing discussions with Red Bay Coffee and the Black Cultural Zone in East Oakland for installation of the other works. Additionally, committee members encouraged the organizers to contemplate how to provide sufficient lighting and attractive protection around the artwork at Latham. **Motion: Y. Pinkusevich moved to approve the proposed installation of “All Power to All People” by artist Hank Willis Thomas at Latham Square from February 25 through May 17, 2021. J. Kessler seconded. Motion passed unanimously.**

5. Informational Item: Staff Updates on Current Projects and Program Activity

- a. **Collections: BART 17th St. Gateway- Shifting Topographies Update.** Fire remediation repair will be commencing shortly, and the insurance claim for the damaged artwork is being processed. Plans for restoration of artwork will be coordinated by staff prior to presentation to the PAAC.
- b. **Public Art in Private Development- Completed and Ongoing Projects: Carmel Madison St. Project, West Oakland and LM BART Station TOD developments; Holland Partners Initiated Projects and Artist Mentorship Models.** Zaremba reported ongoing progress with Caltrans and Carmel partners on Caltrans required maintenance agreements for the Carmel sponsored Future Forms project at Madison Street. City staff from various departments are working with Planning on development of approval processes and opportunities for artwork integration on the BART transit-oriented development projects. Finally, Zaremba detailed recently completed projects managed by public art consultant Chandra Cerrito with Holland Partners, as well as an artist mentorship model being implemented for a future development with Oakland based artist Adia Millet.
- c. **Artist-Community Initiated Project Updates: Attitudinal Healing Connection Oakland Superheroes Project; Mosswood Mural Project:** Attitudinal Healing Connection representatives will present the fifth mural proposal for the Oakland Superheroes Project at the March meeting. Staff continue to work with Parks and Recreation staff on facilitation of a temporary mural led by Dania Cabello and Oakland Street Stylers for Mosswood Park, to be presented to the PAAC Spring 2021.

- d. New Projects: Tyrone Carney Park, San Antonio Park / Fire Stations 4.** Zaremba provided updates on planning for new projects in the San Antonio and Sobrante Park neighborhoods.
- 6. Informational Item: 2021 Pre-Qualified Artist Pool and Public Art Webinar Updates.** Zaremba provided an update on progress toward issuance of a new pre-qualified pool call for artists. Committee members discussed the viability of making the pool available for public art in private development opportunities.
- 7. Discussion Item: Public Art Advisory Committee Planning: Goals and Aspirations for 2021.** Committee members discussed creating additional guidance on the PAAC role and benefits for artist and community-initiated projects.
- 8. Open Forum:**
- 9. Announcements:** Committee members and staff shared information regarding upcoming exhibitions and partnerships.
- 10. Agenda Building:** Cultivating transparency for artist and community-initiated projects, Attitudinal Healing Connection Oakland Superheroes Mural, PAAC Committee Co-Chair Nomination
- 11. Adjournment: J. Kessler moved to adjourn the meeting at 7:12. M. Ramirez seconded. Motion passed unanimously.**



Oakland Superheroes Mural Project #5

Attitudinal Healing Connection (AHC)

Project Description

Attitudinal Healing Connection (AHC) is sponsoring the Hoover Corridor Neighborhood's first large scale mural revitalization and beautification project. Since 2012, we have completed four murals below the 580 freeway in West Oakland. Using the theme of superheroes, the murals are designed by elementary, middle and high school students in district 3 schools. The project is intended to uplift and positively transform the neighborhood. These murals serve as a gateway to West and Downtown Oakland, as well as Emeryville and are a critical way by which our community is perceived. In July of 2012 AHC walked the neighborhood of the Hoover District to survey people in the community, asking citizens to think about their greatest concerns, as well as strengths, and dreams for this community. Team members went door-to-door, diving into the heart and soul of the community to engage community members. Information collected from the surveys serve as a great source of information for the design of the mural.

The first of the five murals was conceptually designed by students from McClymonds High School. The second was conceptually designed by students from Westlake Middle School's afterschool program, the third by students from West Oakland Middle School and the fourth was designed by students from Hoover Elementary. All schools and students involved are engaged in The Self as Super Hero curriculum. The curriculum takes students through a collective process of character development to design super (s)hero characters that embody the students image and addresses our community's deepest concerns. Students tackle social problems and create super (s)heroes with powers to bring about real change in their neighborhood. These students collectively developed the characters and the stories behind them. The (s)heroes culminate in an illuminating scene but are developed creatively as an immergence of dreams and imaginations.

The fifth and final OSH mural design proposed to the City of Oakland for completion will be located on Market St, between 35th and 36th Streets directly across from mural #2. The design was conceptualized over the last year by students from the West Oakland Legacy Project which consists of local middle & high School students. The Art Director is David Burke who served as the lead artist for Mural #1. The Lead Artist for this project is Oakland based muralist and educator, Pancho Pescador, who served as an assisting artist for OSH murals 2& 3.

In addition, AHC will be hiring primarily Oakland based artists to paint the murals, as the whole process will promote and exemplify community collaboration from beginning to end. The conceptual outline for mural is attached.



Oakland SuperHeroes Mural Project

Materials and Methods Description and Timeline

AHC oversees, manages and guides the creation, promotion, and production of the Oakland SuperHeroes Mural project. The timeline below outlines the community engagement, design and production of Wall #5. The Creative Originator is Amana Harris; the Art Director is David Burke; the Lead Artist is Oakland based artist Pancho Pescador and the Youth Artists are students from the West Oakland Legacy Project (WOLP).

In the spring of 2020, local students were engaged in creating super (s)hero's characters used as the creative and artistic basis for visual imagery and story content for the 5th design. The design has been presented to the entire body of students, along with teachers, staff and parents and a final design is now ready for PAAC approval.

In March of 2021 a call for artists will convene approximately 10 assisting artists. The wall will be power-washed and primed in preparation for painting, and then will be protected with several coats of anti-graffiti clear coat sealant. The production team will be ready for mural installation in April/May of 2021. The team of 10-12 artists (including director and lead) will replicate an original painted image of the approved design. A final unveiling will take place in June 2021.

The team members will be scheduled and orchestrated by Art Director David Burke with input by lead artist Pancho Pescador in a weekly schedule, Monday through Friday from 8:00AM to 5:00PM. Scaffolding, ladders, tarps, and paint, etc. are the primary equipment and materials utilized during the month-long production of the mural.

TIMELINE

March-May 2020: Identify Lead Artist for Mural #5 on West Wall of Market St.

March-May 2020: Teaching artists engage West Oakland Legacy Project students in Self as SuperHeroes curriculum

- Students collectively develop life-size self-portrait superheroes and write narratives to accompany their characters.

April-June 2020: Lead artists and AHC team engage with WOLP students to cultivate draft of design

June-August 2020: Lead artist produces final draft design

October 2020: Final Draft design is presented to the WOLP students for feedback

October- November 2020: AHC assembles a youth leadership team to further develop the stories, engage in the arts and serve as leaders, ambassadors and artists in the mural process

- WOLP Students engage in community outreach & homeless encampment advocacy

March 2021: AHC, Artists and WOLP youth leadership team present final design to City of Oakland Public Art Advisory Committee for approval

March 2021: Final design submitted to Caltrans Transportation Art Committee for approval

August 2021: Obtain City and Caltrans encroachment permits

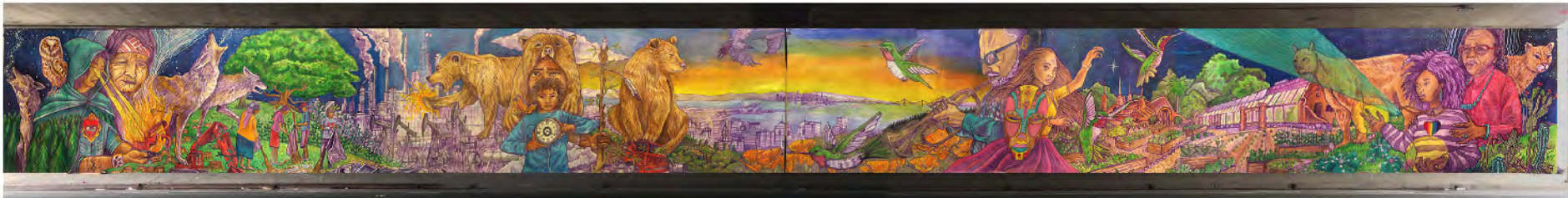
September/October 2021: Production for mural #5 with WOLP student and local artists

- AHC and art director oversees installation of mural, supported by a lead artist and 12 assisting artists for each wall with youth engagement incorporated

November 2021: Mural Unveiling

Attitudinal Healing Connection
Executive Director: Amana Harris
Art Director: David Burke
Lead Artist: Pancho Pescador

Oakland Superheroes Mural Project #5
Market Street- West Wall



details of artist renderings



details of artist renderings







ATTITUDINAL HEALING CONNECTION, INC.
Oakland Super Heroes Mural Project - Mural #5

EXPENSES		
Project Management		
Management Staff Time	\$	17,305.00
Assisting time staff	\$	8,973.00
Fringe Benefit @ 20%	\$	5,255.60
subtotal	\$	31,533.60
Consultants & Professional Fees		
Artists/Muralists	\$	46,925.00
Photographer/Videographer	\$	1,750.00
subtotal: consultant fees	\$	48,675.00
TOTAL PERSONNEL EXPENSES	\$	80,208.60
Non-Personnel		
Marketing/Promotion	\$	950.00
Printing/ Copies	\$	590.00
Insurance	\$	2,642.00
Permits	\$	805.00
Food	\$	1,250.00
Youth Incentives	\$	500.00
Transportation	\$	863.00
Non-Personnel Mural Supplies		
Wall Preparation (cleaning, priming, etc)	\$	750.00
ArtistSupplies(Paints, Brushes, GraphicSupplies, Backline)	\$	11,600.00
Scaffold Rental	\$	1,300.00
Protective Coating	\$	1,500.00
Security	\$	7,895.00
TOTAL NON-PERSONNEL EXPENSES	\$	30,645.00
subtotal expenses	\$	110,853.60
<i>Administrative Overhead @ 15%</i>	\$	16,628.04
TOTAL EXPENSES	\$	127,481.64



Oakland Superheroes Mural Project #5

Attitudinal Healing Connection (AHC)

Preliminary Maintenance Plan:

The plan is for Wall #5 of the Oakland Superheroes Mural Project to be a permanent mural and restored over time. If the mural must be removed, the City of Oakland will engage AHC and AHC will navigate and negotiate a reasonable request.

The City of Oakland will work with AHC to conduct regular power wash cleanings of the mural and AHC will support graffiti removal and damage to the mural and work to keep it restored.

David Burke

davidburke13@gmail.com
website: www.dburke.org

(510) 846-5828

EDUCATION

2002 MFA Painting, **Tyler School of Art**, Philadelphia & Rome
1997 BA Visual Arts, **University of California at San Diego**

PROFESSIONAL EXPERIENCE

2019 Instructor at **Academy of Art University**, San Francisco

2014-present Co-founder/Instructor at the **Autobody Bridge Program** for emerging artists, Alameda, CA

2013-present **Art Director- Self as Super Hero Mural Project**, Attitudinal Healing Connection, Oakland CA

2014-15 **Zero1 American Arts Incubator** Participant in Vientiane, Laos.

2011-12 **Lead Muralist- Self as Super Hero Mural Project**, Attitudinal Healing Connection, Oakland, CA

2009-2010 **Visiting Lecturer at Chiang Mai University Fine Arts Department in Painting Division**, Thailand

2007-2009 **Adjunct Professor at Patten University** Oakland, CA

2002-2009 **Art Teacher at Saint Elizabeth High School**, Oakland, CA.

1998-2001 **Mural Artist in collaboration with the Hollywood Beautification Team**, Hollywood, CA

SELECTED EXHIBITIONS

SOLO/FEATURED SHOWS

2018 Coal & Ice, **Vessel Gallery**, Oakland CA

2017 *Mined Matters*, **Vessel Gallery**, Oakland CA

2015 *Seeking Balance*, **Vessel Gallery**, Oakland, CA

2014 *Process & Interpretation*, **Inferno Gallery**, Oakland CA
Soft/Hard Infrastructure, **San Pablo Art Gallery**, San Pablo, CA

2012 *Pump and Dump Prosperity*, **Autobody Fine Art**, Alameda, CA

2010 *LandEscaping*, **Chiang Mai University Art Center**, Chiang Mai, Thailand
Dreaming My Dreams with You, **Koi Art Gallery**, Bangkok, Thailand

2008 *Victory Garden*, **Olio United**, Portland, OR

2006 *Deep Dive*, **Castro Valley Arts Foundation**, Castro Valley, CA

2005 *Skin Deep*, **Deep Roots Gallery**, Oakland, CA

2002 *Role Call*, **Temple Gallery**, Rome, Italy

SELECTED GROUP SHOWS

- 2020 *Migration*, Vessel Gallery, Oakland, CA
Lucid Art Foundation Show, Gallery Route One, Point Reyes, CA
- 2019 *So*, CMU Art Center, Chiang Mai, Thailand
Left Coast Annual, Sanchez Art Center, Pacifica CA
- 2018 *Summer Sessions*, **Vessel Gallery**, Oakland CA
- 2017 *Motive*, **Vessel Gallery**, Oakland CA
Reimagine Montana, **IBRC**, Butte, MT
- 2016 *Disruptus*, **Vessel Gallery**, Oakland, CA
- 2015 *Notions of Romance*, **Vessel Gallery**, Oakland, CA
Back from the Beach, **Autobody Fine Art**, Alameda, CA
- 2014 *Futures*, **Aqua 14/Art Miami**, Miami, FL
20/20, **Farmani Gallery**, Bangkok, Thailand
hard•Infrastructure•soft, **San Pablo Art Gallery**, San Pablo CA
Urban Grit, **Gary Francis Fine Art**, Alameda, CA
- 2013 *Sugar*, **Auto Body Fine Art**, Alameda, CA
Mayhem, **Arc Studios & Gallery**, San Francisco, CA
- 2012 *AB 25*, **Arts Benicia**, Benicia, CA
Autobody Collective, Aqua 12, Miami, FL
“Unnatural Disasters”, **Era Art Bar**, Oakland CA.
- 2011 “Collateral Damage”, **Arts Benicia**, Benicia, CA
“Paper”, *CMU Lecturer Exhibition*, **CMU Art Center**, Chiang Mai, Thailand
- 2010 *Thai-Vietnam Contemporary Art*, **CMU Art Center**, Chiang Mai, Thailand
Abstract, **Angkrit Gallery**, Chiang Rai, Thailand
International Art Exchange 2010, **CMU Art Center**, Chiang Mai, Thailand
- 2009 *Think For The World: International Sculpture Symposium*, **Faculty of FineArts Gallery**, Chiang Mai University, Thailand

RESIDENCIES

- 2019 Lucid Art Foundation, Point Reyes CA
2016 Reimagine Montana Residency, Butte MT

AWARDS/ FELLOWSHIPS

- 2016 **CalTrans Sustainable Environment Award** for Public Murals
2015 **Zero1 Arts Incubator Grant**, Vientiane, Laos
2015 **Alameda County Arts Commission**, Cherryland Firehouse Mural Commission
2001 **University Fellowship**, Temple University

GUEST LECTURES

- 2016 **Imagine Butte Resource Center**, Butte MT
2012 **California State University East Bay**, Hayward, CA
2009 **Rhode Island School of Design**, Rome, Italy
2007 **Art Center College of Design**, Pasadena, CA

Attitudinal Healing Connection Mural Proposal

David Burke Murals



Pancho Pescador

Biography

Peskador is a visual artist and muralist from Chile. He attended Escuela de Bellas Artes in Valparaiso and Viña del Mar, where he was introduced to printmaking and other mediums. Due to his interest in printmaking, in 1995, he joined a cooperative of printmakers, Taller de Artes Visuales (TAV), in Santiago, Chile. He was quickly identified by senior artists, Carlos Donaire and Guillermo Frommer, who invited him to participate in shows in Chile and abroad. In 1995, Pescador immigrated to the Bay Area and it is here where he develops a passion for street art. Soon after, he begins to work on public art projects, primarily through murals.

In 2003, Pescador and other Chilean artists and intellectuals from the Bay Area founded the 9-11 Squared Collective, a group dedicated to raising awareness about the complex relationships between the United States, Chile and other Latin American countries. Through the collective, Pescador curates several shows in the Bay Area. In 2007, he co-authored a visual poetry book published in Lima, Peru - "Libro de las Sombras o Recortes de la Memoria" with writer Jose Antonio Galoso.

In 2009, Pescador becomes an active member of Community Rejuvenation Project (CRP). <https://crpbayarea.org/>

Together they have painted more than 200 murals in the Bay Area, Chicago, Seattle, Germany, Chile, Thailand and New Mexico. In 2015 & 2016 he coauthors the masterpiece mural "Alice street" "Art, Music & love, The Universal Language" That become a focal point in community art and engagement, A Full length documentary is made around the work of the mural and ready to be release into films festivals. Here is the trailer: <https://alicestreetfilm.com/>

He is also part and founding member of "Los Pobres Artistas" a collective of painters, mostly from Chile, that organized the 3 versions "Bay Area Mural Festival" in 2007, 2008, 2009. And painted several well know community murals in the Bay Area. <https://www.facebook.com/BayAreaMuralFestival/>

Peskador also have participated in 2 of the last epic Superheroes mural in West Oakland Under The 580 Freeway and Its currently working as a lead artist for the 5 and final mural of the series. This will happen in 2021 and currently is in the phase of sketched concept! <http://oaklandmuralproject.com/>

In 2019 Peskador work with a dream team to paint “Alto al fuego in la Mission” a anti police violence and Honoring Amilcar Lopez, a young migrant from Guatemala that got killed by SFPD.

Peskador works has been featured in Movies, Serials, Music videos, The New York Times, Washington Post, San Francisco Chronicle, KQED, Chilean Media, and other independent media. He also has many art pieces in collections around the world.

His mural about Breanna Nobel, the woman that showed up in a horse on the Oakland protests of Justice for George Floyd got a lot of media attention.

<https://www.mercurynews.com/2020/06/09/after-unrest-black-lives-matter-protest-murals-emerge-in-oakland/>

<https://www.mercurynews.com/2020/06/09/after-unrest-black-lives-matter-protest-murals-emerge-in-oakland/>

Peskador currently is working in an indoor panel mural for the Department of Education in Mills College, Oakland and in a project with Youth Spirit Artworks tiny homes for homeless youth.

Attitudinal Healing Connection Mural Proposal

Lead Artist: **Pancho Pescador Murals**





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 06/16/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).


PRODUCER Calender-Robinson Company, Inc. 0267063 233 Sansome St. Ste 508 San Francisco CA 94104		CONTACT NAME: Katherine Berkman PHONE (A/C, No, Ext): (415) 978-3800 E-MAIL ADDRESS: kberkman@calrob.com FAX (A/C, No): (415) 978-3825															
INSURED Attitudinal Healing Connection, Inc. 1901 Poplar Street #H Oakland CA 94607		<table border="1"> <thead> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A: Nonprofits' Insurance Alliance of CA (NIAC)</td> <td></td> </tr> <tr> <td>INSURER B: Sentinel Insurance Co., LTD</td> <td>11000</td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </tbody> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Nonprofits' Insurance Alliance of CA (NIAC)		INSURER B: Sentinel Insurance Co., LTD	11000	INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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INSURER F:																	

COVERAGES **CERTIFICATE NUMBER:** CL2061626930 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			2020-09032-NPO	07/01/2020	07/01/2021	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 20,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY			2020-09032-NPO	07/01/2020	07/01/2021	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED: <input checked="" type="checkbox"/> RETENTION \$ 10,000			2020-09032-UMB-NPO	07/01/2020	07/01/2021	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	57WECAG4E4T	05/31/2020	05/31/2021	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
A	Sexual Misconduct Liability			2020-09032-NPO	07/01/2020	07/01/2021	Each claim \$ 1,000,000 Aggregate \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 City of Oakland, its councilmembers, officers, directors, agents, employees and volunteers are all included as additional insured as per the attached endorsement

CERTIFICATE HOLDER City of Oakland Oakland Fund Program 1 Frank H. Ogawa PL - 9th FL Oakland CA 94612	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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Named Insured: Attitudinal Healing Connection, Inc.

Policy: 2020-09032-NPO

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED – DESIGNATED PERSON OR ORGANIZATION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name of Person or Organization:

Any person or organization that you are required to add as an additional insured on this policy, under a written contract or agreement currently in effect, or becoming effective during the term of this policy, and for which a certificate of insurance naming such person or organization as additional insured has been issued, but only with respect to their liability arising out of their requirements for certain performance placed upon you, as a non-profit organization, in consideration for funding or financial contributions you receive from them. The additional insured status will not be afforded with respect to liability arising out of or related to your activities as a real estate manager for that person or organization.

(If no entry appears above, information required to complete this endorsement will be shown in the Declarations as applicable to this endorsement.)

WHO IS AN INSURED (Section II) is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for “bodily injury”, “property damage” or “personal and advertising injury” caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

- A. In the performance of your on-going operations; or
- B. In connection with your premises owned by or rented to you

THE INSURANCE provided under this endorsement is primary & non-contributory to any other valid & collectible insurance carried by the additional insured entity and this insurance will apply separately to each insured against whom a claim is made or a suit is brought.

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**WAIVER OF TRANSFER OF RIGHTS OF RECOVERY
AGAINST OTHERS (WAIVER OF SUBROGATION)**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART
SOCIAL SERVICE PROFESSIONAL LIABILITY COVERAGE FORM

SCHEDULE

Name of Person or Organization:

Where you are so required in a written contract or agreement currently in effect or becoming effective during the term of this policy, we waive any right of recovery we may have against that person or organization, who may be named in the schedule above, because of payments we make for injury or damage.



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**WAIVER OF OUR RIGHT TO RECOVER FROM
OTHERS ENDORSEMENT - CALIFORNIA**

Policy Number: 57 WEC AG4E4T

Endorsement Number: 2

Effective Date: 12/21/20

Effective hour is the same as stated on the Information Page of the policy.

Named Insured and Address: ATTITUDINAL HEALING CONNECTION INC.

1980 MANDELA PKWY
OAKLAND CA 94607

We have the right to recover our payments from anyone liable for an injury covered by this policy. We will not enforce our right against the person or organization named in the Schedule. (This agreement applies only to the extent that you perform work under a written contract that requires you to obtain this agreement from us.)

You must maintain payroll records accurately segregating the remuneration of your employees while engaged in the work described in the Schedule.

The additional premium for this endorsement shall be 5 % of the California workers' compensation premium otherwise due on such remuneration.

SCHEDULE

Person or Organization

Job Description

City of Oakland - Oakland Fund Program 250 Franck H.
Ogawa PL #6306 Oakland, CA 94612

1

Countersigned by

A handwritten signature in cursive script, reading "Katherine Berleman", written over a horizontal line.

Authorized Representative

**Attitudinal Healing Connection
Oakland Superheroes Mural Project
Community Survey**

Intro:

Attitudinal Healing Connection will be engaging community members, local artists and youth residents in order to gain input on the Hoover District's first large scale mural project. Using the theme of superheroes, the murals are going to be designed by local students and are intended to uplift and positively transform the neighborhood. These murals will serve as a gateway to West and Downtown Oakland and can become a key way that our community is perceived. We are also interested in seeing what other kinds of public art you would like to see in your community in the future. Your input and involvement are a key part of the process and would be greatly appreciated, as this project is so intricately connected to the community and its well being. We would really like to infuse your ideas into what we intend to create. Please take part and let us know what you would like to see in your community.

Questions:

1) Identity

-Name:

-Phone Number:

-Email:

-Address of Residence:

-Length of Residence:

-Age:

-Gender:

-Race:

-Religious affiliation:

2) Thinking about history as well as current events, what are some of the talents/skills/assets of this community?

Four horizontal bars for text input.

3) What do you believe are our greatest concerns or problems in the community?

Blank response area for question 3, consisting of seven horizontal bars.

4) What are some of the icons/heroes in this community? What have they done?

Blank response area for question 4, consisting of eight horizontal bars.

5) What are some of the hopes and dreams that you have for this community?

Blank response area for question 5, consisting of one horizontal bar.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

6) What would you like to see in the mural and in other public art pieces?

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Interview audio was recorded:

Yes ___ No ___

**Attitudinal Healing Connection
Oakland Superheroes Mural Project
Community Survey Results**

Questions	Responses	Total
1) Identity		
	-Age:	
	13-25	22
	26-35	15
	36-45	11
	46-59	15
	60+	11
	Not provided	28
	-Gender:	
	Female	28
	Male	44
	Not provided	22
	-Race:	
	African American	25
	Asian	2
	Caucasian/White	10
	Latino/Latina	2
	Middle Eastern	2
	Native American	2
	Not provided	53
	-Religious affiliation:	
	Christian	5
	Eastern	1
	Jewish	1
	Muslim	2
	None	5
	Not provided	80
2) Thinking about history as well as current events, what are some of the talents/skills/assets of this con		
	Academic skills/Intelligence	2
	After school programs	3
	AHC	
	Art, music, & culture	15
	Awareness of historical context	2
	Boys and Girls Club	
	Cleaning up	
	Cohesive Neighborhood	
	Coming together	2
	Community meetings to address problems	
	Community support	
	Considerable green space infrastructure	
	Construction/architecture	3
	Cooking	
	Couteract violence	

Creative	
Dancing	2
Dedicated to life	
Diversity	6
Everyone does their own thing	
Faith/religion	4
Families living here for a long time	
Family ties	
Free thinking	
Friendly people	2
Good food	3
Good Mayors	
Good vibe	
Good scenery	
Good sense of community	
Good weather	3
Graffiti	
Great location	2
History	2
Innovative thinking	
Interaction across generations	
Kids have potential	
Kids involved	
Lots of opportunity	2
Lots of things to do	
Murals	3
Non-profits	2
None	12
Not sure/not much	6
Owning property	2
Painting	
Parks/plagrounds	3
Peaceful	
People	4
People get along	2
People help one another	2
People try to help each other	2
Political Engagement	
Programs for kids	
Protests/Occupy movement	3
Quiet	2
Quiet revolution	
Resiliency	
Role models	
Selling drugs	
Sense of justice & equity	
Social Activism	
Spirituality	2
Sports	10

Strong African American Community	
Strong sense of community/neighborhood	
Talent	4
Talented people	
The kids	2
Things are getting better	2
Unity	2
Volunteer Work	
Yard work/gardening	6
Youth moving in	2
YMCA	2

3) What do you believe are our greatest concerns or problems in the community?

Abandoned buildings	6
Aggression	
Alcoholism	
Bad decisions	
Bad influences/role models	4
Bad mayor - Quan	
Bad politicians	
Better food	3
Better regulation/law management	2
Budget cuts	
City doesn't care	3
Communication	
Community needs to help itself - less outside influence	
Crime	9
Culture clash	
Cycle of crime & imprisonment/criminals back on the streets	
Damaged streets	
Delinquency	
Dogs barking & scaring everyone	2
Domestic violence	
Drugs	25
Easy to get into illegal things	
Foreclosure	
Gang violence	2
Ghetto	
Graffiti	4
Greed/corruption	2
Homelessness	10
Housing crisis	
Hurting nature/pollution	2
Keep minds encouraged	
Kids are misled	
Lack of accountability	
Lack of businesses	2
Lack of direction	
Lack of programs	2
Lack of jobs	3

Lack of respect/care for one another	2
Lack of unity	
Land use conflicts	
Legacy of poor urban planning	
Limited resources	
Need more police	
Need more programs/facilities for kids	7
Need more structure/guidance for young people	5
Negligence	
No leadership	
Noisy	2
Not many public areas (for kids)	5
Nothing	2
Not enough love	
Not many opportunities	2
Occupy/costing money	2
Overgrown plants & trees	
People	2
People don't eat right	
People don't help the environment	
People don't spend enough time with their kids	
People not active	
People struggling	2
Ineffective police/police brutality/excess force	5
Poor education	5
Poor health	
Poverty/Not enough money/bad economy	9
Prostitution	5
Rental regulations	
Riots	
Safety	5
Sanitation	
Shootings/killings/guns	10
Squatters	
Stable housing	
Stray animals/poor care of pets	2
Too many liquor stores	
Traffic safety	6
Theft	5
Transportation issues	
Trash/blight/dumping	11
Trouble	
Turf wars/gangs	
Uncomfortable with certain areas	
Unprotected sex	
Violence	20
Whites taking over	
Working against the people	
Yelling/fighting	

Young and old do not have a productive dialogue

4) What are some of the icons/heroes in this community? What have they done?

A bunch of 'em	
Advocates	
AHC	3
Al Davis	
Audrey - feeds community and helps homeless	
Bill Russell	
Black Panthers	7
Block party for the kids	
Charles Lewis	
Chief Batts	
Childcare center	
Christians	
Consciousness	
Councilman Reid	
Dr. Alfred Smith	
Elihu Harris	
Ellen Parkinson has been a leading voice	
Ernestine Reems	
Fire Dept.	
Gertrude Stein	
Ghandi	
Glen Burke	
God	
Huey P. Newton	2
Jerry Brown	
Lionel Wilson	
Martin Luther King Jr.	3
MC Hammer	
Mom	3
Mother Wright - gave people food	4
Marilynn Lackey opened up center for kids	2
Mrs. Wells - active in community	
Ms. Burroughs	
Music Icons	
Nancy Nadel works in community	2
Neighbors	
Neighborhood	
None/not sure	34
Not provided	9
Oakland	
Obama	5
Ordinary people like you & me	10
Paul Silas	
Pastor Bob Jackson	
Queen Thurston committed to WOCAT & NCPC	
Resident who cleans the block	
Reverend Audret	

Ricky Henderson	
Schools & programs	
Self as hero	
Shawn Gregupence	
Spiritual leaders	3
Sports	
St. Andrews	
St. Marys	2
Steve Lowe voice of change	
Strength	
Teachers at Hoover - proactive in community	
Tom Hanks	
Tupac	
Too Short	
Vetrans	
Willie Keyes advocated for resources	
YMCA	2

5) What are some of the hopes and dreams that you have for this community?

Bad people out	
Better	8
Better education	6
Better food/shopping	4
Better housing	5
Black people can buy in this community	
Block parties	
Better streets & houses	
Better system	
Change	2
City cares more	
Cleaner	7
Compassionate teachers	
Computer centers	
Continues to grow positively	
Create hapiness	
Create rec center	
Electric cables underground	
Encourage and inspire the community	
End crime	
End to negativity/negative energy out	3
End poverty	3
End to oppresive police/better police force	3
End violence	9
Equality	
Everybody stops to look at the bigger picture	
Feeling of comfort in the community	
Feels more like a community	
Fewer liquor stores	2
Financial stability for everyone	
Freedom	

For the children to be children	
Gentrification	
Get identity/pride back	
Get the word out and start a chain reaction	
Getting to know people	
Give youngsters something to do	
Good free medical care	
Help kids	
Invest in our future	
Jackie to be on city council	
Jane Quan out of office	
Kids have fun & prosper	2
Less abandoned buildings	5
Less homelessness	2
Less toxins/removal of industrial impacts	2
Less trash/neighborhood clean ups	5
Looking out for eachother	
More art	
More banks	
More business in community	2
More community events	
More connected community/people get along	12
More cultural events	2
More diversity	
More family owned houses	
More from AHC	
More gardening	
More green	
More hope	
More involvement	
More jobs	10
More opportunity	
More participation/involvement with youth	2
More quiet	
More programs	
More secure	
More support	
More to do/exposed to more	
More trees	3
More youth programs/facilities	6
Neighborhood looks nice	
Neighborhood watch	
Nicer	
No mural - won't help	
None	3
No drugs	4
No kids on corners	2
Not hassled by the cops/better treatment from police	2
Not sure	5

Peace in the community	2
People care more about the community	
People make commitments to the community	
People thrive and make something of their lives	
Positive change	
Progress	
Pull resources together/more resources	3
Respect	2
Respond to issues	
Revitalization	
Safer	7
Schools have more programs	2
Skill center	
Social skills for our children	
Spiritual involvement	
Stay as is	
Stop gangs	2
Stop killing eachother	2
Strengthen homes	
Successful people from community come back & help	
Support black community	
Take pride in where we live	
Take responsibility (for yourself)	3
Time brings all change naturally	
To create a great phonomemon	
Traffic control	
Updated technology - advance learning	
Voice	
Want kids to grow up and be superheroes/prosper	
Want to feel more comfortable at night	
Watch our children grow	
World Peace	

6) What would you like to see in the mural and in other public art pieces?

A circle	
A good neighborhood	
African American respresentation	
African presence in early America	
African symbols & colors	
Affirmations of love & encouragement	
Anti-drug	3
Anything that will remind people to be a good person	
Awakening	
Birds	
Black enterprise in the 70's	
Black Panthers	3
Beautiful	
Being ones greatest self	
Black leaders	
Books	

Butterflies	
Capture attention	
Cesar Chavez	
Class	
Classic art	
Cleanliness/clean up	3
Color/colorful	4
Communication about the community	
Connection to the environment	
Continents	
Creativity	2
Culture	
Different colors/ethnicities	4
Diversity	6
Do your thing/let the kids do their thing	5
Dolores Huerta	
Dominoes	
Dream places	
Education	
Elephants	
Empowering	
Everybody is equally free	
Everyone coming together/getting along	3
Expressions of love	
Faces of local heroes	
Famous figures/leaders	2
From bad to good	
Greeting people as they walk down the street	
Harmony	
Harriet Tubman	
Happy children	
Hispanic culture	
Hope	
How the community could look	
Huey P	
Improvement in community	
Instructor sharing knowledge to a group	
Joining hands	2
Jupiter/lion/leo	
Justice	
(Kids) dreams	
Kids having fun/playing	7
Lots of color	2
Love	
Marcus Gary	
Martin garvey	
Martin Luther King Jr.	5
Malcolm X	3
Mother Wright - they call her Africa	

Musical	
Music Icons	
Nature	4
New opportunities	
Nice painting	
No discrimination	
Nobody wants a mural	2
Non-violence	5
None/not sure	10
Nothing that represents Oakland - must be universal	
Nothing too special	
Oakland's history/from past to present	4
Obama	3
Old folks & young folks getting along	
Old times (Ohlone, Spanish, Industrial Rev.)	
Out with the old, in with the new	
Pancho Villa	
Peace/peaceful	4
People coming together	4
People getting along	2
Physical changes in community	
Portraits	
Positive images/messages	6
Positive police presence	
Prayer	
Preserve history	
Purity	
Quotes to inspire people	
Respectful with a good message	
Revolution	
Roots	
Saving the environment	
Serenity	
Schools	
Showing a struggle from starting from nothing to getting on top	
Showing it's possible to live in a peaceful community	
Smiling	
Something beautiful	
Something different	
Something for future generations	
Something new/not yet exposed to	
Something nice	
Something that shows the wrong and right path	
Sports Icons	2
Standing up to negativity	
Sunset	
Symbolism	
Teaching how to build/work on cars	
Teaching how to read - "let me teach you to read" as a quote	

The arts	2
The future	
The melting pot	
Understanding	
Unique/individual style	
Unity	4
Vibrant colors	
Visions of a bright/stable future for everyone	3
Whatever people/the artist are inspired to create	
Working toward change	
World	
Young people being productive	

nmunity?

ITEM VI AGENDA STAFF REPORT

To: Public Art Advisory Committee
Attn: Charmin Roundtree-Baaqee, Co-chair
From: Kristen Zaremba, Public Art Coordinator
Date: March 1, 2021
RE: Update on Kindred Arts- “Monumental” Project and Alternate Sculpture Installation at Latham Square: “Rumors of War” by artist Kehinde Wiley, for March 3 – May 17, 2021

SUMMARY

Staff requests the Public Art Advisory Committee (PAAC) review and approve the proposed temporary placement of artwork “Rumors of War” by Kehinde Wiley on City property, in accordance with the Oakland Public Art Ordinance 13562 CMS; and authorize staff to proceed with facilitation of the development of related agreements and permits for ownership responsibilities and ongoing maintenance of temporary artwork place on City property.

BACKGROUND

At the February 1, 2021 PAAC meeting committee members received a presentation and approved the proposed the installation of “All Power to All People” by artist Hank Willis Thomas at Latham Square, and “Rumors of War” by artist Kehinde Wiley, at a future date. Due to unforeseen circumstances, “All Power to All People,” is not available for installation. “Rumors of War” is now proposed as an equally exciting and appropriate sculpture for the site.

As previously presented, Kindred Arts is touring “Monumental” a series of temporary sculptural installations in culturally significant cities around the nation. In collaboration with Oakland Central (the Uptown / Lake Merritt BID), Black Joy Parade and Artists as First Responder, they are now proposing placement of the 8-foot-tall sculpture, “Rumors of War” in Latham Square on Broadway at 15th Street, for approximately 3 months between March 3 and May 17 2021.

Staff are now bringing this alternate proposal to the PAAC for approval. The artwork will be documented through an Oakland Department of Transportation permit for City property.

ACTION REQUESTED

Staff requests the Public Art Advisory Committee (PAAC) approve the proposed temporary placement of the artwork, “Rumors of War,” by Kehinde Wiley for approximately 3 months between March 3 and May 17, 2021, at Latham Square, in accordance with Oakland Percent for Public Art Ordinance 13562 C.M.S.; and authorize staff to facilitate related agreements and permits for ownership responsibilities and ongoing maintenance of temporary artwork placed on City property.

Respectfully submitted,



Kristen Zaremba, Public Art Coordinator

MONUMENTAL

An outdoor public art deployment,
empowering social change through the Arts.

Featuring monumental works by:

ARTHUR Jafa

HANK WILLIS THOMAS

KEHINDE WILEY

PRESENTED BY KINDRED ARTS

OUTDOOR EXHIBITION PROPOSAL

THE EXHIBIT EXPERIENCE



Rumors of War offers an exquisite example of how to imagine and develop a more complete and inclusive American story, as it investigates and comments on what it means to be a citizen? Wiley's career has focused on addressing and remedying the absence of Black and Brown men and women in our visual, historical, and cultural narratives. Who is deemed a victor? Who is cast in monumental form?

RUMORS OF WAR

THE EDITION © 2019
KEHINDE WILEY

MONUMENTAL OAKLAND

PROPOSED EXHIBITION DATES | FEB 25 – MAY 17, 2021

KEY THEMES | BLACK HISTORY | BLACK JOY | **WOMEN'S HISTORY**

MONUMENTAL PRESENTING COALITION



MONUMENTAL MISSION

America is experiencing a national shift, conscious citizens are demanding that we confront issues of systemic racism and police brutality and asking that we re-examine outdated legacies that society continues to value and glorify.

Artists and communities are asking :

How can we use this dialogue , our art and our voices to create fundamental change in the American experience?

What does civic engagement and community look like as we shape this new societal landscape.?

“Art has always been the dialogue of revolution, pushing urgent issues to the forefront of culture, in this we believe that these monumental symbols of identity and empowerment.” by: Wiley, Jafa & Thomas have a role to play, in this historical moment in time.

MARSHA REID –KINDRED ARTS



GOALS & OBJECTIVES

The tour offers exploration and contemplation of representation, historical narrative and Black identity in our society and popular culture.

1. **INSPIRE & PROVOKE**

Public art can instill meaning, a greater sense of identity and understanding of our built environment.

Representative and inclusive Public Art can affirm cultural citizenship and provides an intersection between past, present, and future, helping communities thrive.

2. **INFORM & EDUCATE**

The exhibit offers access points for visitors to witness, consider and contemplate.

With these works we aim to inspire and provoke viewers to reassess the icons and the regimes that we value and that we glorify.

3. **INSTIGATE ACTION**

Inspire action and change informed by our national and local partners, sponsors, and organizations.

It can include the following:

- Voter Registration
- Volunteering
- Supporting Local Activities

ABOUT KEHINDE WILEY

Los Angeles native and New York-based visual artist Kehinde Wiley has firmly situated himself within art history's portrait painting tradition. A 21st-century, African American painter and sculptor, whose works speak to race and racial consciousness, forcefully using the styles of earlier masters to express his contemporary sensibility.

By applying the visual vocabulary and conventions of glorification, wealth, prestige, and history to subject matter drawn from the urban fabric, Wiley makes his subjects and their stylistic references juxtaposed inversions of each other, forcing ambiguity and provocative perplexity to pervade his imagery.

Wiley's works are held in the collections of the Metropolitan Museum of Art in New York, the Denver Art Museum, the Hammer Museum in Los Angeles, among others



OAKLAND

RUMORS OF WAR - edition

LATHAM SQUARE

1 Kahn's Alley Link
• New pedestrian crossing

2 South Entry Walk
• Historic/cultural exhibit panels
• Paving inscriptions

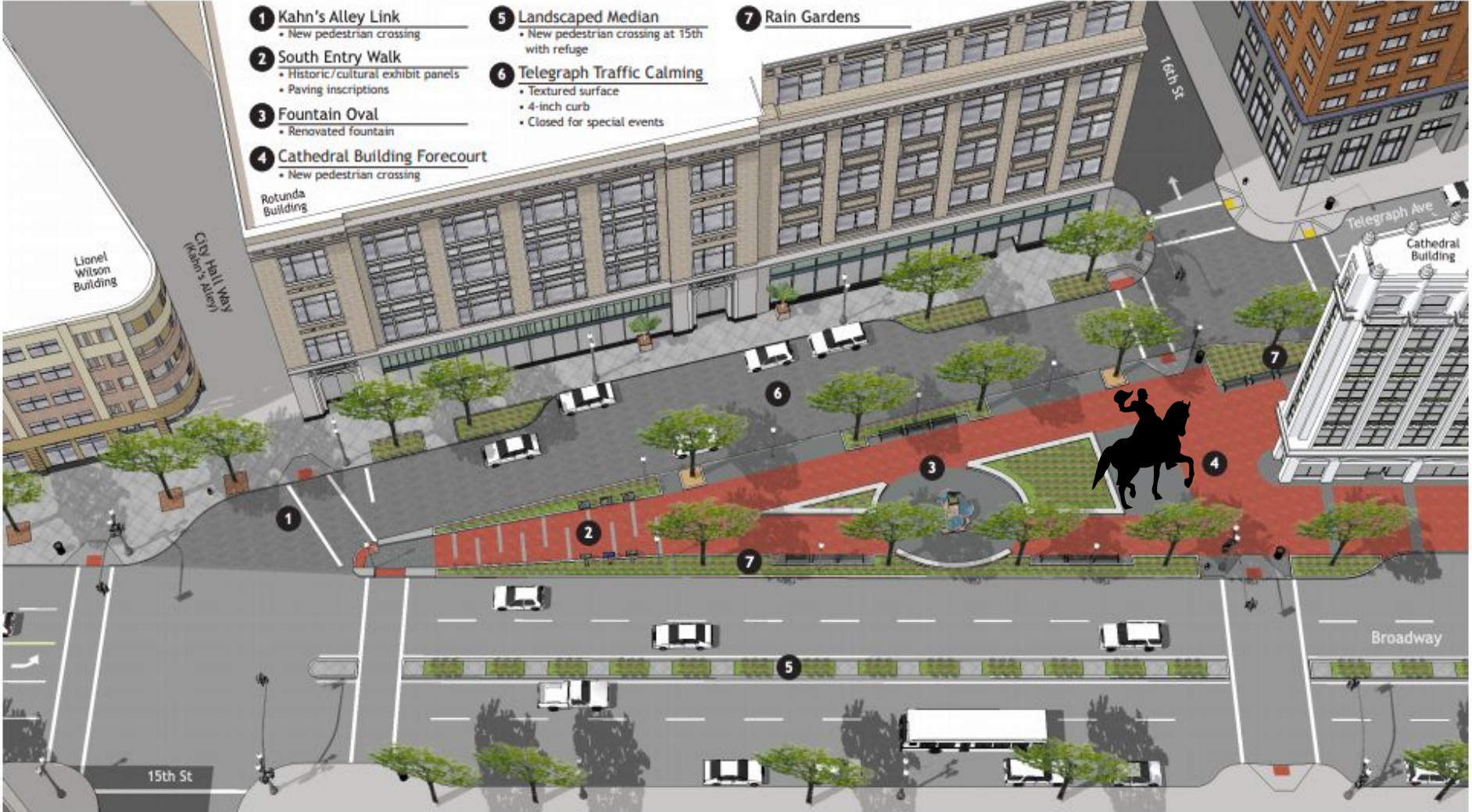
3 Fountain Oval
• Renovated fountain

4 Cathedral Building Forecourt
• New pedestrian crossing

5 Landscaped Median
• New pedestrian crossing at 15th with refuge

6 Telegraph Traffic Calming
• Textured surface
• 4-inch curb
• Closed for special events

7 Rain Gardens



Lionel Wilson Building

Rotunda Building
CITY HALL VESTIBULE
(Kahn's Alley)

Rotunda Building

14th St

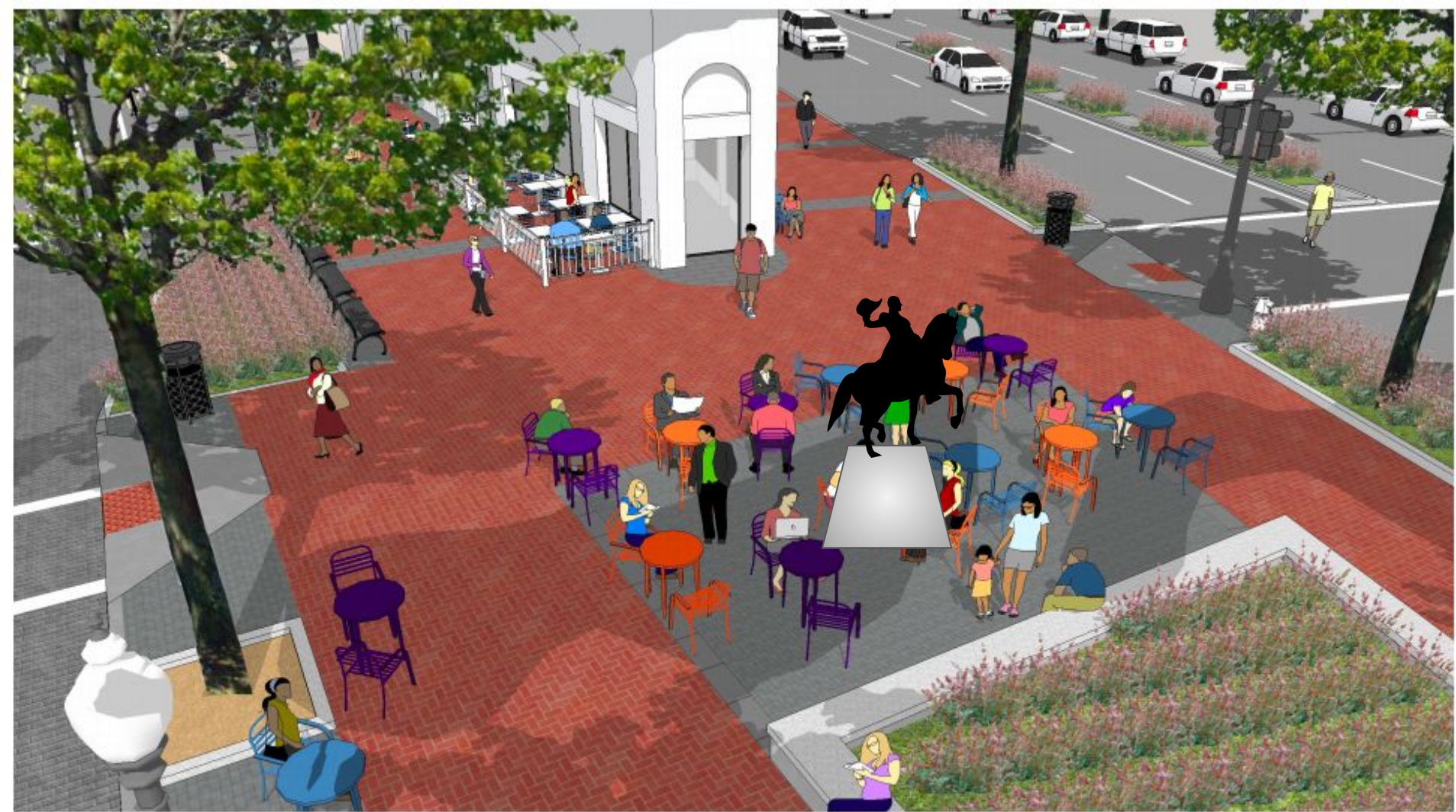
Telegraph Ave

Cathedral Building

Broadway

15th St





MONUMENTAL OAKLAND

PROPOSED EXHIBITION DATES | FEB 25 - MAY 17, 2021

THANK YOU FOR YOUR CONSIDERATION





Cultural Affairs Division

Economic & Workforce Development

Public Art Advisory Committee Proposal Review Form

Date **2/17/20**

Artist(s) **KEHINDE WILEY**

Project Contact **MARSHA REID**

Organization (if applicable) **KINDRED ARTS**

Phone # **917 685 6855**

Email **INFO@KINDREDARTS.ORG**

Street Address **244 MADISON AVENUE, STE 172**

City **NEW YORK** State **NY** Zip **10016**

Proposed Site of Project (Address/Cross St. with physical details)

Latham Square

Name of Property Owner, Proposed Location **city of oakland**

City Council District of Proposed Location **3**

Attachments Checklist *Attach a separate document to address the following items, bundled together in a single electronic file:*

1. Review Form (this page)
2. Project Narrative
3. Artist Resume
4. Examples of Past Work
5. Visual Proposal
6. Materials and Methods Description
7. Photos of Site
8. In-Situ Mockup
9. Timeline
10. Budget
11. Maintenance Plan
12. Community Outreach / Support Documentation (pending)
13. Insurance Documentation (pending)
14. Permission(s)- Private Property Owner or City (pending)
15. Waiver of Proprietary Rights for Artwork Placed on City Property (pending)

Monumental Project Narrative. A written description of the proposed artwork, including the artist's intent, process and project goals, and the roles and responsibilities of all project partners.

Monumental, is a public art exhibit, traveling across the United States, empowering social change through the arts.

Currently featuring monumental works by Arthur Jafa, Hank Willis Thomas, and Kehinde Wiley.

Full overview on the Monuments tour here: https://bit.ly/monumental_art

As cultural institutions re-imagine community engagement in a post Covid society, we believe that outdoor exhibits will lead the charge, and that there exists an opportunity to fundamentally rethink how we program outdoor public space to reflect and honor all human identities and experiences. and to activate safe socially-engaged public art practices.

Kehinde Wiley / Rumors of War Narrative.

“In these toxic times art can help us transform and give us a sense of purpose. This story begins with my seeing the Confederate monuments. What does it feel like if you are black and walking beneath this? We come from a beautiful, fractured situation. Let's take these fractured pieces and put them back together.” –Kehinde Wiley

Upon first glance, Rumors of War appears a traditional war monument: a man commands a rearing stallion, cast in bronze, atop a stone plinth. However, look more closely - this sculpture, by artist Kehinde Wiley, is not your usual statue.

In Rumors of War, the figure in bronze is an African-American man wearing trendy ripped jeans and a hoodie with his dreads tied in a top-knot as he looks back in defiance over his shoulder. The horse he rides, the firm stature, echoes historic paintings and monuments crafted to intimidate and display military prowess and power. For this particular sculpture, Wiley drew inspiration from a series of monuments that were meant to do just that in Richmond, Virginia - public art as rewritten narrative, portraying leaders of the defeated Confederate Army from the US Civil War, as victor.

The original cast of Rumors of War was an imposing 16-foot wide and 27-foot tall, by far one of Wiley's largest works to date, and also his first public artwork. It was unveiled in 2019, & has a permanent home at Virginia Museum of Fine Arts.

This petite edition of Rumors of War is 1 of 9, offers an exquisite example of how to imagine and develop a more complete and inclusive American story, as it investigates and comments on what it means to be a citizen? Wiley's career has focused on addressing and remedying the absence of Black and Brown men and women in our visual, historical, and cultural narratives. Who is deemed a victor? Who is cast in monumental form?

***Bringing Monumental to the Oakland Community
Intent, process and project goals : .***

Kindred works in alignment with City & Institution to bring the pieces to the publics, where they can be experienced by large & diverse audiences across age range, socioeconomic backgrounds, & ethnicities. To this end we have partnered with local organizations:

**Downtown Oakland
Black Joy Parade
Artists as First Responder**

Oakland: This audience would comprise of immediate Oakland community, The Bay Area at large & the thousands of visitors that travel to Oakland to experience its rich history & renown culture.

Covid conscious programming initiatives will cater to all community & serve to reinforce the organization's values of equal justice, inclusion, & respect for cultural heritage.

Goals & Objectives:

With this initiative Kindred aims to contribute to the building & maintenance of the social fabric, to foster civic dialogue, & reaffirm cultural citizenship, identity, & inclusion with art that is representative, it also hopes to foster cross cultural understanding of the symbol & its significance.

We constantly strive to improve upon the original offering & measure success by attendee numbers & community response to our work.

By displaying the monument throughout a three-month period, we expect thousands of residents, publics, & tourists to be able to experience & interact with the piece, learn about its cultural significance, & develop their own interpretations & ideas around cultural citizenship, representation, & identity.

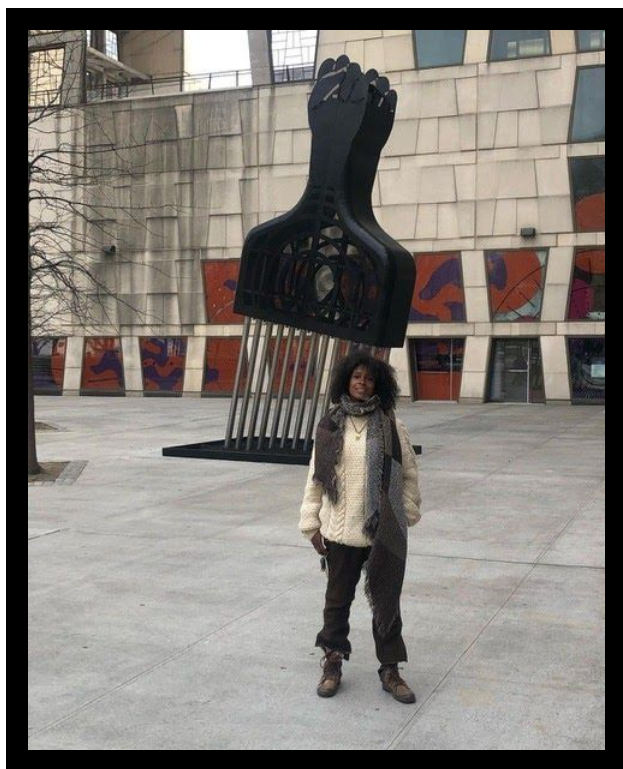
Artist Resume. The artist's resume and/or other supporting material relevant to the artist's experience with similar projects.



Los Angeles native and New York-based visual artist Kehinde Wiley has firmly situated himself within art history's portrait painting tradition. A 21st-century, African American painter and sculptor, whose works speak to race and racial consciousness, forcefully using the styles of earlier masters to express his contemporary sensibility.

By applying the visual vocabulary and conventions of glorification, wealth, prestige, and history to subject matter drawn from the urban fabric, Wiley makes his subjects and their stylistic references juxtaposed inversions of each other, forcing ambiguity and provocative perplexity to pervade his imagery.

Wiley's works are held in the collections of the Metropolitan Museum of Art in New York, the Denver Art Museum, the Hammer Museum in Los Angeles, among others.



Marsha Reid

Executive Director - Kindred Arts.

***Curator & Public Programs director :
Monumental Tour***

Marsha Reid is an interdisciplinary arts presenter/producer, cultural organizer, and arts activist based in Harlem, New York. Her nonprofit work and collaborative projects address Cultural Equity, public space, community and communitas.

Currently curating public programs for *Monumental*, a public art exhibit, traveling across the United States, empowering social change through the arts.

Previous curatorial and production credits include:

Artistic Planning for The Metropolitan Museum of Art, programming and presenting Large-scale performance marathons, innovative dance, theater, music, and inter-media performances. *Black Girls Rock (Awards & Tour)*; *Heineken Red Star Soul Festival*, *Tribeca Film Festival*, *Lincoln Center Out of Doors*; *Midsummer Night Swing*; *NYC Parks Summer on The Hudson*; *TEDxMet* ; *Jazz & Colors NYC*;

Examples of Past Work. 3-5 images of the artist's completed projects of a quality, style and scale similar to the proposed work.

Against the backdrop of a celebrated statue, West Philadelphians rally against gun violence - and to get out the vote

by [Aubrey Whelan](#), Updated: October 18, 2020



<https://www.inquirer.com/news/philadelphia-gun-violence-rally-kehinde-wiley-sculpture-voter-registration-20201018.html>
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Rumors of War Visual Proposal. Adequate visual representation, in color, of the proposed artwork, in drawing(s) and/or three-dimensional model(s), with scale indicated.



RoW rests upon A
FREESTANDING bronze base
FOOTPRINT: 5' X 8'
WEIGHT: 7,000LB
HEIGHT: 8'

Materials and Methods Description. A detailed description of the proposed materials and methods of installation deemed suitable for the site conditions.

No excavation needed

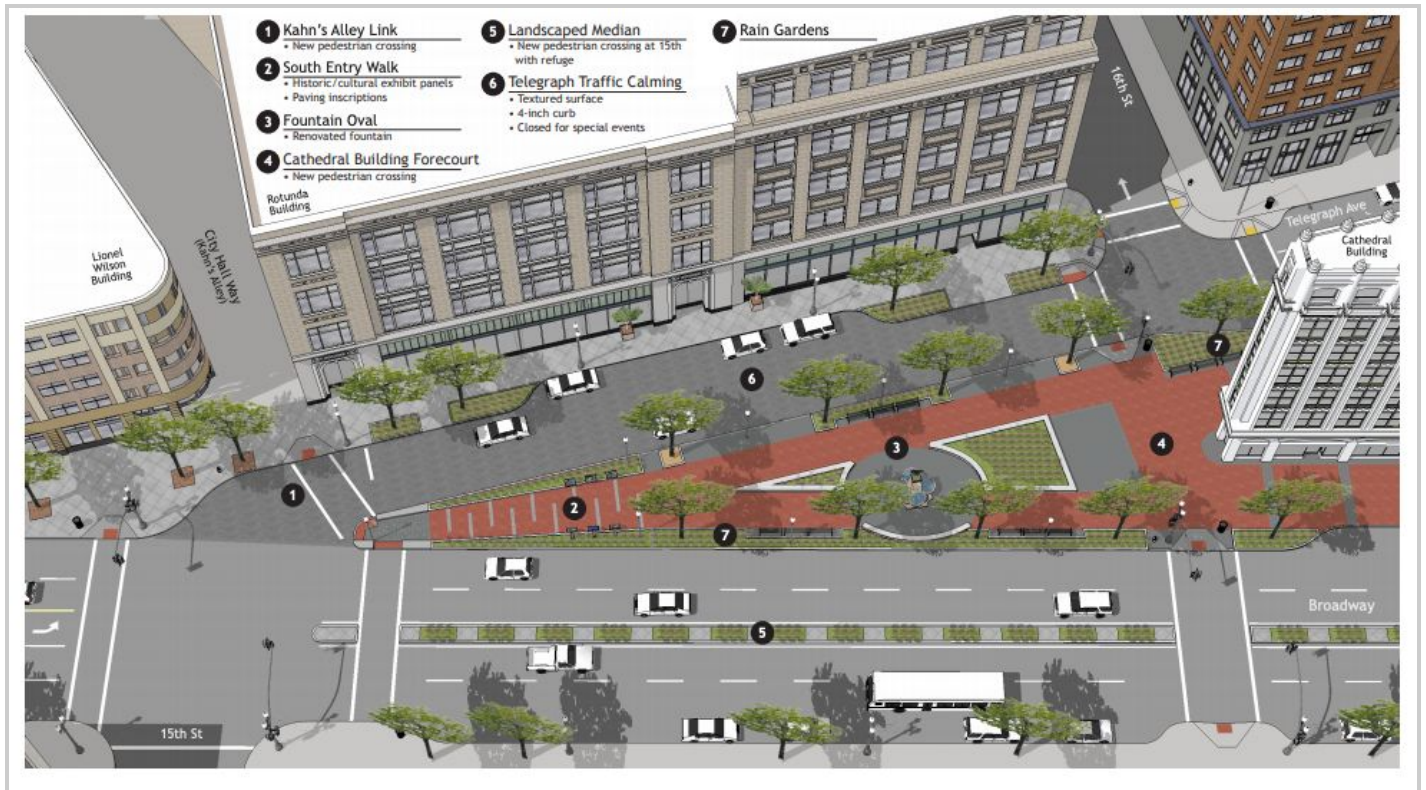
Sculpture requires 1 boom crane & 1 riggers for installation

Appx 2 hours total

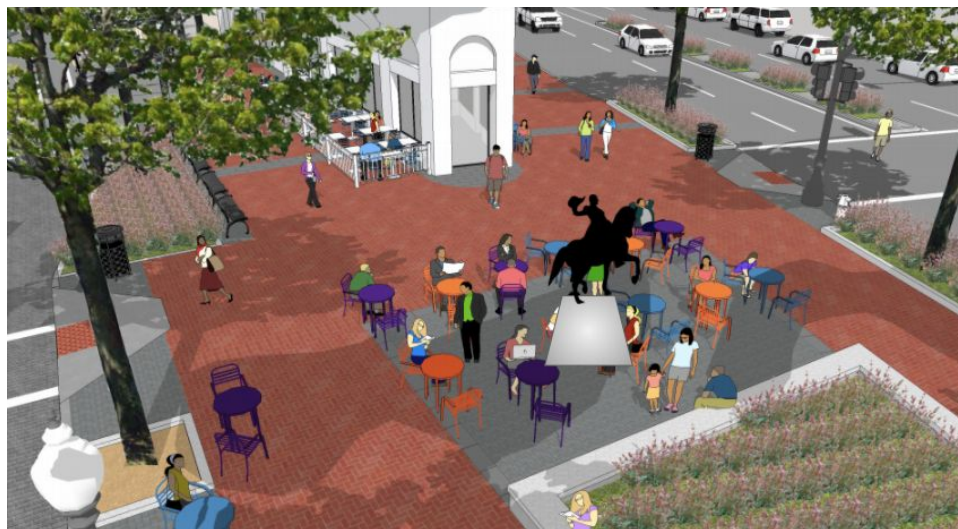
Additional Requirements:

- * Environmental lighting
- * 8 ' barrier rail perimeter for events (5)
- * Access to secure wi-fi network
- * Storage SPACE for maintenance items

All Power **Photos of Site**. Photographs/digital images of the existing site, including scale and dimension for reference.



In-Situ Mockup. A scale drawing or digital photographic mockup depicting the proposed work as it will be sited.



Timeline. A project timeline that includes

- Nov & December - community outreach,
- March 1 - All City reviews (postponed to Feb 1, 2021)
- March TBD - Installation (2hours / 1 Crane)
- May 17 - De-install TBD

Budget. An itemized budget (to ensure sufficient financial resources for completion of project) that includes all anticipated review fees, in-kind donations, maintenance costs, and insurance (see #13). 11.

PRODUCTION				
EXPENSE CATEGORY	SUB-CATEGORY	SUPPLIER	PER MARKET PROJECTION	ACTUAL
				INVOICE AMOUNT
SHIPPING + INSTALLATION - THOMAS	TRANSPORTATION RENTALS		\$ 3,500.00	
	STEP DECK + BOX			
	CRANE & RIGGING		\$ 3,500.00	
	HANDLERS	SCHOM	\$ 2,500.00	
	LABOR (CREW)		\$ 1,000.00	
	STRUCTURAL ENGINEERING STAMPS		\$ 1,500.00	
	ELECTRICAL		\$ 1,000.00	
	WIFI, TECH, SOUND + AV		\$ 1,500.00	
SITE FEES			TBD	
PRODUCTION	PRODUCER (KINDRED)	4K P/M	\$ 8,000.00	
	ASSOC. PRODUCER	2500 P/M	\$ 5,000.00	
			\$ -	
SIGNAGE & ATTRIBUTION				
TRAVEL & ACCS	TRAVEL & ACCS		\$ 10,000.00	
SECURITY	ART SECURITY		\$ 2,000.00	
MISC. PRODUCTION	HARDWARE			
	SAFETY MATERIALS			
	SUPPLIES		\$ 500.00	
	TELECOMS			
SANITIZING + WORK SITE MAINTENANCE				
ENVIRONMENTAL DESIGN	SEATING DESIGN			
	FABRICATOR			
	INSTALLATION			
INSURANCE & PERMITTING			\$ 2,000.00	
LEGAL & ACCTING			\$ 1,500.00	
Total cash expenses			\$ 43,500.00	
CONTINGENCY 10 %			\$4,350.00	
			\$ 47,850.00	

Maintenance Plan. A written plan for ongoing maintenance of the proposed work, identifying the parties responsible for maintenance, anticipated lifespan of the artwork in years, etc.

This is a temporary installation requiring minimal maintenance

Access to 120v Power Source

Light bulb replacement if required

Downtown Oakland & Kindred will be responsible for maintenance.

PENDING ITEMS

12. **Community Outreach/Support Documentation.** meeting attendance
13. **Insurance Documentation.** Provide evidence of insurance or a quotation for insurance coverage sufficient to indemnify the City of Oakland during project development, fabrication and installation, up through final acceptance of the artwork.
14. **Permissions.** Written permission for use of the proposed site, including acknowledgment of individual parties' rights and responsibilities (artist/sponsor, property owner, City departments if applicable, and review bodies). Please allow sufficient time to obtain appropriate permissions. a. *Private Property:* Written permission or Memorandum of Understanding (MOU). b. *City of Oakland Property:* Written permission must be obtained by the applicant from the department head (or his/her designee) with jurisdiction over the project site, e.g. Oakland Parks and Recreation, or Public Works; and plan for a City Administrator authorized agreement addressing maintenance and artists' rights, including:

**Cultural Affairs Division Economic & Workforce Development
Waiver of Proprietary Rights for Artwork Placed upon City
Property**

The provisions of this paragraph shall apply to modify Artist's rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA"), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Oakland ("City") and its agents. The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe artwork/project: mural, sculpture, etc. and medium]:

Entitled [title of work]:

and located at [identify site, including interior location if applicable]:

in whole or in part, in City's sole discretion.

Artist's Address for Notice [insert artist's name and complete address]:

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Public Art Program, Cultural Arts & Marketing, 1 Frank H. Ogawa Plaza, 9th Floor, Oakland, CA 94612 and the Client Department with jurisdiction over property: [Insert Address of Client Department with jurisdiction over property]:

Artist First and Last Name / Signature / Date

City Administrator Designated Client Department Representative Printed Name / Signature / Date

This document is posted online at:
<https://www.oaklandca.gov/topics/public-art-in-oakland>

CITY OF OAKLAND POLICY ON ARTIST & COMMUNITY INITIATED PUBLIC ART PROJECTS

City of Oakland Public Art Program staff and the Public Art Advisory Committee must review and accept all projects within the Oakland city limits that will result in the placement of a work of art on City of Oakland property, as well as all public art projects funded in whole or in part with City funds, before such projects can be executed.

The artist and/or project sponsor will submit a proposal with work plan for review by the Public Art Advisory Committee (PAAC) prior to creation and/or installation of the artwork. The PAAC is a professionally qualified citizen committee appointed by the Mayor and approved by Oakland City Council to oversee the City's public art program and to advise the Mayor, City Council, and City Administrator on public art-related matters.

Review Process

With coordination from Public Art Program staff, the artist and project sponsor (including City staff, if applicable) shall present the project proposal to the PAAC at a scheduled public meeting. The PAAC typically meets on the first Monday of each month. Proposals must be submitted to Public Art staff for review at least two weeks prior to a confirmed meeting.

Please allow sufficient time for the PAAC review process. The PAAC cannot make a judgment on the proposal without all the required documentation. Allow additional time if the proposal requires approval from other departments or review boards for placement on City property prior to PAAC review. Art proposed for placement on Caltrans (State of California Department of Transportation) property requires a separate, additional approval and permitting process.

NOTE: Please consult with Public Art staff prior to finalizing the project budget. Projects requiring City staff facilitation may be subject to a review fee. The fee for projects requiring review by the Public Art Program is \$119.00/hour, or a minimum of \$357.00 per project review, effective 7/1/17. Projects proposed for Caltrans property require additional staff facilitation.

Following review of the proposal, the PAAC will make an advisory judgment regarding form, content, and feasibility of the artwork and will determine whether the proposed project meets technical standards for public art in the city of Oakland. Once the PAAC has made a judgment regarding the proposed project design, no design changes can be made by the artist and/or sponsor without returning for PAAC approval prior to implementation. **Please contact staff to schedule a review of your project proposal:**

Kristen Zaremba, Public Art Program, 510-238-2155 or kzaremba@oaklandnet.com

Cultural Affairs Division

Economic & Workforce Development



The project proposal shall include the following. All submittals should be bundled into a single electronic Microsoft Word or PDF (digital) file for public distribution:

1. **Public Art Advisory Committee (PAAC) Proposal Review Form.** Attached below.
2. **Project Narrative.** A written description of the proposed artwork, including the artist's intent, process and project goals, and the roles and responsibilities of all project partners.
3. **Artist Resume.** The artist's resume and/or other supporting material relevant to the artist's experience with similar projects.
4. **Examples of Past Work.** 3-5 images of the artist's completed projects of a quality, style and scale similar to the proposed work.
5. **Visual Proposal.** Adequate visual representation, in color, of the proposed artwork, in drawing(s) and/or three-dimensional model(s), with scale indicated.
6. **Materials and Methods Description.** A detailed description of the proposed materials and methods of installation deemed suitable for the site conditions.
7. **Photos of Site.** Photographs/digital images of the existing site, including scale and dimension for reference.
8. **In-Situ Mockup.** A scale drawing or digital photographic mockup depicting the proposed work as it will be sited.
9. **Timeline.** A project timeline that includes community outreach, the design process, all City reviews, and installation.
10. **Budget.** An itemized budget (to ensure sufficient financial resources for completion of project) that includes all anticipated review fees, in-kind donations, maintenance costs, and insurance (see #13).
11. **Maintenance Plan.** A written plan for ongoing maintenance of the proposed work, identifying the parties responsible for maintenance, anticipated lifespan of the artwork in years, etc.
12. **Community Outreach/Support Documentation.** Demonstration of community notification/outreach and support for the proposed project (letters of support, meeting attendance lists, neighborhood surveys, etc.).
13. **Insurance Documentation.** Provide evidence of insurance or a quotation for insurance coverage sufficient to indemnify the City of Oakland during project development, fabrication and installation, up through final acceptance of the artwork.
14. **Permissions.** Written permission for use of the proposed site, including acknowledgment of individual parties' rights and responsibilities (artist/sponsor, property owner, City departments if applicable, and review bodies). Please allow sufficient time to obtain appropriate permissions.
 - a. **Private Property:** Written permission or Memorandum of Understanding (MOU).
 - b. **City of Oakland Property:** Written permission must be obtained by the applicant from the department head (or his/her designee) with jurisdiction over the project site, e.g. Oakland Parks and Recreation, or Public Works; and plan for a City Administrator authorized agreement addressing maintenance and artists' rights, including:
15. **Waiver of Proprietary Rights for Artwork Placed on City Property.**

NOTE: Consult the Federal Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) guidelines posted on our Public Art Program website for more information: <http://www2.oaklandnet.com/Government/o/CityAdministration/d/EconomicDevelopment/s/PublicArt/index.htm>

Cultural Affairs Division

Economic & Workforce Development



Public Art Advisory Committee Proposal Review Form

Date _____

Artist(s) _____

Project Contact _____

Organization (if applicable) _____

Phone # _____ Email _____

Street Address _____

City _____ State _____ Zip _____

Proposed Site of Project (Address/Cross St. with physical details) _____

Name of Property Owner, Proposed Location _____

City Council District of Proposed Location _____

Attachments Checklist *Attach a separate document to address the following items, bundled together in a single electronic file:*

1. _____ Review Form (this page)
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13. _____ Insurance Documentation
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15. _____ Waiver of Proprietary Rights for Artwork Placed on City Property (if applicable)

Cultural Affairs Division

Economic & Workforce Development



Waiver of Proprietary Rights for Artwork Placed upon City Property

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The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe artwork/project: mural, sculpture, etc. and medium]:

Entitled [title of work]:

and located at [identify site, including interior location if applicable]:

in whole or in part, in City's sole discretion.

Artist's Address for Notice [insert artist's name and complete address]:

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Public Art Program, Cultural Arts & Marketing, 1 Frank H. Ogawa Plaza, 9th Floor, Oakland, CA 94612 and the Client Department with jurisdiction over property: [Insert Address of Client Department with jurisdiction over property]:

Artist Signature / Date

City Administrator Designated Client Department Representative Printed Name / Signature / Date

This document is posted online at:

<http://www2.oaklandnet.com/Government/o/CityAdministration/d/EconomicDevelopment/s/PublicArt/index.htm>