

Public Art Advisory Committee
Regular Meeting
Monday, May 3, 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: May 3, 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/96936066668>

Or One tap mobile :

US: +14086380968,,96936066668# or +16699006833,,96936066668#

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 +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592

Webinar ID: 969 3606 6668

International numbers available: <https://zoom.us/j/96936066668>

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, May 3, 2021
5:30 - 7:30 pm
AGENDA

- I. **Welcome/Call to Order/Roll Call**
- II. **Public Comment**
- III. **Action Item: Review and Approve Public Art Advisory Committee Meeting Minutes from the March 1, 2021 PAAC Meeting**
- IV. **Discussion / Action Item: Community / Artist Initiated Projects- Process and PAAC Facilitation**
- V. **Informational Item: Staff Updates on Current Projects and Program Activity**
 - a. **Public Art in Private Development- Completed and Ongoing Project Updates**
 - b. **Artist-Community Initiated Project Updates: Dr. Huey Newton Memorial Bust; Mosswood Fieldhouse Mural Project**
 - c. **Collections: BART 17th St. Gateway- Shifting Topographies Update**
 - d. **New Project Updates: Mosswood Park Community Center, San Antonio Park Master Plan- Fire Station 4, Tyrone Carney Park**
 - e. **Artist Outreach: Free Public Art Webinar Series, Oakland Art Murmur Registry, CAC-PAAC Communications Outreach Planning**
- VI. **Discussion Item: PAAC nominations, open seats**
- VII. **Open Forum**
- VIII. **Announcements**
- IX. **Agenda Building: Outline agenda for June 2021 meeting**
Next regular meeting: June 7, 2021 via Teleconference
- X. **Adjourn**

Oakland Cultural Affairs - Public Art Program, 1 Frank H. Ogawa Plaza, 9th fl. Oakland, CA 94612

www.oaklandculturalarts.org

♿ 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, 班國語, 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)
March 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 Zaremba, Public Art Coordinator; Neha Balram, Cultural Affairs Program Analyst; Roberto Bedoya, Cultural Affairs Manager

Guests: Kindred Arts (Marsha Reid); Oakland Central (Andrew Jones); Altitudinal Healing Connection (Phyllis Hall, David Burke, Pancho Pescador, West Oakland Legacy Project (WOLP) Youth Artists)

Meeting Chair: Jennifer Kessler

*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:** Phyllis Hall introduced herself as the staff representative for Attitudinal Healing Connection (AHC).
- 3. Action Item: Nomination of Jennifer Kessler as PAAC Co-Chair. E. Murphy moved to nominate Jennifer Kessler as PAAC Co-Chair. Y. Pinkusevich seconded. Motion passed unanimously.**
- 4. Action Item: Review and Approve Public Art Advisory Committee Minutes from the February 1, 2021 PAAC Meeting. J. Kessler moved to approve the minutes. Y. Pinkusevich seconded. Motion passed unanimously.**
- 5. Action Item: Review and Approve Oakland Superheroes Mural No. 5, for Market Street I-580 Underpass, by Lead Artist Pancho Pescador, David Burke, Student Youth and Attitudinal Healing Connection.** Public Art Coordinator Kristen Zaremba introduced the item and referred Committee members to the public art submittal packet for details. Phyllis Hall, Art Director David Burke, Lead Artist Pancho Pescador and Youth Artists from the West Oakland Legacy Project provided an introduction to the fifth and final Oakland Super Heroes mural, to be sited on Market Street under the I-580 Underpass. Students described the individual sections of the mural composition, which Pescador will integrate into a single composition. All participants,

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including the youth, are compensated financially and involved in all steps of the design, application and implementation process for the project. Committee members provided support and complimented all the artists on their work. K. Zaremba noted that as with all four of the previous murals, as the project will be located on Caltrans property the City must submit a Transportation Art application with a resolution from City Council to support the project, and enter into maintenance agreements with Caltrans and Attitudinal Healing to support the project. **E. Murphy moved to approve the Oakland Superheroes Mural No. 5 for Market Street I-580 Underpass. Y. Pinkusevich seconded. Motion passed unanimously.**

- 6. Action Item: Review and Approve Updated Temporary Sculptural Installation for Latham Square: Rumors of War, by Artist Kehinde Wiley, for March 3-May 17, 2021, Presented by Kindred Arts.** K. Zaremba reported that due to some unanticipated installation conflicts, the artwork now proposed for Latham Square as part of the “Monumental” temporary art installation would be Kehinde Wiley’s “Rumors of War.” Kindred Arts program director Marsha Reid provided an update on efforts to bring the “Monumental” sculpture series to Oakland. The installation consists of three sculptures by artists Arthur Jafa, Hank Willis Thomas and Kehinde Wiley. Andrew Jones, Program Director for the Uptown/Downtown Community Benefit District and Oakland Central, a co-presenter of the Latham Square proposal, reiterated that 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” March through May 2021. Committee members expressed ongoing support for the project, noting that this sculpture would be an appropriate installation within the historic architectural setting of Latham Square. They encouraged the organizers to contemplate how to provide sufficient lighting and attractive protection around the artwork at Latham, as well as to coordinate with the City regarding outreach and promotions. Ashara Ekandayo, Artist as First Responder, spoke in support of the sculpture installation. **Motion: Y. Pinkusevich moved to approve the proposed installation of “Rumors of War” by artist Kehinde Wiley at Latham Square from March 3 through May 17, 2021. J. Kessler seconded. Motion passed unanimously.**

- 7. Cultural Affairs Manager Report.** Cultural Affairs Manager Roberto Bedoya provided an update on the upcoming Fiscal Year 2021-2023 budget process. Bedoya reported that at the end of 2020, the City faced a \$700 million deficit, which was reduced to \$300 million through some City Administrator authorized budget reductions, but all departments were instructed to implement 10% budget cuts to all programs. Previous COVID-19 impacts to the hotel tax (TOT) have already impacted the Cultural Funding and Special Events budgets, and the permanent part-time Cultural Affairs position vacated by the Walking Tours Coordinator, who retired in December, is now frozen. In response, staff are now looking for opportunities to creatively problem solve the shortfalls. Bedoya acknowledged Zaremba’s proposal to pool uncommitted public art funds to fill the shortfall in the Neighborhood Voice grant program, which will result in new projects for East Oakland communities in the next few months. Bedoya acknowledged the upcoming budget cycle for FY 2021-23 is an ongoing source of anxiety for staff and the arts community. Staff will continue to work with local, state and national funders to identify strategies to support the local arts community without creating direct conflicts or competition with Oakland’s own grantees. Zaremba noted that While much of the City’s

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budget discussion is focused on the General Fund, which does not directly fund the Public Art Program, the impacts are across staffing and resources in all departments, which has a direct effect on all programs. In addition to ongoing budget discussions, Zaremba and PAAC Co-Chair Roundtree Baqee will present an update on the Public Art Program to the Cultural Affairs Commission at their next regularly scheduled meeting on March 22nd. All Committee members are welcome and encouraged to attend.

8. 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:** Zaremba provided updates on the program.
- c. **Artist-Community Initiated Project Updates: Dr. Huey Newton Memorial Bust; Mosswood Mural Project.** Zaremba provided updates on facilitation efforts for both projects.
- 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.

9. Discussion Item: Community / Artist Initiated Proposals: Clarifying Process and Facilitation. Zaremba directed Committee members to the guidelines included in the agenda packet, noting that members previously discussed creating additional guidance on the PAAC role and benefits for artist and community-initiated projects. Zaremba requested Committee members to take time to review the guidelines for deeper discussion at the next meeting.

10. Open Forum:

11. Announcements: Committee members and staff shared information regarding upcoming exhibitions and partnerships.

12. Agenda Building: Artist and Community Initiated Project Guidelines Discussion

13. Adjournment: Y. Pinkusevich moved to adjourn the meeting at 7:30. E. Murphy seconded. Motion passed unanimously.

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 \$144.00/hour, effective 7/1/20. Note: Projects proposed for Caltrans and other public agency 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)
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
13. _____ Insurance Documentation
14. _____ Permission(s)- Private Property Owner or City
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

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>