



CITY OF OAKLAND

**Cultural Affairs Commission  
Regular Meeting Agenda  
Monday, January 23, 2023  
5:30 – 8:30 PM**

Pursuant to California Government Code section 54953(e), the Cultural Affairs Commissioners, as well as City staff, will participate via phone/video conference, and no physical teleconference locations are required.

Please click the link below to join the webinar:

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Webinar ID: 848 1749 3321

International numbers available: <https://us06web.zoom.us/j/84817493321>

There are three ways to submit public comments:

- eComment, To send your comment directly to Cultural Affairs Commission staff BEFORE the meeting via email [NBalram@oaklandca.gov](mailto:NBalram@oaklandca.gov)
- To comment by Zoom video conference, click the “Raise Your Hand” button to request to speak when Public Comment or Open Forum 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 yourself by pressing \*6. If you have any questions, please email Neha Balram, Program Analyst for the Cultural Affairs Commission at [NBalram@oaklandca.gov](mailto:NBalram@oaklandca.gov).



CITY OF OAKLAND

**Cultural Affairs Commission  
Regular Meeting Agenda  
Monday, January 23, 2023  
5:30 – 8:30 PM**

Roll Call/Call to Order

1. Welcome
2. Land Acknowledgement
3. Action Item 1: Adopt Resolution 23-01-09 Determining that Conducting In-Person Meetings of the Cultural Affairs Commission and its Committees would Present Imminent Risks to Attendees' Health, and Electing to Continue Conducting Meetings Using Teleconferencing in Accordance with California Government Code Section 54953.5, a Provision of AB-361
4. Action Item 2: Approval of Minutes from November 28, 2022
5. Artist Spotlight: Poinciana Hung-Haas
6. Cultural Affairs Division Manager's Update
7. Public Comment
8. Cultural Affairs Commission Chair's Update
9. Update: Cultural Strategists-in-Government (CSIG) Public Art Program – Sorell Raino-Tsui
10. Discussion Item: CAC Work Planning for FY22-23 and FY23-24
11. Open Forum
12. Announcements & Acknowledgements
13. Closing

**Adjourn**

**Next regular meeting: March 27, 2023 at 5:30 – 8:30 PM**

♿ 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 [NBalram@oaklandca.gov](mailto:NBalram@oaklandca.gov) or call (510) 238-4949 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, Cantonés, mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a [NBalram@oaklandca.gov](mailto:NBalram@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.

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

**Cultural Affairs Commission Secretary – Neha Balram**

**Phone: (510) 238-4949**

**Recorded Agenda: (510) 238-2386**

**Telecommunications Relay Service: 711**

# OAKLAND CULTURAL AFFAIRS COMMISSION

## RESOLUTION NO. 23-01-09

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**ADOPT A RESOLUTION DETERMINING THAT CONDUCTING IN-PERSON MEETINGS OF THE CULTURAL AFFAIRS COMMISSION AND ITS COMMITTEES WOULD PRESENT IMMINENT RISKS TO ATTENDEES' HEALTH, AND ELECTING TO CONTINUE CONDUCTING MEETINGS USING TELECONFERENCING IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 54953(e), A PROVISION OF AB-361.**

**WHEREAS**, on March 4, 2020, Governor Gavin Newsom declared a state of emergency related to COVID-19, pursuant to Government Code Section 8625, and such declaration has not been lifted or rescinded. *See* <https://www.gov.ca.gov/wp-content/uploads/2020/03/3.4.20-Coronavirus-SOE-Proclamation.pdf>; and

**WHEREAS**, on March 9, 2020, the City Administrator in their capacity as the Director of the Emergency Operations Center (EOC), issued a proclamation of local emergency due to the spread of COVID-19 in Oakland, and on March 12, 2020, the City Council passed Resolution No. 88075 C.M.S. ratifying the proclamation of local emergency pursuant to Oakland Municipal Code (O.M.C.) section 8.50.050(C); and

**WHEREAS**, City Council Resolution No. 88075 remains in full force and effect to date; and

**WHEREAS**, the Centers for Disease Control (CDC) recommends physical distancing of at least six (6) feet whenever possible, avoiding crowds, and avoiding spaces that do not offer fresh air from the outdoors, particularly for people who are not fully vaccinated or who are at higher risk of getting very sick from COVID-19. *See* <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>; and

**WHEREAS**, the CDC recommends that people who live with unvaccinated people avoid activities that make physical distancing hard. *See* <https://www.cdc.gov/coronavirus/2019-ncov/your-health/about-covid-19/caring-for-children/families.html>; and

**WHEREAS**, the CDC recommends that older adults limit in-person interactions as much as possible, particularly when indoors. *See* <https://www.cdc.gov/aging/covid19/covid19-older-adults.html>; and

**WHEREAS**, the CDC, the California Department of Public Health, and the Alameda County Public Health Department all recommend that people experiencing COVID-19

symptoms stay home. See <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>; and

**WHEREAS**, persons without symptoms may be able to spread the COVID-19 virus. See <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>; and

**WHEREAS**, fully vaccinated persons who become infected with the COVID-19 Delta variant can spread the virus to others. See <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>; and

**WHEREAS**, the City's public-meeting facilities are indoor facilities that do not ensure circulation of fresh / outdoor air, particularly during periods of cold and/or rainy weather, and were not designed to ensure that attendees can remain six (6) feet apart; and

**WHEREAS**, holding in-person meetings would encourage community members to come to City facilities to participate in local government, and some of them would be at high risk of getting very sick from COVID-19 and/or would live with someone who is at high risk; and

**WHEREAS**, in-person meetings would tempt community members who are experiencing COVID-19 symptoms to leave their homes in order to come to City facilities and participate in local government; and

**WHEREAS**, attendees would use ride-share services and/or public transit to travel to in-person meetings, thereby putting them in close and prolonged contact with additional people outside of their households; and

**WHEREAS**, on March 28, 2022 the Cultural Affairs Commission adopted a resolution determining that conducting in-person meetings would present imminent risks to attendees' health, and electing to continue conducting meetings using teleconferencing in accordance with California Government Code Section 54953(e), a provision of AB-361; now therefore be it:

**RESOLVED:** that the Cultural Affairs Commission finds and determines that the foregoing recitals are true and correct and hereby adopts and incorporates them into this resolution; and be it

**FURTHER RESOLVED:** that, based on these determinations and consistent with federal, state and local health guidance, the Cultural Affairs Commission renews its determination that conducting in-person meetings would pose imminent risks to the health of attendees; and be it

**FURTHER RESOLVED:** that the Cultural Affairs Commission firmly believes that the community's health and safety and the community's right to participate in local government, are both critically important, and is committed to balancing the two by continuing to use teleconferencing to conduct public meetings, in accordance with California Government Code Section 54953(e), a provision of AB-361; and be it

**FURTHER RESOLVED:** that the Cultural Affairs Commission will renew these (or similar) findings at least every thirty (30) days in accordance with California Government Code section 54953(e) until the state of emergency related to COVID-19 has been lifted, or the Cultural Affairs Commission finds that in-person meetings no longer pose imminent risks to the health of attendees, whichever occurs first.



CITY OF OAKLAND

**Cultural Affairs Commission  
DRAFT Regular Meeting Minutes  
Monday, November 28, 2022  
5:30 – 7:50 PM**

**Members in Attendance:** Diane Sanchez (Chair), Kev Choice (Vice Chair), Jennifer Easton, J. K. Fowler, Michelle Mush Lee, Shannon Price, Vanessa Whang, Theo Aytchan Williams

**Members Absent:**

**Staff in Attendance:** Roberto Bedoya, Neha Balram, Kristen Zarembo, Regina Acebo

**Guests:** Ayana Allen (Department of Race & Equity), Karen Boyd (City Administrator's Office), Emily Ehlers (OakDOT), Alana Landrum (guest artist), Ilana Lipsett, Nicole Neditch, (City Administrator's Office), Tina Risker (City Administrator's Office), Walter Wallace (Cultural Strategist), Candice Wicks-Davis (Cultural Strategist)

**Roll Call/Call to Order**

1. **Welcome**

The meeting was called to order at 5:30 PM by Chair Sanchez.

2. **Land Acknowledgement**

Commissioner Price led the land acknowledgement.

3. **Action Item 1: Adopt Resolution 22-11-08 Determining that Conducting In-Person Meetings of the Cultural Affairs Commission and its Committees would Present Imminent Risks to Attendees' Health, and Electing to Continue Conducting Meetings Using Teleconferencing in Accordance with California Government Code Section 54953E, a Provision of AB-361**

Motion to adopt Resolution 22-11-08 made by Commissioner Whang; seconded by Chair Sanchez.

Choice	Abstain
Easton	NO
Fowler	AYE
Lee	NO
Price	Abstain
Sanchez	NO
Whang	AYE
Williams	Absent

The motion did not pass.

4. **Action Item 2: Approval of Minutes from September 19, 2022**

Motion to approve the meeting minutes from September 19, 2022 made by Commissioner Easton; seconded by Commissioner Whang.

Choice	AYE
Easton	AYE
Fowler	AYE
Lee	AYE
Price	AYE
Sanchez	AYE
Whang	AYE
Williams	AYE

The motion passed unanimously.

5. **Artist Spotlight: Alana Landrum**

Chair Sanchez introduced Alana Landrum.

My name is Alana Landrum and I am a multimedia visual artist based in Oakland, California. My practice includes painting, drawing, and community arts programming with Civic Design Studio. In my artwork, I intend to create an imaginative representation of a feeling or pay homage to a person, place, or thing. I am inspired by nature, architecture, and music and am drawn to the use of vibrant, saturated colors to create otherworldly environments. I most enjoy working with acrylic and oil paints as well as oil pastels and I implement abstract, naturalistic, and surreal techniques to give rise to imagination and interpretation for myself and the viewers of my work.

6. **Cultural Affairs Division Manager's Update**

Roberto Bedoya provided an update on the Cultural Affairs Division.

Staffing

He noted that the position for the Cultural Funding Program Coordinator application deadline has closed and applications are in the review process. Interviews will begin in January. He said that the next vacant position to be posted and filled is the program analyst for the Public Art Program.

Cultural Funding Program

The new one-time grant *The Creative Economies of Belonging: Jobs, Networks, Catalysts* (made possible by a grant from the National Endowment for the Arts) just completed the grant review process. Seventeen arts organizations supporting teaching artists have been recommended for funding. City Council will need to approve the grant recommendations.

The next round of Neighborhood Voices: Organizational Projects will be re-designed as "Neighborhood Voices: Organizational Programs" to target arts non-profits with an existing, repeat program, instead of the design and launch of a new program. Neighborhood Voices: Individual Artists will remain unchanged.

Bedoya noted that staff capacity for generating more grant agreements is not possible without additional staff.

**7. Public Comment**

Comment made by Tanisha Cannon.

**8. Cultural Affairs Commission Chair's Update**

[East Bay Arts and Cultural Alliance](#), Chair Sanchez and other members of the group, have been working on county-level arts advocacy. The group was able to secure \$1M in government funds for the Alameda County Arts Commission for 2021. Forty-five percent of the new grant funds distributed by the Arts Commission went to Oakland artists. The group continues to have conversations to advocate for continued funding.

Chair Sanchez noted that the Bureau of Environment in the City's Public Works Department contacted Balram about seeking input from Cultural Affairs about their Urban Forest Plan. The group is looking to infuse the plan with an arts and culture vision. The plan will be presented to City Council for approval likely in later 2023.

**9. Update: Cultural Strategist-in-Government (CSIG)**

Commissioner Whang, the Program Manager for the Cultural Strategists-in-Government program, facilitated a presentation from the three of the strategists and their partner City departments.

**• Kev Choice & Citywide Communications/Office of the City Administrator**

A classically trained, Hip-Hop musician with wide-ranging skills and tastes, [Kev Choice](#) has shared the stage with the likes of Michael Franti and Michael Morgan. He is at home in the studio as well as the opera house. An educator, activist, and advocate for young people and artistry as a vehicle for social justice, Choice will partner with the [Citywide Communications Team](#) to expand understanding of the City's motto, "Love Life," adopted in 2016 in memory of 16-year-old Lo'Eshe Lacy as a mantra against violence and an affirmation of the value of life. Given that the motto needs to be grounded in the community to be embraced and have meaning, those who are familiar with Choice and his heart-filled music know that it would be hard to find a better person to animate Oakland's motto.

- OaklandLoveLife full video (2:33) <https://youtu.be/QKYcxU8nZG8>
- OaklandLoveLife Instagram reel (showcasing user generated social content, optional if we have time) [https://www.instagram.com/reel/Cj\\_dv0DtjXT/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/Cj_dv0DtjXT/?utm_source=ig_web_copy_link)

**• Walter Wallace & Department of Transportation (OakDOT)**

Founder of the Black Film Guild, a place for Bay Area creators to acquire photography and filmmaking skills, [Walter Wallace](#) is an Oakland writer, cinematographer and editor with a drive to be the change he wants to see in the world. His experience of working with CalTrans and the Bay Area Air Quality Management District makes him well placed to collaborate with [OakDOT](#) to activate communities to participate in designing safe, accessible streets that facilitate public gatherings, placekeeping, and belonging in capital projects such as the 14th Street Safety Project, East Oakland Neighborhood Bike Routes, and 7th Street Connection.

**• Candice Wicks-Davis & Dept. of Race & Equity Artist**

Entrepreneur, and activist [Candice Wicks-Davis](#) combines song, performance, and media as a catalyst for social transformation and believes the intersection of art, humility, strategy, and policy is an effective way to transform systems of inequality. In the pilot phase of the Cultural Strategists-in-Government program in 2019-20, the [Department of Race and Equity](#) (DRE) began a collaboration with Wicks-Davis to create programming and inclusive processes to further understanding of and address anti-Black bias in the City of Oakland. Interrupted by the

pandemic lockdown, DRE’s project will be completed in this new iteration of the CSIG program as Wicks-Davis creates a song cycle based on themes that emerged from [DRE’s racial equity report](#) of 2018 that will be performed and recorded.

Cultural strategists are meant to play roles different from typical artists-in-residence. There is no expectation that CSIGs will create an artistic product. CSIGs can be artists, or people who consider themselves cultural workers, creative entrepreneurs, traditional culture bearers, community historians or others who are knowledgeable of culturally specific practices, history, or heritage relevant to communities in Oakland. CSIGs should be interested in serving the community and believe that City government can and should work effectively for all Oaklanders.

**10. Discussion Item: New Mayor and City Council Next Steps**

The Commissioners discussed introductions to newly elected officials, relationship building, and advocacy for arts and culture. Vice Chair Choice noted that the CAC should build upon past interactions and previously established relationships to further the goals of the Cultural Affairs Division. Commissioner Lee expressed a need to identify the Division’s priority areas and where the CAC can support Bedoya in communicating those needs. Additionally, Commissioner Lee said that we should ask Mayor-elect Thao what her arts and culture priorities and values are. Commissioner Whang noted that elected official need to understand that the position of arts and culture is cross-sectional and works towards the City’s equity and social justice goals. She added that cultural equity is a new way of achieving the City’s goals. Chair Sanchez said that the Commissioners should actively build a professional relationship with elected officials’ staff members who can better help to gain access and achieve goals. Commissioner Easton said that the CAC should be strategic in its messaging and communicate that we are working towards the same quality of life goals for the artist community and the Oakland community at large who would benefit from cultural equity. Chair Sanchez asked the CAC to share additional ideas with her and Balram.

**11. Open Forum**

No comments were made.

**12. Announcements & Acknowledgements**

The Commissioners shared arts and culture activities in Oakland.

**13. Closing**

A motion to end the meeting was made by Commissioner Easton, seconded by Chair Sanchez.

The meeting adjourned at 7:50 PM.

## Artist Spotlight: Poinciana Hung-Haas

Poinciana Hung-Haas is a youth artist and fashion designer from Oakland, CA. She is inspired to share stories of growing up in a town engulfed by a rich culture; one that is filled with a diversity of people, music, food, and street art. For the past seven years, Poinciana has developed her fine art and fashion design skills through her education at Oakland School for the Arts. Her pieces have been exhibited at the Exploratorium in San Francisco and throughout Downtown Oakland, and she has worked as the lead designer for Oakland equestrian celebrity Brianna Noble. Poinciana also drew a design representing Oakland Chinatown, which is sold by Oaklandish to raise funds to rebuild Chinatown's recreation center. Most recently, she created an exhibit shining light on Asian American history and youth artists through quilted portraits, a painting, and poetry, which has been displayed at 811 Broadway, the Oakland Asian Cultural Center, and at Alameda County Supervisor Lena Tam's swearing in ceremony. She strives to continue drawing attention to causes and amplifying the voices of others by captivating the audience through her arts.

Find the Drago Power Merchandise on Oaklandish:

<https://www.oaklandish.com/collections/hometown>



ARTS & COMMUNITY

## Oakland teen showcases Chinatown pride on Oaklandish T-shirt

Proceeds are supporting a campaign to renovate Lincoln Square Park and Recreation Center.

by **Ashley McBride**  
December 23, 2022



Oakland School for the Arts student Poinciana Hung-Haas stands before her senior art exhibit, a collection of quilted self-portraits of Asian American youth in Oakland, on display at Lincoln Recreation Center. Credit: Amir Aziz

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For 17-year-old Poinciana Hung-Haas, what started as a simple contest entry at the beginning of the year has grown into a fundraiser for a beloved Oakland institution, and an opportunity to show pride for Oakland's Chinatown.

Poinciana, a senior fashion-design student at Oakland School for the Arts, first created her "dragon power" design for a logo contest held by the Oakland Chinatown Improvement Council earlier this year. She took inspiration from her own upbringing and from [Dragon School](#), a neighborhood organization that worked with youth and local artists to paint 99 dragon murals around Chinatown, to create the illustration, which shows two gold dragons in the shape of a heart, growing out of the roots of the signature Oakland oak tree.

"I draw inspiration from where I was raised and what's around me," Poinciana said. "The Oakland community, street art, the experiences of my life and the people around me, everyday people, inspire me a lot."

Poinciana didn't win the logo contest, but still wanted to find a way to display her art. She approached Oaklandish, which has its flagship store a few blocks from her school, to see if the retailer would be interested in selling her design.

"Too often, Chinatown gets left out of the conversation about Oakland culture," said Angela Tsay, the CEO of Oaklandish. "Currently, none of our in-house artists are Asian so it's nice to have this collaboration with Poinciana, to have her bring her deep experience spending time in Chinatown to a design."

Oaklandish began selling Poinciana's design last month on black and red T-shirts, and black crew-neck sweatshirts. When the Oaklandish team mentioned that Poinciana could split her 10% portion of the royalties, she knew right away she wanted to support the recreation center where she spent much of her childhood. So she decided to donate half of her proceeds to the Friends of Lincoln Square Park's capital campaign to build a new downtown recreation center.

Poinciana grew up playing basketball at Lincoln Recreation Center and currently works there part-time, teaching art lessons, coaching basketball, and taking students on field trips to the Oakland Ice Center. She also chose the recreation center to display her senior exhibit exploring Asian American identities, featuring portraits of Asian American youth on a collection of quilt squares she sewed.

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Poinciana Hung-Haas explains her senior art exhibit, in display at Lincoln Recreation Center, to a community member. Credit: Amir Aziz

“The Chinatown community is really big. The rec center is really small,” she said. “I’m very aware that it needs to be rebuilt.”

Oaklandish has sold hundreds of the shirts since it began stocking them in November. While Poinciana has sold clothing to friends or family, this is the first time one of her designs has been mass-produced.

“We love having designs with a second read,” said Tsay, the Oaklandish CEO. “When you first see it you might just see the Oaklandish tree, then you look closer and see the dragons, and look closer again and see the heart in the middle of the design. Having so many different layers of meaning just makes a great T-shirt.”



The “Dragon Power” T-shirt, designed by Poinciana Hung-Haas, on display at Oaklandish’s downtown store. Credit: Amir Aziz

Tiffany Eng, whose family has been in Oakland for seven generations, helped found the Friends of Lincoln Square Park with the vision of bringing a new recreation center there to life. The city of Oakland has committed about \$4 million to the campaign through its capital improvement program, and the [state granted \\$8 million](#) as part of Gov. Gavin Newsom’s “Outdoors for All” initiative. Eng and the friends of Lincoln Square Park are hoping to raise another \$20 million to fulfill their vision for the space.

Located on Harrison Street between 10th and 11th streets, Lincoln Square was one of Oakland’s original seven town squares. Today, it includes the recreation center, a gym, basketball courts, and a play structure modeled after a Chinese junk ship, an old-style sail boat. The center hosts youth in its afterschool and summer programs, seniors use the center for refuge and recreation, and students from nearby Lincoln Elementary, one of Oakland’s oldest schools, use the square as their playground. It’s one of Oakland’s most popular parks, serving 1,500 to 2,000 people a day, Eng said.

But since the pandemic began, the recreation center hasn’t been able to handle as many visitors, and only one group, like youth or seniors, can use the indoor space at a time. The nearly 50-year-old building is also in need of updating.

“There’s no ventilation and the roof leaks. If it’s too hot or too smoky they have to send everyone home. That runs counter to the idea of it serving as a resiliency center—you want folks coming there for refuge,” Eng said.

The plans for the renovation include a two-story building, a larger gym, indoor and outdoor community space, multipurpose rooms, and a kitchen. The excitement around the project has been building for years, Eng said, and is especially gratifying during a time when [high-profile assaults](#) and [robberies](#) have raised tensions and fears in Chinatown.

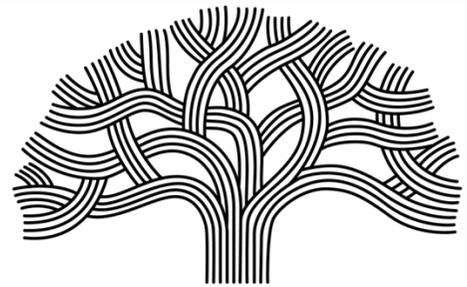
The project is expected to break ground by the end of 2023 and be completed by 2026, Eng added.

“The project is much more than just a recreation center. It’s more about building community that we really need after the last couple years, which have been hard for everyone,” Eng said. “Building this is stepping out into the sunlight of our future where we can have a more connected community downtown and start to rebuild.”

The shirts and sweatshirts are available for purchase from Oaklandish [online](#) and in stores.

# Cultural Strategists-in-Government Oakland CA

A PROGRAM OF THE CITY OF OAKLAND'S CULTURAL AFFAIRS DIVISION  
IN PARTNERSHIP WITH OAKLAND FUND FOR PUBLIC INNOVATION



CITY OF OAKLAND



# WHAT IS A CULTURAL STRATEGIST?

***A Cultural Strategist-in-Government is not  
a Public Artist-in-Residence***

## **A CULTURAL STRATEGIST:**

- Is an artist, cultural worker, community historian, culture keeper, or creative entrepreneur
- Brings a different lens to policymaking & practice
- Centers the community and assumes the role of government is to work for the benefit of all its people

# ***PUBLIC ART PROGRAM CULTURAL AFFAIRS DIVISION ECONOMIC & WORKFORCE DEVELOPMENT***

## **PROJECT DESCRIPTION:**

Public Art Program funded through a 1.5% allocation from all eligible City of Oakland CIPs (Ordinance adopted 1989), grants and private contributions. Most projects are required to be permanent.

New funding generated by in-lieu contributions from Oakland requirements for Public Art on Private Development (OMC / Ordinance adopted 2014: 1% for commercial / .5% for residential).

## **ISSUE/OPPORTUNITY:**

Expansive and vibrant artist community, but limited number of artists with relevant public art experience. To enhance the racial and cultural range of the pool of Oakland artists with the skills to tackle public art projects—ones that often have complex skill and knowledge requirements.

**Top: Larry Sultan & Mike Mandel, *Pool*, DeFremery Pool, West Oakland (D3)**

**Bottom: Johanna Poethig, *Rainbow Recreation Center*, East Oakland (D6)**



# **PROGRAM CASE STATEMENT**





# PUBLIC ART CSIG



## **PUBLIC ART PROGRAM CULTURAL AFFAIRS DIVISION, ECONOMIC & WORKFORCE DEVELOPMENT**

### **CSIG ROLE:**

The CSIG will work with staff to creatively enhance outreach, recruitment, and professional development activities for emerging and established Oakland BIPOC artists to grow eligible artists for public art projects and build a broader sense of belonging among diverse communities in the public landscape. Goal to develop new tools for upcoming pre-qualified pool artist call ( and to avoid initiatives that have limited shelf-life).

Selected Cultural Strategist Fellow for Public Art: Sorell Raino-Tsui, ABG Art Group, [sorell@abgartgroup.com](mailto:sorell@abgartgroup.com)

Oakland Public Art contact: Kristen Zarembo, Public Art Coordinator, [kzarembo@oaklandca.gov](mailto:kzarembo@oaklandca.gov)

CSIG program contact: Vanessa Whang  
Senior Program Consultant, [csigprogram@gmail.com](mailto:csigprogram@gmail.com)

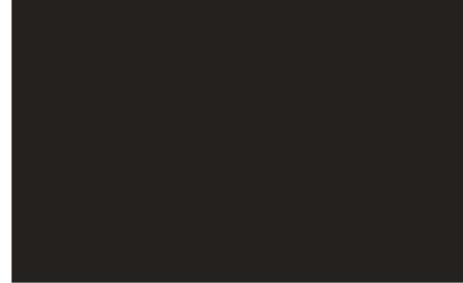
Top: Public Art Academy Workshops, Artist Mark Brest Van Kempen

Bottom: MacArthur Arches, Artist Eric Powell

# CULTURAL STRATEGIST

PUBLIC ART





**SORELL RAINO-TSUI.**

**ABG**  
ART GROUP

*Murals by Zio Ziegler, Jet Martinez, Hueman, ESK, Sorell Raino-Tsui and Guillaume Ollivier*



2D MURALISTS AND PAINTERS



TO 3D PUBLIC ARTISTS

# THE ISSUE

## PUBLIC ART IN OAKLAND

- LACK OF DIVERSITY IN THE FIELD
- EXTREMELY CHALLENGING TO BREAK INTO FOR EMERGING ARTISTS
- HOW DOES THE CITY ENGAGE A MORE DIVERS POOL OF ARTISTS?
- HOW CAN THE CITY SUPPORT OR TRAIN ARTISTS TO ACTUALLY COMPETE?





# WHAT IS PUBLIC ART

# CULTURAL STRATEGIST PROJECT

ADDRESSING THE ISSUES

-EDUCATE

-TRAIN

-SUPPORT

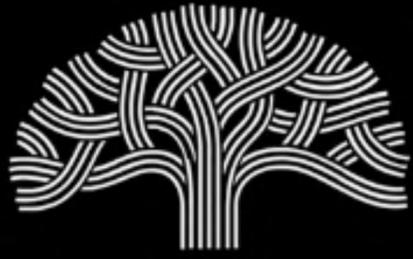
-DEEPENING OAKLAND'S POOL OF  
QUALIFIED ARTISTS



# **OUR WORKSHOPS**

**JANUARY-JUNE, A SERIES OF 6 EDUCATIONAL TRAINING SESSIONS**

- EDUCATING ARTISTS ON THE STANDARDS IN THE FIELD AND TRAINING THEM TO COMPETE**
- HOW TO INTERFACE WITH THE CITY, HOW TO FIND AND APPLY TO CALLS, PACKAGING & PRESENTING YOURSELF AND YOUR WORK EFFECTIVELY**
- WORKING WITH LOCAL FABRICATORS AND CONSULTANTS, CONSTRUCTION AND INSTALLATION, LEGAL AND INSURANCE**
- DEVELOPING A CONCEPT, SHOWCASING YOUR ABILITY TO TRULY COMPETE IN PUBLIC ART**



CITY OF  
**OAKLAND**

# OAKLAND ARTISTS

PUBLIC ART PROGRAM

ARTIST JET MARTINEZ, PUBLIC ART RELIEF

A man with glasses and a patterned jacket is working in a workshop. He is focused on a wooden sculpture of a person with arms raised, which is placed on a workbench. The workshop has shelves with various tools and materials in the background.

# LEARN ART

# PUBLIC

The City of Oakland's Cultural Affairs Division and Cultural Strategist-in-Government Program for public art are excited to announce

**A SERIES OF FREE  
WORKSHOPS ON THE  
PROCESS OF APPLYING  
FOR AND CREATING  
PUBLIC ART**

Our goal is to make city funded-art projects more equitable and available to all Oakland artists. Artists that complete the series of 6 workshops will be added into Oakland's pre-qualified pool of artists!

# BUILD A FOUNDATION

Our educational workshops are designed to help Oakland artists learn and compete in the field of public art. Our goal is to engage and educate a broader and more diverse pool of Oakland based artists to compete for city-supported projects. Led by Sorell Raino-Tsui, Cultural Strategist Fellow, director of ABG Art Group, and producer of many of Oakland's signature public artworks. We'll cover a broad spectrum of public art education, from the public application process, professional practices, RFP's and RFQ's, fabrication partners, project management to renderings and legal and so much more!

# SIGN UP TODAY

Register now for our introductory overview session on

**TUESDAY JANUARY 31ST**  
**AT 6:30PM**

to learn if you are interested in the full workshop series

All Oakland based artists are welcome to attend, especially artists  
from underserved communities.

Workshop sessions will be 90 min each and run January -May 2023

Register online at

<https://www.abgartgroup.com/opportunities>



[HTTPS://WWW.OAKLANDCA.GOV/TOPICS/PUBLIC-ART-IN-OAKLAND](https://www.oaklandca.gov/topics/public-art-in-oakland)



# **LOOKING AHEAD**

## **HOW DO WE MAKE AN IMPACT LONGTERM**

- WORKSHOP SERIES WILL BE VIDEO RECORDED AND POSTED TO THE CITY'S WEBSITE AS AN INFORMATIONAL RESOURCE FOR ARTISTS**
- DOWNLOADABLE PDF MANUAL WITH RESOURCE GUIDE**
- CONTINUED MENTORSHIP, EDUCATION, CONSULTING AND SUPPORT FOR LOCAL ARTISTS**
- CONTINUED WORKSHOPS AND TRAINING FOR LOCAL ARTISTS**
- ONGOING ARTIST DEVELOPMENT**

**THANK YOU**