



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Alexa Jeffress, Director
Director, Economic &
Workforce Development
Department

SUBJECT: Update on Mural Fund

DATE: July 15, 2022

City Administrator Approval

A handwritten signature in black ink, appearing to be "Alexa Jeffress".

Date: Jul 15, 2022

INFORMATION

[Resolution No. 88783 C.M.S.](#), as adopted on July 26, 2021, appropriated \$480,000 for a "Mural Fund" to fund Arts Investment from fund balance in Fund 5505 (Municipal Improvement Capital - Public Art), specifying \$60,000 per Council Office and clarifying that all City of Oakland funded murals should include "Love Life." This memo provides an update on the progress made to implement this directive.

At the time that these funds were appropriated in the biennial budget in late-July 2021, the City Council allocated no staffing to design or administer a mural program, despite the City Administrator's indication during the July 26, 2021 Council meeting that such staffing would be required in order to properly administer the fund. Since that time, Cultural Affairs has faced significant staff departures, including the loss of the Program Analyst III (PA III) Cultural Funding Coordinator, and other ongoing vacancies, and has been operating at 50 percent staff capacity.

To address this lack of capacity, the Economic and Workforce Development Department (EWDD) is actively recruiting for a new PA III and has requested and was approved to add an additional staff position focused on Public Art (PA II-Public Art) in the Cultural Affairs division as part of the recently adopted mid-cycle budget amendments. Staff estimate that it will take a minimum of 6-12 months or longer to recruit and hire for these positions.

Nevertheless, Cultural Affairs and its Cultural Funding and Public Art Programs recognize the deep commitment of Councilmembers to make available mural resources passed via Resolution No. 88783. This memo offers recommendations on how Cultural Affairs division staff can be of service to City Council District staff as we work towards filling a PA II- Public Art position and a PA III Cultural Funding Program position:

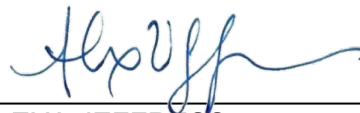
- (1) Staff recommends that City Council district staff take leadership in the identification and distribution of their respective district's mural resources as designated by Resolution No.

88783. Cultural Affairs Division staff welcome serving as a thought partners for Council staff as they target and distribute mural resources.

- (2) Cultural Affairs Division staff will facilitate presentation of the mural design proposals to the Public Art Advisory Committee, the advisory body staffed by Cultural Affairs and established by the Public Art Ordinance 13562 C.M.S. to provide advice and recommendations related to public art funded by the City and public art placed on City property and the public right of way.
- (3) Given the current Cultural Affairs Division staffing for this work, we recommend that City Council District staff take leadership to execute the contracts and compliance processes for mural grants, including working directly with the City Attorney, Department of Workplace and Employment Standards and Risk Management Division. Cultural Affairs Division staff can also serve as a thought partner for this work.

We thank you for your continued support of the Cultural Affairs Division and your leadership in helping to fill these vital positions in the Cultural Affairs Division. Please feel free to contact Roberto Bedoya, Cultural Affairs Manager, EWDD, at (510) 238-2136 or RBedoya@oaklandca.gov with any questions

Respectfully submitted,



ALEXA JEFFRESS
Director, Economic & Workforce Development
Department

Prepared by:

Roberto Bedoya
Cultural Affairs Manager, Economic &
Workforce Development Department