

Cultural Affairs Division
Economic & Workforce Development Department



**Public Art Advisory Committee
(PAAC)
January 8, 2018
Minutes**

Members Present: Bryan Cain (co-chair), Allison Cummings (co-chair), Jennifer Kessler, Charmin Roundtree-Baaqee
Excused: Joyce Gordon, Patricia Cariño Valdez, Evelyn Orantes, Yulia Pinkusevich, Chris Treggiari
Absent:
Staff Present: Kristen Zaremba, Public Art Coordinator; Roberto Bedoya, Cultural Affairs Manager
Guests: Helene Fried, Nataly Gateggno, Jason Kelly Johnson, Thomas Kronmeyer, Adam London, Greg Pasquali

Meeting Chair: Bryan Cain

*Indicates partial attendance

1. Meeting called to order at 5:53 p.m.
2. **Open Forum.**
3. **Minutes: Charmin Roundtree-Baaqee moved to approve the minutes of the December 4, 2017 Public Art Advisory Committee meeting. Allison Cummings seconded. Motion passed unanimously.**
4. **Action Item: Carmel Partners (Applicant) - Future Cities Lab (Artists) - JLS 4th & Madison (150 and 115 4th Street) Public Art in Private Development Proposal for the 500 block of Madison Street (between 5th and 6th, beneath I-880) / Public Right of Way - Preliminary Design Review.** Kristen Zaremba introduced the project proposal for a lighting installation for the 500 block of Madison Street. Carmel Partners representative Greg Pasquali provided background on the development project at 4th and Madison Street, and their interest in embracing the opportunity to invest the required public art contribution within the public right of way on Madison. Pasquali described the artist recruitment process utilized to identify a local artist/team with the necessary experience to successfully realize an innovative project within the parameters dictated by the site. The Future Cities Lab team of Jason Kelly Johnson and Nataly Gateggno provided an overview of their proposal *Lightcloud*, conceived of as a series of light sculptures which would “translate sounds from the highway underpass into unique formations of dynamically patterned light,” to enhance visibility and contribute to a positive experience for pedestrians, bicyclists and vehicles traveling along Madison. The artist

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team and committee members discussed the merits of working with light in the underpass. Committee members complimented the team on their designs, noting its beauty and encouraged the artists to consider how to add warmth through color selection, explored the technical lighting aspects of the designs and future maintenance needs, noting current conditions including pigeons and homeless encampments. K. Zaremba noted that the applicants would take all responsibility for maintenance, and that City staff are exploring the most practical avenue for presenting the proposal to Caltrans staff for permitting purposes. Committee members expressed their concerns with Caltrans' requirements for artist's projects and encouraged the applicant to explore the pedestrian lighting option. A community meeting at the site is planned for late January to solicit feedback. **Motion: C. Roundtree-Baaqee moved to approve the preliminary design proposal for the JLS 4th & Madison Project, designed by Future Cities Lab. J. Kessler seconded. Motion passed unanimously.**

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

- a. MacArthur Gateway Arches Design Development Update – Artist Eric Powell developed preliminary renderings in consultation with his structural engineer, which were shared with the Councilmembers. Staff are working to finalize and encumber the contract. The artist will work on design refinement once the contract is final.
- b. Caltrans Property- Attitudinal Healing Connection Oakland Super Heroes Mural No. 4- Dedication scheduled for Friday, January 12, 2018. PAAC members are invited.
- c. Public Art in Private Development Updates / Cultural Affairs Funding– K. Zaremba reported that more projects are moving forward, particularly in the downtown area. Another presentation to PAAC will be scheduled shortly. No contributions have been made to the Public Art Account. Cultural Affairs Manager Roberto Bedoya noted ongoing discussions regarding the community impacts and interest in encouraging alternative art options and spaces. Bedoya further noted a stakeholder meeting would be convened by organizers of Vital Arts soon to explore opportunities to memorialize the lives lost in the Ghost Ship fire. Committee members discussed the ordinance's original intent to build and sustain public art's visibility and viability in the City, and how to balance those needs with opportunities for alternative programming, engaging neighborhood communities and the next generation of artists. Bedoya acknowledged the competing needs from all sectors of the arts community. PAAC members requested more information regarding the City's total arts budget in addition to the % for public art funds. Bedoya noted that the City receives roughly \$1.2 million for Cultural Funding grants, including a new Council allocation of \$200,00. Funding comes from the General Fund, with a portion from the TOT (Hotel) Tax, which is distributed to Visit Oakland, Chabot, the Zoo and the Oakland Museum.
- d. Measure DD Bond Project Updates- Garden Gates, Estuary Park - Tabled
- e. Measure KK Bond Program Planning and Artist Recruitment - Tabled

6. Discuss Item: PAAC Recruitment- Current Committee Members Expertise- Tabled

7. Announcements:

8. Agenda Building: Staff updates on Pending Projects and Program Activity; PAAC recruitment.

9. Adjournment: J. Kessler moved to adjourn the meeting at 7:38. A. Cummings seconded.

Motion passed unanimously.

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