

CITY OF OAKLAND

**Cultural Affairs Commission
Regular Meeting Agenda
Monday, January 25, 2021
4:00 – 7:00 PM**

Pursuant to the Governor's Executive Order N-29-20, all members of the Cultural Affairs Commission and Cultural Affairs Division will join the meeting via phone/video conference and no teleconference locations are required.

Please click the link below to join the webinar:

<https://zoom.us/j/98740533037>

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Or Telephone:

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

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Webinar ID: 987 4053 3037

International numbers available: <https://zoom.us/u/abkR7xqxVU>

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 • 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 yourself by pressing *6. If you have any questions, please email Neha Balram, Program Analyst for the Cultural Affairs Commission at NBalram@oaklandca.gov.



CITY OF OAKLAND

**Cultural Affairs Commission
Regular Meeting Agenda
Monday, January 25, 2021
4:00 – 7:00 PM**

AGENDA

Roll Call/Call to Order

- 1. Welcome**
- 2. Acknowledgement of Land**
- 3. Action Item 1: Approval of Minutes from October 26, 2020**
- 4. Call to Presence**
- 5. Cultural Affairs High School Intern Highlight: Rachel Yang**
- 6. Cultural Affairs Division Manager's Report**
- 7. Public Comment**
- 8. Action Item 2: Approval of Cultural Affairs Commission Work Plan Template**
- 9. Action Item 3: Approval of Oakland Poet Laureate**
- 10. Public Art Update**
- 11. Guest Presenter: Favianna Rodriguez**
- 12. Oakland Venues Update: Tony Leong, Another Planet Entertainment**
- 13. Announcements**
- 14. Artist Spotlight: The People's Conservatory**
- 15. Closing**

Next regular meeting: March 22, 2021 via Teleconference

Adjourn

Oakland Cultural Affairs Division of the Economic & Workforce Development Department
1 Frank H. Ogawa Plaza, 9th fl. Oakland, CA 94612
www.oaklandculturalarts.org

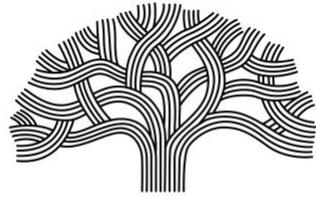
♿ This meeting location is wheelchair accessible. To request disability-related accommodations or to request American Sign Language (ASL), Cantonese, Mandarin, or Spanish language interpreter, please email NBalram@oaklandca.gov or call (510) 238-4949 Or 711 (for Relay Service) at least five (5) business 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, Cantones, mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a 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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Địa điểm tổ chức cuộc họp có đường dành riêng cho xe lăn. Đề 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 NBalram@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
Cultural Affairs Commission Secretary – Neha Balram
Phone: (510) 238-4949
Recorded Agenda: (510) 238-2386
Telecommunications Relay Service: 711



CITY OF OAKLAND

Cultural Affairs Commission

Regular Meeting – Minutes

Monday, October 26, 2020

4:30 – 7:05 PM

Members in Attendance: Diane Sanchez (Chair), Kev Choice (Vice Chair), Roy Chan, Jennifer Easton, J.K. Fowler, Michelle Mush Lee, Michael Orange, Charmin Roundtree-Baaqee, Vanessa Whang, Theo Aytchan Williams

Members Absent: Richard Raya

Staff in Attendance: Roberto Bedoya, Neha Balram, Raquel Iglesias, Jim MacIlvaine, Denise Pate, Kristen Zaremba

Guests: James Cagney

1. Welcome & Acknowledgement of Land

Commission Chair Sanchez opened the meeting by welcoming staff members of the public. Chair Sanchez read a statement acknowledging the territory of Huichin by naming it as the unceded land of the Chochenyo Ohlone.

2. Action Item: Approval of Minutes from September 29, 2020

Motion to approve the minutes from September 29, 2020 made by Commissioner Whang; seconded by Commissioner Fowler. The motion passed unanimously.

3. Call to Presence

Commissioner Roy Chan led the Call to Presence by asking listeners to meditate on the power of place by reflecting on the tai chi community in Madison Square Park in Oakland.

4. Cultural Affairs Division Manager's Report

Roberto Bedoya provided an update on Cultural Affairs staff projects and commented on the following items:

- a. **Cultural Funding Program** – Financial resources for Oakland Artists and Arts Organizations since March 2020. Fund Total: \$993,300
 - Round One: Organizational Assistance, Second-year grant awards to be approved at the October 20, 2020 Council Meeting - \$643,300
 - Round Two: Neighborhood Voices for Organizations and Neighborhood Voices for Individual Artists awards to be approved at a January 2021 Council Meeting - \$350,000

- b. **Belonging in Oakland: A Just City Cultural Fund** – A new multi-year program that turns to Oakland’s cultural practitioners of color to radically reimagine a racially just city. In Year One of the program, Reflect & Reimagine grants will support breathing space and idea generation for what a just Oakland could look like, feel like, and be like. Fund Total: \$300,000
 - 113 applications received
 - 12 Reflect & Reimagine grants in the amount \$25,000 per grant
- c. **Oakland CARES Act Funds** – Cultural Affairs Division received \$1.8 Million funds from Federal Government CARES Act. The City of Oakland launched the Oakland CARES Fund for Artists and Arts Nonprofits. Distribution of this Covid-19 Relief Fund is through a partnership between the City of Oakland’s Economic & Workforce Development Department, Cultural Affairs Division and the Center for Cultural Innovation. CARES Arts Fund Total: \$1,425,000
 - Grant award size for arts nonprofits: Up to \$20,000 each
 - Grant award size for individual artists: Up to \$3,000 each
- d. **Oakland CARES Technical Assistance Program** will provide technical assistance to help Oakland-based arts organizations and artists develop a robust online digital presence.

From November 9 to December 10, Youth Speaks, in partnership with YR Media and Zoo Labs, two Oakland artists-centered organizations, will offer 14 free, virtual workshops to train participants on available tools for programming and production; producing content utilizing low-cost tools and technology; the aesthetic associated with virtual presentations; social media and marketing strategies; and strategies on how to monetize one’s presence. For details on the workshop offerings and registration, please visit lifeisliving.org

5. Update on Cultural Site Visits

Vice Chair Choice reminded Commissioners of their responsibility to attend arts and culture events in the city. He invited Commissioners to share with the group the arts, culture, and community events they recently attended. After Commissioners shared details about their most recent activities, Vice Chair Choice encouraged Commissioners to make their presence at events known so that the community is aware and feels supported by the Cultural Affairs Commission.

6. Public Comment

Chair Sanchez apologized to the members of the public who had difficulty joining the meeting between 4:00 - 4:30 PM, which was due to the City’s technical difficulties.

7. Ad Hoc Team Report Out & Discussion

- **Ad Hoc Team Community Cultural Development**
Membership: Chan, Orange, Easton and Fowler.

Commissioner Chan presented on his group’s priority areas:
Festival Culture/Cultural Commons

- Cultural Asset Map can be used to inform internal decision making. One of the

Cultural Plan's charge is to look at data in the Asset Map created for the Plan to understand community capacity for cultural expression. Using a Cultural Asset Map to study resource disparities across Oakland's districts can help Cultural Affairs and the City of Oakland create more intentional and equitable programming. Commissioner Chan shared the other local examples including the "Mapping Small Arts & Culture Orgs of Color" report by Akonadi & Kenneth Rainin Foundations and the Culture Compass map that was created by CAST and San Francisco Arts Commission. Ultimately, the group would like to build a Cultural Asset Map that can answer the following questions: **What's not recognized?** (Uncover Assets), **What's being lost?** (Reveal Inequities), and **What's possible?** (Reimagine future).

Spaces

- Community Benefits Agreements as potential vehicle for supporting cultural development when new developer projects are proposed by the City. Members of Oakland's cultural community should be included in conversations and provide input when new developments go through the public review and approval process to advocate for community benefits that reflect the goals of the Cultural Plan.

Civic Engagement/ Civic Narrative of Belonging

- Fellows Program

- Poet Laureate Program

Commissioner Fowler presented on the proposed Poet Laureate Program. Commissioner Fowler noted that while Oakland has a Youth Poet Laureate program, the Commission has a charge from Mayor Schaaf to create an adult Poet Laureate Program. Plans are still in draft form however, the goals of this program include promoting the understanding of the transformative power of poetry to rebirth, reinvigorate, and help situate us in space and place as we moved forward, celebrate the beauty, diversity and resilience of Oakland, build relationships throughout the community, help bring Oakland to the national stage. The Poet Laureate would do an inaugural address, a quarterly collaborative reading series with the Youth Poet Laureate Program, four one-time readings in City-owned spaces, a commemorative poem about Oakland, and a publication. A rotating committee would help select the Poet Laureate along with Roberto Bedoya. A tentative timeline for the program has a launch date of January 2021 with a public call for applications and a finalist announced by April 2021, which is National Poetry Month.

- **Ad Hoc Team Revenue Streams & Advocacy**

Membership: Roundtree-Baaqee, Orange, Easton, Whang

Analyze the Cultural Affairs Budget

- Review existing revenue streams & expense allocations

- Work with appropriate City staff to answer questions and get a deeper understanding of existing revenue streams, expense allocations and restrictions, and true-ups

Research Potential Public Revenue Streams for Cultural Affairs

- Develop a list of possible public revenue streams and research the procedures for increasing, reallocating, creating revenues for the cultural sector (e.g., taxes/surtaxes, fees, finding relevant existing streams, etc.)
- Support building relationships with other City departments to build common cause
- Research potential state and federal funding
- Research revenue-generating mechanism of other cities

Research Private Philanthropy for Innovation or Seed Funding*

- Research pros and cons of different mechanisms for raising, parking, and accessing private contributions (e.g., Oakland Fund for Innovation, "Friends of" model, etc.)
- Support CAD Manager's research of possible private funding for ideas generated by CAD and other Ad Hoc Committees

*The Commission will be careful not to pursue funding possibilities that would be in direct competition with constituents.

Strengthen the Advocacy Case for Cultural Affairs & Oakland's Cultural Sector

- Research arts & culture budgets of comparable cities
- Research effective advocacy campaigns for strengthening municipal arts & culture units and the field
- Strengthen relationships with cultural community advocates

Process & Outcomes

- Ongoing information sharing with the Commission and Cultural Affairs staff
- Make recommendations for more robust support of the cultural sector based on research
- Propose advocacy strategies

- **Ad Hoc Team Covid-19 Recovery & Re-imagine**

Membership: Lee, Choice, Roundtree-Baaqee, Raya, Williams

Commissioner Lee lead an overview of the team's short and long-term priorities that overall strengthen Oakland's cultural infrastructure and jobs program for artists. Commissioners Williams, Choice, and Roundtree-Baaqee took turns presenting on various ideas and examples of how each priority can be executed.

SHORT TERM

Artist Relief

- Additional round of Covid-19 relief funds for artists in 2021
- Craft policy recommendations for artists and arts organizations to return to public spaces using San Francisco JAM ordinance as a research model

MID-TERM

Build Economies and Capacity of Cultural Sector

- Set-up city-sponsored safety zones for artists to do business
 - Latham Square
 - Safe public market place
- Provide another round of technical assistance programs or services for artists that include trainings in digital storytelling, social media marketing, organization strategy
- Universal Basic Income for 100-150 Oakland artists - explore how to give artists a monthly stipend =to support during and in the aftermath of Covid-19

LONG TERM

Cultural Spaces

- City-subsidized program for Below Market Rate (BMR) for new/returning cultural spaces

8. Artist Spotlight: James Cagney

Commissioner Fowler introduced poet James Cagney who read his poems "Toguna at 61st and Market" (poem on next page) and "What Remains Eternal".

9. Announcements

10. Closing

Chair Sanchez thanked the Commissioners, the public, and guest poet James Cagney for participating and staff and KTOP for their support and assistance.

The meeting adjourned at 7:05 PM

TOGUNA* AT 61ST AND MARKET

James Cagney

My father's blood followed the current of the street
spawned, too—apparently.

Any time daddy wasn't home, he'd be
Down The Street
had a secret life there
where they breathed blue 90-proof air.

In those rooms,
his heart defrosted
circled his chest like a catfish

Down The Street was some 9 blocks south-
and a reservoir of filth, to my mother's taste.
Bottom feeding old drunks noodling nothing

In an open garage
A designated RV
A momma-free living room

Drunks from my dad's longshoreman days.
Haggard and greying drunks
Falling bones and bullshit drunks

A grapevine of drunks
A bullpen of drunks
A stagger of drunks

Burdened with crossroad prophecy in blues harmonica

Wagging in like bees from fresh nectar juke joints

From the hour school let out
till long after the sun hung over a noisy, belligerent sea.

A kind of sea shimmered between the old men

A black whisky sea
a sky latticed with Lightnin'
Hopkins a murder of Old Crow bourbon

unscrewed and squawking

*Toguna is a Dogon Meeting House For Older Men. Built with a low roof, you're encouraged to sit within. Anyone who rises to his feet in anger or excitement hits his head on the beams and is quickly returned to a state of calm.



Oakland-native **James Cagney** is the author of *Black Steel Magnolias In The Hour of Chaos Theory*, out from Nomadic Press and winner of the PEN Oakland 2019 Josephine Miles Award. You can find more of his writing at thedirtyrat.blog.

author portrait by Arthur Johnstone

***Commission Cultural Plan/Work Plan Template (see Excel attachment named: CAC Work Plan Template_ January 2021.xlsx)**

Explanation of the Cultural Affairs Commission Cultural Plan/Work Plan Template:

The attached spreadsheet is a proposed high-level tool for supporting the Cultural Affairs Commission (CAC) to align, document, and track its work plan to advance the City of Oakland's [Belonging in Oakland: A Cultural Development Plan \(CDP\)](#), adopted by the City Council in Spring 2018.

The first page of the spreadsheet summarizes the Phase One Actions and the Phase Two Recommendations outlined in the CDP¹ (see CDP pgs. 71-114) as organized by the work domains defined in the plan—that is, **Cultural Spaces, Neighborhood Places, Civic Cultural Commons, Strengthening the Cultural Ecosystem, and Building Internal Infrastructure** (of the Cultural Affairs Division) **for Cultural Equity**. These work domains are color-coded in the spreadsheet with domain names abbreviated and related to plan actions and recommendations (numbered for convenience of reference). It is important to remember that the work laid out in the CDP is summarized in this document, and that there is more detail in the CDP on each of these action/recommendations.

For each of the color-coded work domains, the darker-toned action/recommendation boxes indicate that the action has been completed or is in progress. Lighter-toned actions/recommendations have yet to be addressed. Each year the CAC will review the CDP and align its work goals with both the original document and new needs introduced through community and Cultural Affairs Division (CAD) input.

The second page of the spreadsheet names and briefly describes the work plan areas proposed by the Commission Ad Hoc Teams.

- Cultural Asset Map
- Cultural Affairs Division Budget Analysis
- Research Potential City Revenue Streams
- Research Potential External Revenue Streams
- Strengthen Advocacy for the Cultural Sector
- Artist Relief – Additional Direct Funding
- Artist Relief – Access to Public Spaces

¹ At the time of the plan adoption, the Phase One Actions were largely seen as action steps that could be taken in the first 1-3 years of the plan. The Phase Two Recommendations were seen as possible steps to be pursued once Phase One Actions were taken and/or iterations of community input were solicited and developed by the Cultural Affairs Division.

The spreadsheet uses the colors, abbreviations, and numbers associated with each of the plan domains/actions/recommendations that each CAC work area addresses and impacts. In this way, Commissioners (and eventually, elected officials/City staff, and constituents), can track what parts of the CDP is being advanced through their work and where more attention may be needed.

Moving our 2021 work goals forward will take a multi-pronged process. CAC will need to meet with the Life Enrichment Committee (LEC) to present our template and plan for 2021 and solicit their support. We are targeting a meeting with the LEC as soon as possible. In addition, we will need to meet individually with City Council members to talk about our overall concerns and efforts and solicit their support for a specified staffing and funding level for the CAD. As the needs of the cultural sector extends across several departments and involve other commissions, we will need to make the case for mutually beneficial opportunities to ask for aligned support.

The CAC will need to develop a plan for reaching out to the City Administrator about policy changes that would help in Covid-19 recovery efforts for the broader cultural sector—which includes small businesses, presenters, venues, community gathering spaces, and other elements that may not be CAD grantees, but are clearly part of the cultural fabric of Oakland.

Given the budget constraints the City is facing, the CAC through the CAD will need to research and develop a strategy to solicit or apply for private funding as well as any governmental funding that may become available in 2021. We have an Ad Hoc Team that has addressed some of these potential sources, but we will probably need broader participation to reach our goals.

Once we approve the use of the Work Plan Tracking Template at the CAC January meeting, we will then need to gather a small volunteer group of Commissioners to help develop a cover narrative to use as we present the CAC 2021 Work Plan and make specific resource requests.

The CAD will assist us in determining potential request figures for our various meetings. We will need broad support at the City Council level for sustained, or possibly additional, funding.

Oakland Poet Laureate:

Oakland's First Poet Laureate Program will be launched next month! Our city's first poet laureate will be chosen by a group of esteemed community cultural leaders (the Oakland Poet Laureate Oversight Committee or OPLOC) and the new Poet Laureate will be paid a \$5,000 honorarium for a two-year term (2021–2023). The new Poet Laureate will be announced in April of 2021, and they will be closely supported by myself as a volunteer Cultural Affairs Commissioner to ensure they are set up for success in the program's first term.

Some example requirements for Oakland's Poet Laureate will include: an inaugural address to the City of Oakland, an ongoing quarterly reading series in collaboration with the Oakland Youth Poet Laureate and overall program, various community events, and the drafting of a commemorative poem to mark and celebrate their term. There will also be a publication of their work at the end of their term.

Timeline

February 1: Mayor or Cultural Affairs Manager (Roberto Bedoya) issues press release, which includes the guidelines and nomination process instructions

February 2021: Oakland Poet Laureate Oversight Committee (OPLOC) initial meeting

March 2021: deadline for all nominations

April 2021: Oakland Poet Laureate Oversight Committee (OPLOC) to review nominations

April 2021 (2 day from previous): recommendations submitted to Mayor or CAC head

End of April 2021 (CAC meeting, April 26): Oakland Poet Laureate announced at City Council and press conference

Beginning of April 2023: Publication comes out (books, posters, broadsides) in time for celebration of National Poetry Month

The nomination, eligibility, and selection criteria will be shared in the public announcement on February 1. If you have any questions, please do not hesitate to contact J. K. Fowler directly.

Guest Speaker:

FAVIANNA RODRIGUEZ is an interdisciplinary artist, cultural strategist, and social justice activist based in Oakland, California. Her art and praxis address migration, gender justice, climate change, racial equity, and sexual freedom. Her practice boldly reshapes the myths, stories, and cultural practices of the present, while healing from the wounds of the past. Favianna's projects include Ben & Jerry's Pecan Resist, two large scale public art commissions with the City of San Francisco, a partnership with Jill Solloway to create 5050by2020.com, and an upcoming storytelling initiative at the US Mexico border. Her work serves as a record of her human experiences as a woman of color embracing joy, sexual pleasure and personal transformation through psychedelics as an antidote to the life-long impacts of systemic racism. Her signature mark-making embodies the perspective of a first-generation American Latinx artist with Afro-Latinx roots who grew up in Oakland, California during the birth of hip hop and the crack cocaine epidemic.

Favianna's practice includes visual art, public art, writing, cultural organizing and power building. She leads meaningful collaborations with social movements that lead to resilient and transformative cultural strategies. In addition to her expansive studio practice, she is the co-founder and president of [The Center for Cultural Power](https://www.culturalpower.org/), a national organization igniting change at the intersection of art, culture and social justice. In 2016, Favianna received the Robert Rauschenberg Artist as Activist Fellowship for her work around immigrant detention and mass incarceration. In 2017, she was awarded an Atlantic Fellowship for Racial Equity for her work around racial justice and climate change. In 2018, she received the SOROS Equality Fellowship for organizing artists activists. An artist entrepreneur, she has co-founded various institutions, including the EastSide Arts Alliance, a cultural center and affordable housing complex in Oakland, CA, and Presente.org, the largest Latino online organizing community in the US. She is currently working on a short form, web-based series about sex and consent.

<https://favianna.com/>

<https://www.culturalpower.org/>

Artist Spotlight:



The People's Conservatory fosters high level arts creation, study and performance in an effort to promote cultural awareness and positive social change. As artist educators we help young artists reveal themselves by facilitating experiences that help focus on growth and expansion. TPC's curriculum incorporates a wide range of teachings rooted in ethnic and cultural studies, using our students' inherent artistic voices to make them the next generation of culture keepers.

TPC trains young artist explorers, with a dedicated focus on brown and black youth from marginalized and economically blighted communities, to envision and create a humane and just world through their art. Our faculty of working artistic professionals helps young people find their creative voices, re-imagine their communities' most pressing social problems, and transform from cultural consumers to cultural producers. TPC will establish a central hub to house its artists and programming as well as provide a base for arts and culture to be supported and to thrive in Oakland. Students in our conservatory develop a lifelong commitment to learning as they are given the voice and agency to become the new leaders of tomorrow.

<https://www.thepeoplesconservatory.org/>