

CITY OF OAKLAND

**Cultural Affairs Commission
Regular Meeting Agenda
Monday, April 26, 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/95128250871>

Or One tap mobile :

US: +16699006833,,95128250871# or +14086380968,,95128250871#

Or Telephone:

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

US: +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 253 215 8782
or +1 301 715 8592 or +1 312 626 6799 or +1 646 876 9923

Webinar ID: 951 2825 0871

International numbers available: <https://zoom.us/j/95128250871>

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 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.



CITY OF OAKLAND

**Cultural Affairs Commission
Regular Meeting Agenda
Monday, April 26, 2021
4:00 – 7:00 PM**

AGENDA

Roll Call/Call to Order

- 1. Welcome**
- 2. Land Acknowledgement**
- 3. Artist Spotlight: Daniel B. Summerhill**
- 4. Action Item 1: Approval of Minutes from March 22, 2021**
- 5. Cultural Affairs Division Manager's Update**
- 6. Public Comment**
- 7. Update on Oakland Poet Laureate**
- 8. Guided Discussion**
 - Budget + Case-making
 - Constituent Outreach
 - Advocacy Strategy
- 9. Open Forum**
- 10. Announcements & Oakland Artist Acknowledgements**
- 11. Closing**

Next regular meeting: July 26, 2021 via Teleconference

Adjourn

♿ 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, Cantonese, 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.

會場有適合輪椅出入設施。需要殘障輔助設施, 手語, 西班牙語, 粵語或國語翻譯服務, 請在會議前五個工作天電郵 NBalram@oaklandca.gov 或致電 (510) 238-4949 或 711 (電話傳達服務)。請避免塗擦香氛產品, 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. 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

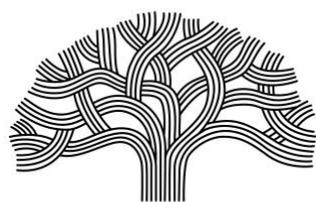
Recorded Agenda: (510) 238-2386

Telecommunications Relay Service: 711

Artist Spotlight: Daniel B. Summerhill



Daniel B. Summerhill is Assistant Professor of Poetry/Social Action and Composition Studies at California State University Monterey Bay. He has performed in over 30 states, The UK and was invited by the US Embassy to guest lecture and perform in South Africa. His work has appeared in or is forthcoming in *Rust + Moth*, *Button Poetry*, *Flypaper*, *Cogs*, *The Hellebore* and others. His collection *Divine, Divine, Divine* is available now from Oakland based-Nomadic Press.



CITY OF OAKLAND

**Cultural Affairs Commission
Regular Meeting Minutes
Monday, March 22, 2021
4:00 – 7:04 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

Staff in Attendance: Roberto Bedoya, Neha Balram, Denise Pate, Kristen Zaremba

Guests: RyanNicole (The HAVEN Project), Ashara Ekundayo

Roll Call/Call to Order

1. Welcome

Meeting called to order by Chair Sanchez at 4:00 PM.

2. Land Acknowledgement + Call to Presence

Commissioner Whang led the Land Acknowledgement and Call to Presence—recognizing that those of us on the land we now know as Oakland and lands all the way up to Albany are in Huichin, the unceded territory of the Chochenyo-speaking Confederated Villages of Lisjan Ohlone. Stating that we stand with the Lisjan people and their right to legal recognition and benefits from the US Government. And celebrating the recent appointment and approval of the first Native American Cabinet secretary, US Secretary of the Interior Deb Haaland of the Laguna Pueblo, NM.

3. Action Item 1: Approval of Minutes from January 25, 2021

Motion to approve the meeting minutes from January 25, 2020 made by Vice Chair Choice; seconded by Commissioner Lee.

| | | |
|------------------|-----|-----|
| Choice | AYE | |
| Chan | AYE | |
| Easton | AYE | |
| Fowler | AYE | |
| Lee | AYE | |
| Orange | AYE | |
| Roundtree-Baaqee | | AYE |

Wang AYE
Williams AYE
Sanchez AYE

The motion passed unanimously.

4. Artist Spotlight: RyanNicole, The HAVEN Project

Vice Chair Choice introduced Grammy nominated artist, actress, activist, and athlete. She shared her original poem about representation and spoke about The HAVEN Project for housing justice from the artist's perspective. The objective of the project, a documentary film released around the November 2020 elections, is to shift voter sentiment around housing and housing justice in our community.

5. Cultural Affairs Commission Chair's Update

Chair Sanchez noted that the Commission should now plan to present to the Life Enrichment Committee (LEC) after the current budget process because of a reduced meeting schedule and backlog of agenda items. This increases the importance of one-on-one meetings with Council Offices before June 2021. Chair Sanchez reminded the Commissioners to organize community Zoom listening sessions, where members of the public can inform the Commission about their needs, which can be relayed to the Mayor and City Council.

Commissioners Lee and Roundtree-Baaqee both discussed the need to identify topics of interest from the community prior to organizing a meeting, which could be done during the Public Comment period at the Commission meetings. Commissioner Roundtree-Baaqee also asked if it is possible to invite a member of the Life Enrichment Committee to a Commission meeting. Chair Sanchez recommended that Commissioners attend City Council and LEC meetings instead and make a prepared comment during their Public Comment period.

6. Cultural Affairs Division Manager's Update

Roberto Bedoya thanked his staff for their work. He provided an overview of the following:

The Downtown Specific Plan: (Culture Keeping, page 42 https://cao-94612.s3.amazonaws.com/documents/FINAL_DOSP-Public-Review-Draft-Plan_082819_Compressed.pdf). Bedoya talked about the early stages of drafting the Plan, which is now complete. He noted that the Culture Keeping section Key City Investments and Priorities: Provide affordable space for, small local retailers, artists and artisans by developing a master lease program; Dedicated ground floor space for cultural, arts, and maker uses in new developments located in cultural districts; Construct coordinated streetscape and public space improvements that help identify and enhance arts and culture districts

Grantmaking: Bedoya noted that after some delay the latest round of grant recommendations for the Cultural Funding Program: Neighborhood Voices was approved by City Council on March 16. The recommendations included funding for 17 organizations and 20 individuals.

Budget: The City's Transient Occupancy Tax (TOT) revenue loss of approximately \$500,000 resulted in Cultural Affairs receiving an immediate 10-percent budget cut. This has impacted funding for grantmaking, Art and Soul and the festival fund, and one staff position in Cultural Affairs.

Arts Advocacy: The State of California passed a 2-year budget plan for the arts called California Creative Core— \$5 million in 2021 and \$10 million in 2022. California Arts Council will distribute the funds to counties across the state but not cities.

SB-285 California Tourism Recovery Act was introduced in March. This bill would require the California Travel and Tourism Commission to, upon a determination by the Department of Public Health that it is safe to resume travel in California, implement a strategic media and jobs recovery campaign known as the "Calling All Californians" program for the purpose of reversing the impact of the COVID-19 pandemic on the travel and tourism industry in California, as specified. The bill would require the commission to report to the Legislature, on or before January 1, 2024, regarding the cost of the program and the impact of the program on the tourism industry in California. The bill would require, only upon appropriation by the Legislature, the Controller to transfer \$45 million to the commission for the purpose of implementing the "Calling all Californians" program.

The National Endowment for the Arts (NEA) received \$135 million from the American Rescue Plan. Bedoya is a part of conversations about how the money will be allocated. The NEA does not support re-granting, which disqualifies the City of Oakland from receiving funds. There is an effort to ask the NEA to change their policy.

7. Public Comment

The following members of the public made a comment: Lyz Luke, Jean Marie Durant, Benjamin Lee, and Indi McCCasey

8. Guest Presenter: Ashara Ekundayo

Ashara Ekundayo is an Oakland-based independent curator, creative industries entrepreneur, cultural strategist, and founder working across arts, community, government, and social innovation spaces. She has a consulting company called AECreative Consulting Partners, LLC she designs and manages multidimensional international projects and fosters collaborative relationships.

Ekundayo shared a presentation about a new platform she is working on called Artist as First Responder (AAFR). This is a concept she was exploring before the onset of Covid-19. Artist As First Responder poses that artists show up first in crisis and celebration to forge solutions, heal communities, and save lives through Design, Practice, Invitation and Presentation.

Artist As First Responder is a 6-pillar philanthropic and immersive arts platform that acknowledges, engages, and financially supports Black, Indigenous, and Artists of Color whose creative practices heal communities and save lives.

The Reflection Fund for Artists a mutual aid/pilot-project of Artist As First Responder™ fueled by the ReCAST Grant - Human Services Dept, City of Oakland. The Reflection Fund for Artists is a 2-year (2019-2021) pilot project exploring a research and regranting process for artists, by artists, connected to well-being, social justice, and resiliency in communities after stress and trauma. Direct, Unrestricted Support to individual cultural practitioners, arts laborers, and artists working across genre and discipline living and/or working in Oakland, CA.

9. Public Art Program Overview

Kristen Zaremba, the Cultural Affairs staff who manages the City's Public Art Program, provided a detailed overview of the Program. Additionally, Zaremba oversees the Public Art Advisory Committee (PAAC). The program is broken down into four categories (condensed presentation slides attached):

1. Oakland Public Art Ordinance (1.5% for Public Capital Improve Projects)
2. Public Art for Private Development (0.5 - 1% for Private Projects)
3. Temporary / Permanent City-Funded Artist Projects
4. Temporary / Permanent Artist and Community Initiated Projects

Commissioner Roundtree-Baaqee, Chair of the PAAC, discussed the role of PAAC and its relationship to the Commission. Additionally, she discussed how the Cultural Affairs web page can be more transparent in how information can be shared about opportunities and resources and artists that have been supported by City funds. She recommended the Commission consider practicing the following:

1. Be a community liaison: Help artist navigate the review and approval process in partnership with Cultural Affairs Division staff
2. Cohost or help promote an artist info session with Cultural Affairs Division staff.
3. Spread the word about pre-qualified artist calls (both City and private development).
4. Use social media channels to share important opportunities/updates.

10. Stories of Solidarity: API x Black Artists in Oakland Unite Town Hall

Commissioner Chan explained the purpose and intention of the Town Hall on February 25 organized by himself, Commissioner Lee, and Commissioner Choice and in partnership with Council President Nikki Fortunato Bas. He noted that the event was in response to the increased acts of racism and violence against the API community. The event was designed to be an artist-led moment of reflection on recent traumatic events and a space for healing. Commissioner Lee noted that this is a difficult moment for the API community that required immediate response from the Commission—one that united artists, grassroots organizers, youth voices, and

local entrepreneurs. Vice Chair Choice noted that the involvement of City Council Members Nikki Fortunato Bas and Carrol Fife brought greater attention to the programming and a sense of investment from the City of Oakland in this issue.

Land Acknowledgement ritual by: Calina Lawrence

Performances by:

Greer Nakadegawa-Lee, 2020 Oakland Youth Poet Laureate

Kev Choice

Tao Shi

Howard Wiley

Emily Tian

Terisa Siagatonu and more.

Speakers:

Councilmember Carrol Fife, District 3

Pastor Erna Kim Hackett

Tommy Wong

Tarika Lewis

Keba Konte

Kori Chen

Emily Tian

Jazz Hudson

A recording of the full event can be viewed on Facebook:

<https://www.facebook.com/583450400/videos/10164703121820401>

11. California Re-opening Guidelines by Tier

Chair Sanchez provided a brief update on Alameda County's current guidelines on the re-opening process for live events and performances by tier for Alameda County. She noted that she is working with Vice Chair Choice to bring the Commission's perspective on Oakland arts to discussions about public health guidelines. Vice Chair Choice noted that it has been challenging for artists and performance spaces to keep up with up-to-date guidelines, in addition to the pre-existing challenge of being shuttered since March 2020.

12. Open Forum

The following members of the public made a comment: Elizabeth D. Foggie

13. Announcements & Oakland Artist Acknowledgements

The Commission took a moment to honor the late Dorothy King, owner of Everett & Jones BBQ, activist, and respected community leader in Oakland.

The Commission took a moment to acknowledge the following Oaklanders:

Grammy Winners

Fantastic Negrito - Best Contemporary Blues

Ledisi - Traditional R&B Performance

YoungArts Foundation Award Winner

Angela Watson National

YBCA 100 Honorees

Afro Urban Society (Nkeiruka Oruche)
Alex Bledsoe
Antoine Hunter
Ayodele Nzinga
Binta Ayofemi
Cat Brooks
Chanell Stone
Corrina Gould
Davey D Cook
Deanna Van Buren
Destiny Muhammad

Eesuu Orundide
Hasain Rasheed
Jeffery Yip
Karen Seneferu
Keba Konte
Kev Choice
Vincent Medina – Cafe Ohlone
Margo Hall
RyanNicole Austin
Tahirah Rasheed
Thi Bui
Walter Hood

14. Closing

Chair Sanchez thanked the Commissioners, the public, and all the guest presenters and performer for participating, and staff and KTOP for their support and assistance.

The meeting adjourned at 7:04 PM.

Oakland Public Art Program

1. Oakland Public Art Ordinance (1.5% for Public “CIP” Projects)
2. Public Art for Private Development (0.5 - 1% for Private Projects)
3. Temporary / Permanent City-Funded Artist Projects
4. Temporary / Permanent Artist and Community Initiated Projects

Program Principles

- ❖ Enriches City’s visual environment, celebrates and enlivens our neighborhoods
- ❖ Integrates creative thinking of artists into the built environment
- ❖ Provides means for residents and visitors to enjoy and experience City’s cultural diversity
- ❖ Provides career and economic opportunities for professional artists



Frank Ogawa Plaza City Hall retrofit

Artist: Donna Billick, *Rock On Oakland*

1. City Funded Capital Improvement Projects (CIP)

- ❖ Ordinance adopted 1989; amended in 2019
- ❖ City Council approves CIP program / projects
- ❖ 1.5% of each CIP construction budget for public art
- ❖ Funded from municipal capital improvements and eligible grants (e.g., Municipal Bonds, State Parks Grants)
- ❖ Public Art staff administers
- ❖ Public Art Advisory Committee (PAAC) oversees



Generations,
Artist Laurel True
Fire Station 18
Mosaic Tile and
Porcelain Enamel

1. City Funded Capital Improvements (CIP), continued

- ❖ Most projects competitively bid from pre-qualified artist pool
- ❖ Majority of projects awarded to Oakland artists
- ❖ Artists lead design development with community engagement
- ❖ Permanent public art project delivery typical life cycle for new construction (3-5 years or more)



Ashe (Life Force), Raimondi Park, 2009

Artist Eesuu Orundide (right) and
fabricator Artworks Foundry

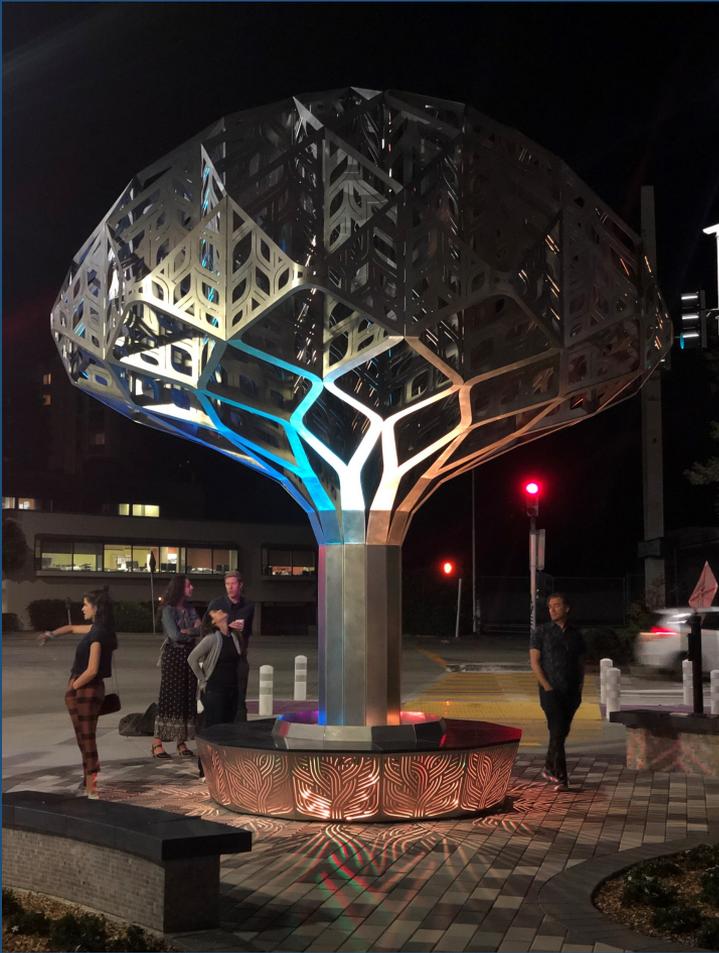
2. Public Art for Private Development

- ❖ Ordinance adopted 2014; amended 2018
- ❖ 1.0% building costs (non-residential); 0.5% (residential)
- ❖ Applies to private non-residential developments of 2,000 sf or more of NEW floor area & private residential developments of 20 or more NEW dwelling units, and subject to Design Review
- ❖ Developer/owner controls artwork selection & responsible for future artwork maintenance documented through covenant
- ❖ City Staff approves compliance & inspects projects on private property



17th & Broadway – Lennar – Artist David Huffman

2. Public Art for Private Development, continued



❖ Options:

- Commission freely accessible permanent artwork on-site or
- Within ¼ mile in ROW or public property* (City, BART, Caltrans);
- Contribution to City public art fund (City Public Art Program manages);
- Dedicated on-site Cultural Space*;
- Contributions for capital improvements to city-owned arts facilities.

*Select Projects reviewed by (PAAC)

Artist: HYBYCOZO

Hanover Properties, Public Plaza, 27th/Broadway, Public Plaza

3. Temporary / Permanent City-Funded Artist Projects

Artist Conceived Public Art Open Proposals Program

- ❖ Initiated early 1990s
- ❖ Intended as temporary projects, but many have lasted for years
- ❖ Emerging artists become familiar with City requirements
- ❖ Artist proposes site, concept
- ❖ Commissioned as unrestricted funds become available
- ❖ PAAC Approves



Larry Sultan & Mike Mandel, *Pool*

DeFremery, West Oakland

3. Temporary / Permanent City-Funded Artist Projects

Cultural Funding Grants, Council Anti-Graffiti Mural Grants



- ❖ PAAC Reviews
- ❖ Prior to Implementation

Open Proposals Program: Youth UpRising Billboard Murals Project

4. Temporary / Permanent Artist and Community Initiated Projects for City Property Required Reviews and Permits

❖ Permissions for work on City Property:

- Public Art Program and PAAC
- Department Management: e.g. Parks and Recreation or Library
- City Administrator

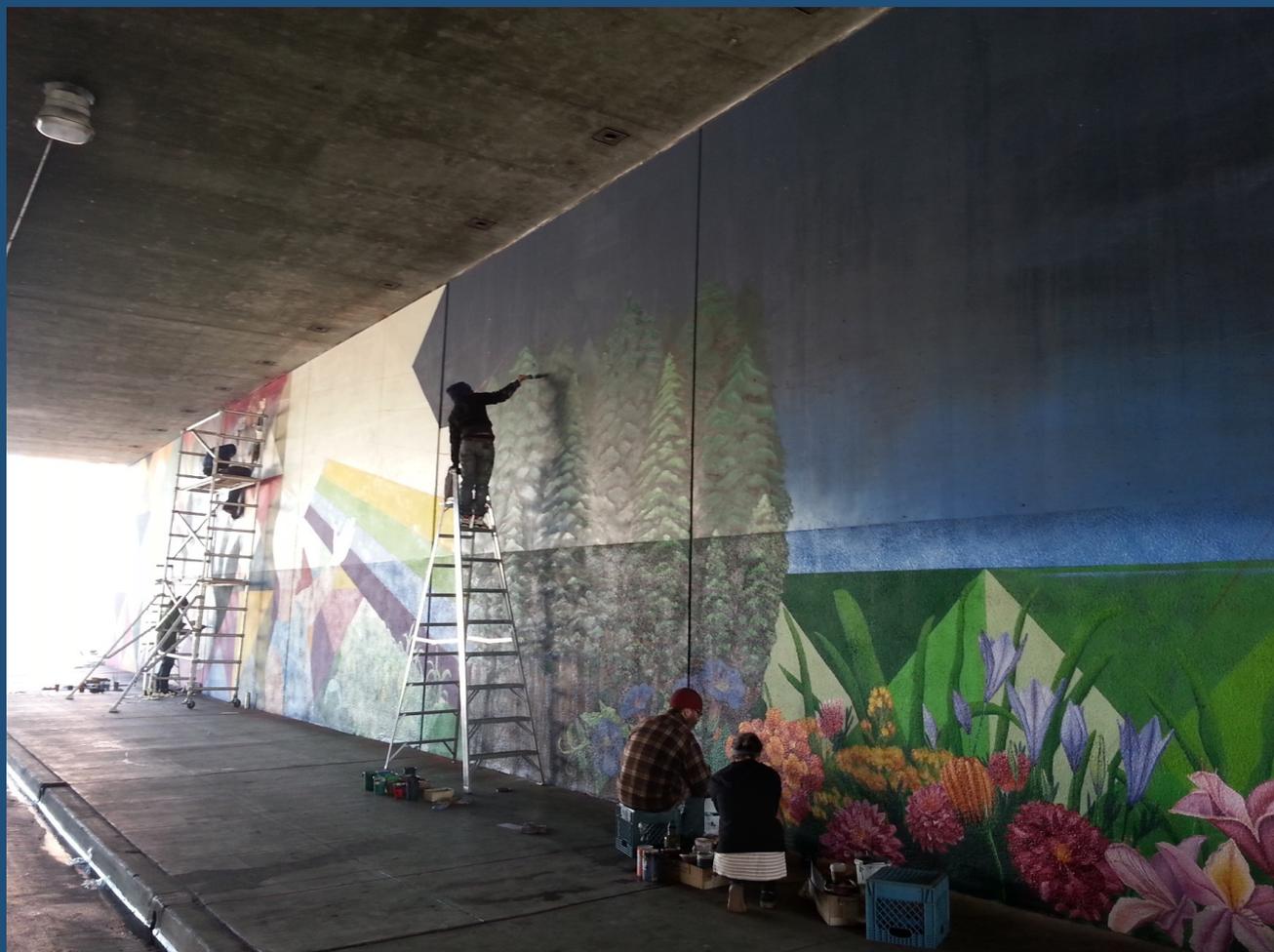
❖ Public Improvements and License Requirements

❖ Building & Encroachment Permits



Rainin Foundation Open Spaces
Artist Rosten Woo / Exploratorium
Mutual Air, Frank H. Ogawa Plaza

4.b. Temporary / Permanent Artist / Community Initiated Projects for Caltrans Property



- ❖ Caltrans Transportation Art review and permitting process requires City Council approval

- ❖ Transfer of ownership and copyright

- ❖ City-Artist and City-State Maintenance Agreements

Oakland Super Heroes Mural #2 Installation
Attitudinal Healing Connection – Lead Artist, Senay Dennis; Market Street

“DIY” Artist – Community Initiated Temporary Projects



14th Street Choose Democracy Mural

Questions?

<https://www.oaklandca.gov/topics/public-art-in-oakland>

Future Opportunities: Pre-Qualified Artist Pool RFQ for CIP Program
Webinars: Professional Development for Artists (Emerging and Mid-Career)

Check the website and Facebook pages for announcements!



Kristen Zaremba
kzaremba@oaklandca.gov
Public Art Coordinator
Cultural Affairs Division
Economic & Workforce
Development



MacArthur Gateway Arches
Artist: Eric Powell

Our Role As:

- ❖ Cultural Affairs Commissioners
- ❖ Members of the PAAC
- ❖ Oakland Residents
- ❖ Artist Advocates
- ❖ Organizers
- ❖ Art Administrators



How can we help the community better understand Oakland's public art landscape and project application and review process?

1. Provide a simplified definition of what types of public art projects may be subject to review and approval by the City (see slide 1):
 - ❖ Capital Improvement Projects and Percent for Art
 - ❖ Public Art in Private Development
 - ❖ City Funded Projects
 - ❖ Community Initiated and Funded Projects within the City's Public Right-of-Way

How can we help the community better understand Oakland's public art landscape and new project application and review process?

2. Provide a Cultural Affairs Division Contact:

- ❖ Denise Pate – Grants (Cultural Funding Program)
- ❖ Jim MacIvaine – Film and Special Events
- ❖ Kristen Zarembo – Public Art
- ❖ Neha Balram – Commission/General Info

How can we help the community better understand Oakland's public art landscape and new project application and review process?

3. Provide helpful CAD links for:

- ❖ City of Oakland Grant Opportunities
- ❖ Community Partner Resources
- ❖ Public Art and Special Events Application and Checklists

Why should artists follow the formal application and review process for public art projects?

1. It helps the City to spread the word about the project and rally support.
2. Provides an opportunity for artists to learn more about the public art process.
3. It is required for some public art projects.
4. Increases visibility of local talent.
5. CAD and other City staff can facilitate process to approve the project.

How can we go the extra mile?

1. **Be a community liaison:** Help artist navigate the review and approval process in partnership with CAD staff
2. **Cohost** or help promote an artist info session with CAD staff.
3. **Spread the word** about pre-qualified artist calls (both City and private development).
4. **Use social media** channels to share important opportunities/updates.

**HERE'S HOW
YOU CAN HELP**





City of
OAKLAND
California

Media Contact:

Harry Hamilton
Marketing Coordinator
hjhamilton@oaklandca.gov
510-238-6766

News from: **Economic & Workforce
Development Department**

FOR IMMEDIATE RELEASE

April 13, 2020

City Launches New Poet Laureate Program

Application Launch Coincides with National Poetry Month

Oakland, CA – On Monday, April 19, the City of Oakland’s Cultural Affairs Division will begin accepting nominations for the new Oakland Poet Laureate Program. The program’s primary goal is to make poetry more accessible across Oakland, while promoting an understanding of the transformative power of this art form. Nominations are being accepted online at: <https://bit.ly/2Q98ZT9> through Wednesday, May 19.

“The new Poet Laureate Program will harness the power of storytelling through poetry,” said Oakland Mayor Libby Schaaf. “The Poet Laureate will help bring recognition of Oakland as a nexus of cutting-edge creativity to the national stage.”

During the two-year term that starts June 2021, the Oakland Poet Laureate will deliver an inaugural address, partner with the [Oakland Public Library’s Oakland Youth Poet Laureate](#) on a collaborative reading series, deliver four readings at City-owned locations throughout Oakland, and write one poem that commemorates our city. An honorarium of \$5,000 will be awarded to the individual selected.

Eligibility Criteria

- Must be a current Oakland resident who has lived in Oakland consistently for a minimum of five years.
- Must be 18 years of age or older
- Must have at least two previous works published. This may include publications in journals, online, a full-length or chapbook collection of poetry, or self-published chap/books.
- Must have a proven track record of community engagement and collaboration, including previous experience hosting events, organizing, teaching and/or leading workshops, and/or creative outreach to community members.

When submitting a nomination, you will be asked to provide the nominee’s:

- Resume
- Writing sample (up to 5 pages). Previously published work is okay.
- Demographics (race/ethnicity, gender, language spoken/written).

In reviewing nominations, the Oakland Poet Laureate Oversight Committee (OPLOC) consider the following criteria:

- Understanding of the multiplicity of the aesthetic speeches of the city and consideration of the ways literature, heritage practices, film, arts practices, etc. illuminate how Oaklanders express their poetic souls.
- Command of poetry as a craft

(more)

**City Launches New Poet
Laureate Program**

April 13, 2021
Page Two

- Affirmation of a poetic voice that expresses Oakland’s diversity, beauty, and distinctions.
- Community engagement experience and ability to communicate well across a diverse range of communities
- Understanding of civic narratives around equity, culture, and belonging

To learn more about the program, please visit oaklandca.gov/poetlaureate or email OakPoetLaureate@oaklandca.gov.

Following concept approval by the Cultural Affairs Commission at its meeting on January 25, 2021, the details of the Oakland Laureate Program were crafted by Cultural Affairs Manager Roberto Bedoya and Cultural Affairs Commissioner J. K. Fowler, a worker/publisher in the field of literary arts. It is modeled after similar programs across the state. The Commission’s action is in response to a long-held community desire for a program to celebrate the beauty, diversity, resilience, and brilliance of Oakland and its residents.

The work of the Oakland Poet Laureate will advance the value of “belonging” as articulated in Oakland’s Cultural Plan, [*Belonging in Oakland: A Cultural Development Plan*](#), the tagline of which is “Equity is the Driving Force, Culture is the Frame, Belonging is the Goal.”

Poetry can help with rebirth/reinvigorate, help situate ourselves in space and place, and assist us in future casting/visioning for more embodied ways of moving forward, together, in our amazing city.

#

About the Cultural Affairs Division

The Cultural Affairs Division is housed in the City’s Economic & Workforce Development Department. The division includes the City’s cultural funding program, which provides approximately \$1 million in grants to support the arts in Oakland; the public art program, which has more than \$1 million in funds currently dedicated for public art installations across Oakland and staff working on special events, film production permitting and a walking tours program.

BACKGROUND INFORMATION FOR THE FY 2021-23 BUDGET PROCESS

APRIL 26, 2021

THE BUDGET PROCESS TIMELINE

- March: City Council releases their budget priorities
- April: Mayor garners community input
- May 1: Mayor releases Proposed FY 2021-23 Budget
- May-June: City Council leads public budget forums
- June: City Council develops alternative proposals
- June 30: City Council adopts final FY 2021-23 spending plan

CHALLENGES FOR THE FY 2021-23 BUDGET

- In December 2020, there was a **\$72M** projected deficit for the end of FY 2020-21.
- To reduce the deficit, the Rainy Day reserve was used & cuts were made (e.g. to police/fire, 500+ PT employees laid off, hiring freezes, etc.)
- The remaining projected deficit for FY 2020-21 is **\$44M**.
- The projected deficit for the FY 2021-23 budget cycle is **\$274M**.

BUT: Oakland will receive ~\$192M from the federal ARP.

SUPPORT IN THE TIME OF COVID-19

- Cultural Affairs was able to leverage **\$1.425M** in CARES Act funds getting an average of \$2.6K to 349 ind. artists and \$10K to 51 arts nonprofits. 70%+ went to POC artists & 18% to non-binary/trans artists.
- **\$193K** in additional CARES Act funds were accessed for 14 free technical assistance workshops in digital media tools and production provided by Youth Speaks, YR Media, and Zoo Labs.
- Cultural Affairs created a partnership that is bringing **\$900K** in new funding for BIPOC artists & communities to reimagine a just Oakland in 2020-2023.

CFP GRANTMAKING HISTORY

| Year | Grants Budget | Applications | Grants | Award Rate |
|------------|---------------|--------------|--------|------------|
| FY 2017-18 | \$1,004,605 | 152 | 70 | 46% (37%) |
| FY 2018-19 | \$1,216,253 | 165 | 80 | 53% (46%) |
| FY 2019-20 | \$1,221,044 | 171 | 91 | 53% (46%) |
| FY 2020-21 | \$1,123,299 | 208 | 63 | 30% (21%) |

The percentages in () discounts the two-year Org. Assistance grants and represent a truer award rate of the one-year competitive grantmaking.

OTHER FACTS & FIGURES

- TOT underwrites Cultural Affairs' fairs & festivals activity, and around 30% of grantmaking
- TOT dropped 25% in FY 2019-20 and in FY 2020-21 is projected to be \$8.24M, a 82% drop compared to FY 2018-19 revenues.
- Cultural Affairs lost over \$400K in programmatic funds and a half-time position due to the FY 2020-21 cutbacks.
- The highest grantmaking budget since the 1980s was \$1,600,000 in FY 1992-93. In today's dollars that would be over \$3M.



CITY OF OAKLAND

MEMORANDUM

DATE: April 8, 2021
TO: City Council and Members of the Public
FROM: Council President Nikki Fortunato Bas, District 2
SUBJECT: **Council Strategic Priorities for FY 2021 - 2023**

Dear City Council Colleagues and Members of the Public,

I respectfully request that the Council discuss and take action on:

A Report And Recommendation And Potential Action On: 1) City Council's Three To Four Strategic Priorities, And 2) Next Steps For Defining These Priorities In A Framework That Includes A Diagnosis, A Guiding Policy And A Coherent Set Of Actions For The Fiscal Year 2021-2023 Budget

1. Strategic Priorities

Following the City Council's March 30, 2021 retreat, I am proposing these strategic priorities for our consideration for FY 2021 - 2023 and our biennial budget. These priorities are rooted in our **values of equity, transparency and effectiveness** to serve all of Oakland and ensure that the most vulnerable residents, who were already disproportionately impacted before COVID, are able to thrive as we move towards a more healthy and more just recovery.

A. Affordable Housing & Homelessness Solutions

- a. Protection/Prevention — protect tenants and low-income property owners, prevent homelessness
- b. Preservation — preserve affordable housing
- c. Production — produce deeply affordable housing
- d. House unsheltered residents — lease/purchase hotels; utilize public land for emergency shelter, transitional housing and permanent deeply affordable housing
- e. Service encampments with outreach and supportive services, and health and sanitation services

B. Public Safety & Violence Prevention

- a. Take action on the recommendations of the Reimagining Public Safety Task Force to increase public safety through alternative responses to calls for service and investments in the root causes of violence and poverty

- b. Reduce gun violence and focus on violent crime
- c. Increase violence prevention
- d. Develop and implement alternative responses to police, such as MACRO
- e. Implement and expand Crime Prevention Through Environmental Design (CEPTED) for crime prevention and traffic calming

C. Good jobs and vibrant economy

- a. Create and maintain family-sustaining jobs
- b. Enhance workforce development and training, and youth jobs programs
- c. Support small businesses, addressing racial and gender disparities, and enhancing business districts
- d. Fully staff City Departments by improving recruitment, filling vacancies and increasing both succession planning and retention

D. Clean, healthy, sustainable neighborhoods

- a. Reduce and prevent illegal dumping, including proactive service
- b. Ensure safe and well maintained streets and sidewalks
- c. Invest in parks, libraries, youth development, senior services, arts & culture
- d. Expand wildfire prevention and disaster preparedness/response

2. Diagnosis, Guiding Policy, Coherent Set of Actions

At the retreat, we discussed this framework for approaching the Council's priorities:

A. Diagnosis

- a. Defines or explains the nature of the challenge
- b. Simplifies the complexity of reality
- c. Judgement about the meaning of facts
- d. Identifies what is critical

B. Guiding Policy

- a. Overall approach to dealing with the obstacles identified in the diagnosis
- b. Channels action in certain direction
- c. Not goals, visions, images of desirable end states
- d. Method of grappling
- e. Rules out vast array of options

C. Coherent set of actions

- a. Carries out the guiding policy
- b. Coordinated steps
- c. Focuses organizational energy
- d. Focusing on one thing slights another

I am proposing these next steps to further develop the Council's priorities and create more alignment with the Administration/Departments.

- A. **Committee Chairs and Department Directors collaborate** to bring to Committees further discussion and action on these priorities. These conversations should start with existing City and Department plans to refine the diagnosis and policies and create actions for FY 2021 - 2023, for example:
- a. Community & Economic Development Committee
 - i. [Housing Policies, Plans & Data](#), Housing & Community Development Department
 - ii. [Housing Element](#), Housing & Community Development Department
 - iii. [Economic Dashboard](#), Economic & Workforce Development Department
 - iv. [Economic Development Strategy](#), Economic & Workforce Development Department
 - b. Life Enrichment Committee
 - i. [Permanent Access To Housing \(PATH\) Framework and Homeless Strategy](#), Human Services Department
 - c. Public Safety Committee
 - i. [Reimagining Public Safety Task Force Recommendations](#)
 - ii. [Violence Prevention Services Spending Plan](#), Department of Violence Prevention
 - iii. [Violent Crime Operations Center](#), Oakland Police Department
 - d. Public Works Committee
 - i. [Transportation Strategic Plan](#), Department of Transportation
- B. Through the FY 2021 - 2023 budget development process, the **Administration share with Council its "bottom up/zero based" budgeting and equity work** to more fully understand costing of services and equity impacts, particularly for OPD.
- C. The **Administration report to Council on its progress towards creating a dashboard** to establish metrics and evaluate against them.

Note that there were some key issues and questions that emerged during the retreat which should be addressed further through these next steps and/or at Day 2 of the retreat in June/July (TBD).

- What are the service demands of City Departments for a range of services such as litter pick up/illegal dumping, street/sidewalk repair, building permitting, parks/recreation/library activities, police/fire/safety calls for service, etc.?
- What do these services cost?
- Are these services being delivered in an equitable manner?
- What services have the greatest impact?
- What can we say "no" to in order to focus and really prioritize?

Council President Nikki Fortunato Bas, District 2
Subject: Council Strategic Priorities for FY 2021 - 2023

- How can our work be more cross-cutting to follow through on the Council's budgeting and policy making with implementation, evaluation and leveraging other resources?

For questions regarding this memo, please contact Miya Saika Chen, Chief of Staff, Office of Council President Nikki Fortunato Bas, at mchen@oaklandca.gov.

Respectfully Submitted,



Nikki Fortunato Bas
Council President, District 2

Attachment:

1. Council retreat slides and notes

FY 2021-23 MAYOR'S BUDGET PRIORITIES

Vision

- Oakland is an equitable, resilient city where everyone thrives.

Priorities

- **Holistic Community Safety**
- **Housing, Economic & Cultural Security**
- **Vibrant, Sustainable Infrastructure**
- **Responsive, Trustworthy Government**