

**Public Art Advisory Committee
Regular Meeting
Monday, November 4, 2019
Oakland City Hall
Hearing Room 4
1 Frank Ogawa Plaza
5:30 - 7:30 pm**

AGENDA

- I. **Welcome/Call to Order**
- II. **Open Forum**
- III. **Approval of Minutes: October 7, 2019 meeting**
- IV. **Action Item: Review and approve public mural proposal for the Eastmont Branch Library, by 2019-20 Cultural Funding Program Grant Recipient Desi Mundo.**
- V. **Informational Item: Cultural Affairs and Public Art Program Legislation Update**
- VI. **Informational Item: Staff Updates on Pending Projects and Program Activity**
 - a. **MacArthur Gateway Arches- Installation and Dedication Updates**
 - b. **Measure DD: Gardens at Lake Merritt Gates- Installation Schedule Update**
 - c. **Mosswood Community Center and Park Master Plan**
 - d. **Measure KK Bond Program**
 - e. **Public Art in Private Development- Update on Various Projects**
 - f. **Artist-Community Initiated Projects**
- VII. **PAAC Nominations and Matrix**
- VIII. **Announcements**
- IX. **Agenda Building: Outline agenda for December 2019 meeting**

Next regular meeting: December 2, 2019, Hearing Room 4, Oakland City Hall
- X. **Adjourn**

Oakland Cultural Affairs - Public Art Program, 1 Frank H. Ogawa Plaza, 9th fl. Oakland, CA 94612 www.oaklandculturalarts.org

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



**Public Art Advisory Committee
(PAAC)
October 7, 2019
Minutes**

Members Present: Bryan Cain (co-chair), Jennifer Correia, Charmin Roundtree-Baaqee, Eric Murphy, Yulia Pinkusevich*
Excused: Jennifer Kessler, Michele Ramirez, Patricia Cariño Valdez, Chris Treggiari
Absent:
Staff Present: Kristen Zaremba, Public Art Coordinator
Guests: Natalia Mount, Pro Arts

Meeting Chair: C. Baaqee

*Indicates partial attendance

1. Meeting called to order at 5:40 p.m.
2. **Open Forum**
3. **Minutes: J. Correia moved to approve the minutes of the August 5, 2019 Public Art Advisory Committee meeting. E. Murphy seconded. Motion passed unanimously.**
4. **Action Item: Review and approve proposal for Pro Arts on the Commons Temporary Installations for Frank H. Ogawa Plaza.** Public Art Coordinator Kristen Zaremba reintroduced the project. The overview of the project was presented at the July 2019 meeting. Pro Arts Executive Director Natalia Mount presented the proposal for a temporary performance installation by artist Cassie Thorton, "Desperate Holdings Real Estate & LandMind Spa." The work will launch with an artist reading at Wolfman Books on October 21st, and consist of a temporary tent structure situated under the Oak trees on the plaza, October 23, 25 and 28, during which time the artist will offer free facials using mud, collected from the Salesforce Tower building foundation excavation in San Francisco. The work will expand on research and a publication the artist has created to invite dialogue regarding the local real estate market and housing affordability, as a proponent of new models for 'survival, cooperation and co-housing. Mount shared copies of Pro Arts newsletter, co-produced with gallery tenants Project Kalahati, and invited committee members to attend a series of Black and Brown film screenings. **Motion: B. Cain moved to approve the Pro Arts on the Commons temporary art installation proposal by Cassie Thorton, for October 23-28, 2019. J. Correia seconded. Motion passed unanimously.**
5. **Informational Item: Cultural Affairs and Public Art Advisory Committee Legislation Update. No Action Required. Item Tabled to allow additional time for review of materials.**

PAAC 11-4-19 Item III

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

- a. MacArthur Gateway Arches.** The project installation is scheduled for late October with Rays Electric at the General Contractor. The artist Eric Powell will handle actual installation. Staff and committee members discussed possible dedication plans and the importance of the project, to celebrate East Oakland as a welcoming community. Dedication dates and details to be finalized once the installation has commenced.
- b. Measure DD: Gardens at Lake Merritt Gates.** Installation is also being planned for late October, under a contract with Western Specialty, but will take longer due to foundation work for the gate posts. A dedication will be planned with the Friends of the Gardens, supporters of the project, in November. In the interim, staff and committee members discussed promotional opportunities to celebrate the gates installation during the Autumn Lights Festival in mid-October.
- c. Mosswood Community Center and Park Master Plan.** Zaremba and Charmin Baaqee, as a project community consultant, introduced plans for a new community center and park master plan, commencing with a community event to solicit ideas on October 19th. Committee members discussed the value of this park and center for the local and regional community, adjacent to Kaiser hospital and home to multiple festivals. Committee members were welcomed to participate in the planning process.
- d. Public Art in Private Development: Update on Various Projects.** Zaremba reported on progress relative to the Oak Knoll development, where projects proposed to be located on City property will prospectively be managed and maintained through a Community Facilities District agreement with the City. Staff will continue to work to advocate for the best practices care of the PAAC approved artwork designs.

7. Announcements: Committee members invited colleagues to events at Gray Area, Latham Square Third Thursdays and OakStop.

8. Agenda Building: Updates on current projects. PAAC Ordinance and Matrix. Nominations.

9. Adjournment: Y. Pinkusevich moved to adjourn the meeting at 7:30. E. Murphy seconded. Motion passed unanimously.

1. **Public Art Advisory Committee (PAAC) Proposal Review Form.** Attached below.
2. **Project Narrative.** A written description of the proposed artwork, including the artist's intent, process and project goals, and the roles and responsibilities of all project partners.

The goal of this project is to bring awareness to pancreatic cancer and neuroendocrine tumors. Pancreatic cancer has the highest mortality rate among all major cancers. Jennifer Finefeuiaki, Mundo's late wife, has a rare form of pancreatic cancer called a pancreatic neuroendocrine tumor or PNET, which are often incurable. In response to her passing, Mundo will create a mural to bring awareness to these diseases and advocate for additional research and improved early diagnosis. The design will incorporate a rendering of Jennifer during her battle with cancer displaying grace and courage as well as incorporating Tongan symbols, animals and her spiritual relationship to nature.

Mundo has already begun making contact with local, statewide, national and international cancer awareness organizations. The mural will commence on NET Cancer Day, November 10, 2019 and completed in time for its dedication on World Pancreatic Cancer Day on November 21.

Desi Mundo will use the funds from the cultural funding program to pay himself for his role as project coordinator, lead artist and project manager. Mundo will hire Eric Arnold to write and distribute two press releases on the project

3. **Artist Resume.** The artist's resume and/or other supporting material relevant to the artist's experience with similar projects.

Desi Mundo
2721 60th Ave.
Oakland California, 94605
(510) 551-1096
WithoutMyEgo@Gmail.com
www.CRPBayArea.org

Education

B.A. Psychology / Management, Earlham College 1999

Current Classes

Unity High School, Arrow-Soul Arts Program Facilitator, 2008 - present

Unity Middle School, Arts Instructor, 2019 - present

Fremont High School, Artist in Residence- 2019 - present

Youth Employment Projects

Lao Community Development Inc. - Lead Artist and Project Manager, 30 Youth, 6 Weeks - 2009

Art on the Greenway - Lead Artist and Project Manager, 5 Youth, 6 Weeks - 2012

Selected Workshops and Classes

Community Day School, Resident Muralist and Arts Instructor, 2013 - 2016

ARISE High School - Intersession Mural Project - 20 youth, 3 Weeks - 2012
Chabot College - Guest Lecture / Spray Paint Workshop / Art Exhibit w/ Museum Studies Class - 2014
Washington Elementary - Guest Lecture and Spray Paint Workshop - 2014
Leadership Public School Hayward - Mural Tour and Mural Workshop 2011 - 2013

Organizational Leadership

Community Rejuvenation Project, Founder, February 2006 - present
Higher Gliffs, Executive Director 1999 – present
Alice Street, Executive Producer, 2013 - present
Youth Media Project, Advisory Council - 2015
North Richmond Roots and Restoration Farm, Technical Advisory Council, 2014 - present

Awards and Accolades

Individual Artist Grants 2005, 2006, 2008, 2011, 2012, 2013, 2014, 2016, 2017 - City of Oakland Cultural Arts Funding Program
East Bay Fund for Artists, East Bay Community Foundation, 2010, 2013, 2016
Best of the Bay 2006, East Bay Express, “Best All Ages Hip-Hop Event – Weekend Wake-Up”
Fund for Artists Art Teachers Fellowship, East Bay Community Foundation, 2008
Rising Leaders Fellowship 2005, Youth Leadership Institute

Cultural Ambassadorship

Next Level - Cultural Ambassador to Egypt - 2017 Arts Exchange through U.S. Department of State Bureau of Educational and Cultural Affairs

Formal Presentations, Lectures and Panel Discussions

Legacies of the Wall of Respect: Art, Politics, and Public Space - Northwestern University 2017
Alice Street Symposium on Best Practices for Community Engagement - Elihu Harris State Building 2017
Creative Intersections - Community Partnership for Arts and Culture (Cleveland) - 2016
National Association of Ethnic Studies Conference - Mills College 2014
Colin Ward Memorial Potluck Lecture Series - Hyde Park Art Center
Portraits of Liberation Across Latino America - Exhibit and Roundtable Discussion with Lavie Raven and Virgilio Elizondo - Depaul University
Community Rejuvenation - Guest Lecture to Museum Studies Class at Chabot College

Selected Murals 1994 - Present

The Universal Language w/ Pescador, 14th and Alice Sts. Oakland 2015-16
Mama Garden, w/ Raven and Base, 75th and Coles, Chicago, 2014
Knowledge is Power, w/ Pescador, Marcus Books, 39th and Martin Luther King Way, Oakland, 2013
Madre Maiz, 20' x 200' w/ P.H.A.S.E.2, 360, Pescador, Release, Raven & Miss Ammo, 7th & Market, Oakland, 2012
Peace and Dignity, 15' x 300' w/ P.H.A.S.E.2, Vulcan, 360, Pescador, Elijah Pfothenauer and Beats 737, 41st and International, Oakland 2011
Martin Luther King Cultural Corridor, 5 murals between 22nd and 28th Streets on MLK Way, Oakland
Funktown Arts District, 7 murals in the square between 18th St., Park Blvd. 19th St. and 3rd Ave., Oakland
Salmon Struggle, 12' x 120' w/ Morgan Simon, Abe, Arthur, Abicus, & Phen, Olympia, April 2009
Butterflies & Robots, 25' x 100', spray paint & latex primer mural w/ Mike 360, Daz, Omen II, & Bay, 8th & McDonald, Richmond, December 2008
Rebel Diaz Arts Collective, 10' x 35' for “Democracy” video, Bronx, NY, March 2009
Duality 5' x 15' w/ Daz, Arik & Bay, Oakland Wall of Fame / 23rd Yard, Oakland, October 2008
Freedom in a Cage, 20' x 100', spray paint mural w/ Mike 360, Santa Fe Art Institute, Santa Fe, June 2008
The Beginning of Trails, 20' x 25' spray, latex & traditional paint w/ 360 & Remind, Lame Deer Reservation, July 2007
Ancient Meditations, 15' x 40' mural w/ Hyde, Daz, Bert & Devote, Foothill and 47th Ave., March 2007
War On Meth, 20' x 25' spray paint mural w/ B-man ReMinD, Lame Deer Reservation, September 2006

12 Doorways of Perception, 12' x 1000' w/ 11 Artists, Chicago, Summer 1996

We Still Miss You Harold Washington, 18' x 100' with Zore, Raven, Rafa, & Beloved, Chicago, Summer 1994

4. **Examples of Past Work.** 3-5 images of the artist's completed projects of a quality, style and scale similar to the proposed work.





5. **Visual Proposal.** Adequate visual representation, in color, of the proposed artwork, in drawing(s) and/or three-dimensional model(s), with scale indicated.



6. **Materials and Methods Description.** A detailed description of the proposed materials and methods of installation deemed suitable for the site conditions

A 9' x 12' canvas will be folded over 2" on each edge, sewn, and grommeted on all sides. Afterwards will be primed with a quality primer, followed by two coats of acrylic. The design will be rendered with MTN spray paint. Upon completion, the mural will be covered with 3 coats of exterior varnish. The piece will be hung from the ceiling of the Eastmont library with sturdy rope or metal wire. Installation will be done by Oakland's public works department at the request of the library. The canvas will be capable of hanging on nails and hooks placed into the studs of any wall.

7. **Photos of Site.** Photographs/digital images of the existing site, including scale and dimension for reference.



8. ***In-Situ Mockup***. A scale drawing or digital photographic mockup depicting the proposed work as it will be sited.



9. ***Timeline***. A project timeline that includes community outreach, the design process, all City reviews, and installation.

In July of 2017, Mundo began outreach to property owners in the community to find a suitable location for the mural. Despite efforts by Mundo and Oakland Councilmember Loren Taylor, a suitable location was not found within the timeframe. In order to meet PAAC requirements and still create the project within the two cancer awareness days, the decision was made to paint the mural on an approximately 9' x 12' canvas tarp. The tarp will be displayed at Eastmont Branch of the Oakland library and will be available to be shipped to various cancer awareness events, hospitals etc. to promote cancer awareness. Mundo has already begun making contact with local, statewide, national and international cancer awareness organizations. The mural will commence on NET Cancer Day, November 10, 2019 and completed in time for its dedication on World Pancreatic Cancer Day on November 21.

10. **Budget.** An itemized budget (to ensure sufficient financial resources for completion of project) that includes all anticipated review fees, in-kind donations, maintenance costs, and insurance (see #13).

INCOME

CFP Grant	\$ 4,999
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EXPENSES

Desi Mundo (Artist / Project Manager)	\$ 2,799
Outreach/Marketing	\$ 300
Production/Exhibition	\$ 1,000
Insurance and Licenses	\$ 600
Mural Dedication	\$ 300

11. **Maintenance Plan.** A written plan for ongoing maintenance of the proposed work, identifying the parties responsible for maintenance, anticipated lifespan of the artwork in years, etc.

The mural will be displayed primarily indoors, however it will have exterior varnish painted on it to protect against any fading from UV / sunlight. It will be rolled around a long tube and placed inside of a larger tube for all shipping.

12. **Community Outreach/Support Documentation.** Demonstration of community notification/outreach and support for the proposed project (letters of support, meeting attendance lists, neighborhood surveys, etc.).

October 7, 2019

Dear City of Oakland Public Arts Advisory Committee:

My name is Loa Niumeitolu. I am a Tongan, Pacific Islander community organizer and leader in the Bay Area, Ohlone Land. I am grateful and honored to write this letter of recommendation in behalf of the Oakland artist, Desi Mundo.

I am very excited that Mr. Mundo received an Oakland grant to do a mural for people with terminal cancer in honor of his late wife, Jennifer. I met Jennifer, for the first time, in 2015, when I was part of organizing Pacific Islanders, which includes: Tongans, Samoans, Fijians, Marshallese, Native Hawaiians, etc. for the March for Real Climate Leadership. Jennifer volunteered her husband Mr. Mundo, who was inundated at the time with art projects in public schools and in communities, to assist us with banners and signs for the big march. Mr. Mundo selflessly volunteered his creativity and energies with us to make colorful and beautiful banners for the march. He joyfully used his skills and knowledge of painting and drawing to help communities who are underrepresented, like Pacific Islanders, to be represented through art in public spaces. His efforts made our communities' issues with Climate Change visible.

I feel that Mr. Mundo's art work and his commitment to working with communities to create artwork will shine in his project to do a mural for people with terminal cancer. This project will uplift families and individuals who are in terminal health situations. This mural will have a lasting effect of honoring loved ones who mattered a lot to our communities and their families.

I am very proud of Mr. Mundo and this opportunity given to him to create a lasting piece of art that will bring life to viewers' hearts and will be a reminder of our loved ones and the preciousness of this life we share with each other. I recommend Mr. Mundo for this project! If you have an questions, please reach me call me at (510) 253-9074 or email me at: loaniumeitolu@gmail.com

Thank you,
Loa Niumeitolu



10/17/19

To Whom It May Concern,

I'm the co-principal of Oakland Unity Middle School (OUMS). I'm writing to express my support of Desi Mundo and his program, Community Rejuvenation Project (CRP).

I've known Desi since 2007, when I began working at Oakland Unity High School (OUHS). During the 8 years I was at OUHS, I had many advisees and students who were involved Desi's program. The students loved the program and he was able to attract and retain students who often felt left behind by traditional academic classes. They created beautiful pieces of art to adorn our campus and also felt a sense of camaraderie with like-minded students.

When I became the principal of Oakland Unity Middle School in 2015, I needed to find an after school arts program and immediately contacted Desi. We partnered for two years, creating two beautiful murals as part of the Arrow Soul program. This program was also extremely popular with the kids and was always fully enrolled.

This year, we had the opportunity to add an art elective as part of our day. Again, we turned to Desi and now are thrilled to have him bringing art and creativity to our 6th and 7th grade students 4 days a week.

Desi and his programs have been a pillar in the East Oakland community for a long time. He's committed to helping kids express and find themselves through art. Desi pushes his students to practice the techniques and mindsets of real artists, from learning about the basics of color to hanging shows of their artwork, he helps them understand the real work of artists. We honored to have him as part of our team and our students' middle school experience.

I am excited to see the new mural honoring his wife, Jennifer 'Ana Finefeuiaki, hanging in the Eastmont Library directly across from our school. I'm certain it will be an inspirational piece for students and clients in the mall.

Plase don't hesitate to contact me with any questions.

Sincerely,

Damon Grant

13. **Insurance Documentation.** Provide evidence of insurance or a quotation for insurance coverage sufficient to indemnify the City of Oakland during project development, fabrication and installation, up through final acceptance of the artwork.