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Executive Director

HAROLD JONES
Deputy Executive Director

DOUGLAS WARING
Deputy Executive Director

JOE WONG
Deputy Executive Director

DAVID L. ALEXANDER
Port Attorney

JOHN T. BETTERTON
Secretary of the Board

PORT OF OAKLAND
BOARD OF PORT COMMISSIONERS
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First Vice President

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Commissioner

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Commissioner

PUBLIC ART COMMITTEE
Wednesday, May 23, 2007 – 4:30 p.m.
Board Room

ROLL CALL

Vice-President Darlene Ayers-Johnson
Deborah-Ale Flint
Greg Edwards
Joyce Washington

Harold P. Jones, Chair
Ray King
Steve Huss

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

1. Review and approval of minutes of March 28, 2007
2. Report from the Chair:
 - Status of the World Music & Jazz Festival
 - Status of the nomination process to fill the vacancies on the Public Art Committee
3. Report from the Coordinator:
 - General Scope of Services
 - Status of the Pro Arts exhibits at the Airport, the Board Room and the Lobby
4. Revised FY 07 - 08 Public Art Operational Budget

OPEN FORUM

Public comment on non-agenda items may be received by the Committee during this time. Please fill out a speaker card and present it to the Secretary of the Committee.

CLOSED SESSION

Conference With Legal Counsel – Anticipated Litigation

Significant exposure to litigation pursuant to subdivision (b) of Section 54956.9:
(1 matter)

ADJOURNMENT

The next meeting of the Public Art Committee will be July 25, 2007.

Public Participation

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter or assistive listening device, please call the Board Secretary, John Betterton, at 510-627-1696 or TDD 510-763-5703 at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who experience chemical sensitivities may attend.

You may speak on any item appearing on the Agenda. Please fill out a Speaker's Card and give it to the Board Secretary before the start of the meeting. All speakers will be allotted a minimum of two minutes.

Should you have questions or concerns regarding this agenda, or wish to review any of the Agenda Related Materials, please contact the Board Secretary, John Betterton, at 510-627-1696, or visit our web page at www.portoakland.com.

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ITEM 1

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MINUTES

Regular Meeting of the Public Art Committee **Wednesday, March 28, 2007 – 4:30 p.m.** **Board Room**

ROLL CALL

The Port of Oakland's Public Art Committee (PAC) meeting was called to order at 4:37 p.m. on January 24, 2007. In attendance were Acting Chair and 1st Vice-President Ayers-Johnson, Deborah Ale-Flint, Joyce Washington, Steve Huss, Ray King, Director of Public Affairs Schaaf and appropriate staff.

OPEN SESSION

1. Report from the Chair

An update was provided on the status of filling 3 vacancies for art professionals on the Public Art Committee. Members were encouraged to submit names for the Executive Director's consideration. Also, Helene Fried Associates with Zukor Art Conservation were introduced as the new Public Art Coordination Support Team.

2. Discussion of proposal from "Pro Arts" for a 3 month exhibit in the Board Room, Lobby and Airport spaces for \$7,400 - \$11,000

Oakland arts non-profit organization Pro Arts presented a proposal to provide two exhibitions at 530 Water Street and at the Oakland International Airport. The Airport exhibit would promote East Bay Open Studios -- the largest

annual art event in the East Bay – by showcasing work by 2 participating artists. The 530 Water Street would be a solo exhibit of a local artist covering the exhibit spaces in both the Lobby and Board Room. The Committee approved the proposal unanimously and directed staff to choose from the artists presented.

3. World Music & Jazz Festival

The Committee received an update on the 2007 World Music & Jazz Festival from organizers Khalil Shaheed and Kappi Bowen, to take place on July 28, 2007 at Middle Harbor Shoreline Park. The Committee also recommended allocating \$25,000 towards the planning and production of a 2008 World Music and Jazz Festival.

4. Report from Steve Huss on the status of the Bayenalle Event 2006/7

Steve Huss reported to the PAC on the status of the upcoming Bayenalle Event, which is scheduled to take place this fall, following the Art & Soul Festival. The Committee recommended funding his \$8,000 request for Bayenalle organizers 21 Grand to provide outreach and planning for the event.

5. Recommendation to adopt the FY 2007 – 2008 Public Art Plan and Budget.

Libby Schaaf presented the FY 2007 – 2008 Public Art Plan and Operational Budget for the Committee's approval. The budget was recommended unanimously by the Committee and will be submitted for approval by the Port Board of Commissioners through the FY2008 budget process.

6. Sunset date for the Shipping Container Art Program.

Staff recommended setting a June 30, 2007 sunset date for the temporary Shipping Container Art Program, due to monthly rental fees and age of program. The Committee unanimously approved the recommendation.

7. Informational report on the status of three media artworks for the large-scale media wall located in the baggage claim of Oakland International Airport and the Airport Art Exhibition.

- Cherie Newell of the Oakland Museum presented an update on public art projects and the rotational exhibit program at the Oakland International Airport.

OPEN FORUM

There was one speaker during open forum.

CLOSED SESSION

1st Vice President Ayers-Johnson convened closed session at 6:21 p.m. The PAC reconvened in Open Session at 7:00 p.m.

ADJOURNMENT

The Committee adjourned at 7:00 p.m.

The next meeting of the Public Art Committee will be May 23, 2007 at 4:30 p.m.

ITEM 2

**Port of Oakland
Public Art Committee**

INFORMATIONAL REPORT

May 23, 2007

To: Harold Jones, Chair, and Members of the Public Art Committee

From: Libby Schaaf, Director of Public Affairs

Re: World Music & Jazz Festival

The 2008 Oakland World Music & Jazz Festival is scheduled for Saturday, July 26, 2008.

The festival will now also contain a Clean Air Expo component, designed to help further educate the public about operational strategies and projects that promote cleaner air quality in the Bay Area. Numerous local vendors and agencies will have booths set up along this common theme at the festival.

The option of combining the WM&JF with the Bay Area Healthy Neighborhoods Festival in 2008 is currently being explored. This idea was discussed in the two most recent meetings for the 2007 WM&JF; however the truncated schedule remaining prior to this year's event does not permit this type of combination. However, as the discussion for the 2008 events progresses, clarifications around the following issues are to be addressed:

- Sponsorships / Funding
- Branding / Event Identity
- Seasonal schedules of the two events

Production:

Entertainment Producer: Khalil Shaheed, Oaktown Jazz

Event Producer: Kappi Bowen, Grace Under Pressure Productions, Ltd.

When: 2007 Oakland World Music & Jazz Festival will be held Saturday, July 28, 2007 (11am to 7:00pm) at MHSP

Line-up:

World Music --

Pharoah Sanders (Headliner-guest
appearance by John Handy), John Santos

Local --

Ledesi (confirmed), Mo 'Rockin Project

Sponsorships*:

Organizations --

Port of Oakland
NUMMI
Bay Area Air Quality Management District
City of Oakland
Wells Fargo

Media --

Comcast
Oakland Tribune
KCSM
KKSF
KPFA

*Further sponsorship pledges and additional sponsors are being pursued.

Date: July 28, 2007

Middle Harbor Shoreline Park Oakland World Music & Jazz

Port of Oakland/EBRP/Oaktown

Vendors

Budget 07

Actual 05

Paid By

Category

THE PORT OF OAKLAND

TCS - Walkie Talkies	200	176	GUPP	Logistics
Porta Potties	1,100	1,075	GUPP	Logistics
Made in the Shade -Booths & Canopies & Flags	8,000	7,106	GUPP	Logistics
Conservation corp - Trash Clean-up	600	600	GUPP	Logistics
Emergency team	1,600	1,600	GUPP	Logistics
Security/ Parking	2,000	1,525	GUPP	Logistics
Police/ Reserves	400	0	GUPP	Logistics
Dumpsters	800	793	GUPP	Logistics
Tables Chairs, Linens & Stantions/ Set up	1,200	1,192	GUPP	Logistics
Food Permit	120	116	GUPP	Logistics
Misc Towels/ Tickets/Backstage passes/76.96Copies	200	200	GUPP	Logistics
Set up and Tear Down Staff	250	250	GUPP	Logistics
Ad Banners	1500	1440	GUPP	Logistics
Bike Racks	70	68.06	GUPP	Logistics
AC transit	1200	1200	GUPP	Logistics
Barricades	500	502	GUPP	Logistics
Shuttle	2500	853	GUPP	Logistics
Signage	600	1356	GUPP	Logistics
Kids Entertainment \$1680 Entire 335	2,000	2,015	GUPP	Entertainment

Subtotal \$24,840 \$22,067

Entertainment and Marketing Paid Expenses

Stage	4800	4800	KAHLIL	ENTERTAINM
Stage & Generator/Sound Estimate	6000	6000	KAHLIL	ENTERTAINM
Entertainers Fees/ hotels and Transport	30,000	27,000	KAHLIL	ENTERTAINM
Event Staff	2,000	800	KAHLIL	Logistics
Stage Manager	500	500	KAHLIL	ENTERTAINM
Hospitaliy	1,200	790	KAHLIL	ENTERTAINM
Entertainment food	850	875	KAHLIL	ENTERTAINM
Staff Food	400	400	KAHLIL	Logistics
Publicity Manager	2000	2000	KAHLIL	Marketing
Print Advertising	3000	1500	KAHLIL	Marketing
Sponsorship costs	1200	500	KAHLIL	Marketing
Website	2000	1000	KAHLIL	Marketing
Poster Distribution	300	300	KAHLIL	Marketing
Graphics	1200	0	KAHLIL	Marketing

Subtotal Hard Costs \$55,450 \$46,465

Production Fee \$25,000 \$25,000

EVENT TOTAL \$105,290 \$93,532

INCOME

Port Public Art \$25,000

Booth Fees \$5,000

Total income \$30,000

Balance to Raise \$75,290

Port of Oakland In-Kind Expenses

Print Advertising	In-kind		Port	
Golf Carts	In-kind		Port	Estimated \$50
Poster & Flyer Printing	In-kind		Port	Estimated val

East Bay Regional Parks

EBRP Police Staff	In-kind		EBRP	Estimated Va
Maintenance and Park Staff	In-kind		EBRP	Estimated Va



Oaktown Jazz Workshops 5277 Broadway Terrace, Oakland, CA 94618 Ph 510-206-4509 Fax 510-985-8360
Khalil Shaheed - Director

DATE: December 1, 2006
SUBJECT: Oaktown Jazz – Scope of Services

Proposed services of Oaktown Jazz to provide event management services for the PortFest World Music and Jazz Festival, to be held on July 28, 2007 at the Middle Harbor Shoreline Park. The scope of services include but are not limited to the following :

1. Identify, select, and secure all talent both local and international to perform at the festival.
2. Contact and Contract chosen artists through their respective managers/agents.
3. Arrange all transportation and lodging for performers from out of town.
4. Help direct and oversee publicity machine including distribution of posters and flyers, and securing of radio, and newsprint media sponsorships.
5. Be responsible for artists' backstage needs and general comfort.
6. Secure stage for performance. Oversee stage set-up and take down.
7. Secure lighting if needed. Oversee set-up and take down.
8. Secure sound system and technicians. Oversee set-up and take down.
9. Secure camera crew (video and still) to document event.
10. Work with Nancy Quinn and Associates to secure sponsorships to fund this event (not including agreed upon \$25,000 Port has committed to.)
11. Develop five year plan to promote consistency and growth of festival.

The term is from December 1, 2006 – August 1, 2007. The total amount for services described is \$12,500. The first invoice in the amount of \$6,250 will cover initial fees and deposits. Final payment \$6,250 will be invoiced upon completion.



DATE: December 1, 2006
SUBJECT: Grace Under Pressure – Scope of Services

Proposed services of Grace Under Pressure to provide event management services for the PortFest World Music and Jazz Festival, to be held on July 28, 2007 at the Middle Harbor Shoreline Park. The scope of services include but are not limited to the following :

- Secure all permits; sound, police, fire, health, food and alcohol.
- Arrange all logistics; parking, event maps, security, electrical, porta-potties, décor, tables, chairs, tents and booths, walkie-talkies, golf carts, transportation, to do lists, and signage.
- Development of event layouts, budgets, and facility work letters.
- Oversee program development and design.
- Coordinate with Artistic Director on staging, lighting, sound, entertainment, back stage needs.
- Coordinate with all security entities
- Coordinate with East Bay Regional Parks.
- Coordinate with individual responsible for solicitation of exhibit booths.
- Work with Port representative to coordinate port booth needs.
- Share marketing responsibilities and strategies with artistic director.
- Planning and participation in planning meetings with all other entities.
- Management of onsite activities on the day of the event.

The term is from December 1 – August 1, 2007. The total amount for services described is \$12,500. The first invoice in the amount of \$6, 250 will cover initial fees and deposits. Final payment \$6,250 will be invoiced upon completion.

Please contact Diann Castleberry, x1302 or Brenda James, x1189 if there are questions.

ITEM 3

**Port of Oakland
Public Art Committee**

INFORMATIONAL REPORT

May 23, 2007

To: Chair Jones and Members of the Public Art Committee

From: Helene Fried, Public Art Coordinator

Re: Program update

At the March 28, 2007 meeting of the Public Art Committee, the Committee reviewed and approved the selection of the Public Art Coordinator, Helene Fried of Helene Fried Associates in conjunction with Karen Zukor, Zukor Art Conservation.

Report update to be provided on the preliminary activities of the Public Art Coordinator including the Rotating Art Exhibit, and briefing meetings with Public Art constituents. Discussions and research continue regarding future planning efforts for the Public Art Program.

HELENE FRIED ASSOCIATES
1233 DE HARO STREET
SAN FRANCISCO, CA. 94107
415.643.3175
HFASSOC@EARTHLINK.NET

Scope of Work
Port of Oakland
April 2007

The Public Art Team (comprised of Helene Fried Associates with Karen Zukor of Zukor Art Conservation) will:

Provide support and advice to the Directors and senior staff on the Public Art Program. Port of Oakland) and report directly to the Director of Public Affairs.

Coordinate all aspects of the Public Art acquisition including procurement or commission of public art for the permanent Collection and for the Capital projects of the Port (Maritime, CRE including Jack London Square and Aviation). Coordinate all aspects including selection process, shipping arrangements, installation, education, and social receptions.

Coordinate all aspects of the Rotating Art Program including arrangement of art loans, institutional partnerships, and when appropriate budgets, written loan forms, shipping arrangements, installation, education, and social receptions.

Maintain and implement the Public Art Ordinance No. 3694 and Administrative Procedures-Policy # 909, Port of Oakland, Public Art Program

Provide administrative support to the Public Art Committee (PAC) including agendas, minutes and reports that are posted and in accordance with the Sunshine Ordinance, City of Oakland.

Develop and coordinate all aspects of a Public Art Master Plan.

Develop and implement conservation for the Collection.

Develop a digital written inventory including the artist, title, medium, date and purchased value of the Artwork.

Establish a procedure and timeline for assessing the current value of the Artwork in the Collection.

Maintain and conserve (or arrange for conservation of) the Artwork in the Collection and develop an annual review and conservation procedures.

Prepare educational and press materials including identification signage.

Prepare Artist Contracts and track the compliance.

Prepare and coordinate schedules, budgets, and financial progress payments.

Maintain the Database of pre-qualified Panelists and of Artists,

Prepare Requests for the Selection of Panelists and of Artists including Qualifications for Artists, Design Competitions and other.

Conduct public workshops to engage and educate the public in the Public Art opportunities at the Port.

Develop knowledge of creative practitioners, Artists, Galleries, Art Organizations, Architects, Landscape Architects and Graphic Designers in Oakland and the surrounding areas.

Comply with Federal, State and City and County (City of Oakland and Alameda County Laws and Ordinances.

ITEM 4

**Port of Oakland
Public Art Committee**

INFORMATIONAL REPORT

May 23, 2007

To: Chair Jones and Members of the Public Art Committee

From: Libby Schaaf, Director of Public Affairs

Re: Revised FY 2007-08 Public Art Operational Budget

At the March 28, 2007 meeting of the Public Art Committee, the Committee reviewed and approved the FY 2007-08 Public Art Plan. After further review, it was determined that the budget contained in the plan contained an error. This error was caused by a last minute request from Maritime to adjust the Public Art operational budget from \$150,000 to \$100,000. Below is the revised budget based on the adjusted amount:

Final Recommended 07-08 Public Art Operational Budget

G290	Public Art	
	Public Art Coordination Consultants - Helene Fried	\$50,000
	Master Planning Expenses & Project Costs	0
	Music in Middle Harbor Shoreline Park	
	2007 World Music & Jazz Festival: final payment	\$12,500
	2008 World Music & Jazz & Healthy Neighbors Festival: performance costs	\$7,000
	2009 World Music & Jazz Festival: planning payment	\$12,500
	PAC meeting expenses	\$1,400
	Rotating Art Program exhibition costs (4 @ \$2,400)	\$9,600
	Biennale Sponsorship	\$7,000
TOTAL		\$100,000.00

May 23, 2007
Public Art Committee
Revised FY 2007-08 Public Art Operational Budget
Page 2

The previous incorrect budget for \$150,000 reviewed on March 28, 2007 was as follows:

Previously Reviewed 07-08 Public Art Operational Budget no longer feasible:

G290	Public Art	
	Public Art Coordination Consultants - Helene Fried	\$50,000
	Master Planning Expenses & Project Costs	\$29,200
	Music in Middle Harbor Shoreline Park	0
	2007 World Music & Jazz Festival: final payment	\$12,500
	2008 World Music & Jazz & Healthy Neighbors Festival: performance costs	\$10,000
	2009 World Music & Jazz Festival: planning payment	\$12,500
	PAC meeting expenses	\$1,600
	Rotating Art Program exhibition costs (8 @ \$2,400)	\$19,200
	Biennale Sponsorship	\$15,000
TOTAL		\$150,000

Recommendation:

The Committee is requested to recommend the amended budget for adoption by the Board of Port Commissioners as part of the Port of Oakland's FY2007-08 Budget.