

OMAR BENJAMIN
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
530 Water Street • Oakland, California 94607

Telephone: (510) 627.1100
Facsimile: (510) 763.3562
TDD: (510) 763.5703

E-Mail: board@portoakland.com
WEB: www.portofoakland.com

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A G E N D A

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

ROLL CALL

OPEN SESSION

ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

- A. Review and approval of minutes of September 26, 2007
- B. Report from the Chair:
 1. Introduction of new members
 2. PAC Overview
 - History, purpose and function
 - Public Art Ordinance review of committee structure, function, terms and procedures
 3. Project Updates
 - Jack London Square Partners Public Art Program Phase I
 - 2008 Bayennale – *Elisabeth Beard*, *Circuit Network on behalf of 21Grand*
 - 2008 World Music & Jazz Festival – *Khalil Shaheed*, *Oaktown Jazz*

4. Announcements

C. Recommendation of Public Art Master Plan for Rotating Art Exhibit Program

1. Master Plan Guidelines – *Helene Fried, Public Art Coordinator*
2. OAK T-1 Exhibition space commencing December 2007 – *Helene Fried, Public Art Coordinator*
3. Recommendation for Oakland International Airport Rotating Art Exhibits FY 2008-09 -- *Cherie Newell Professional Services, Oakland Museum of California*

D. 2007 Annual Report Public Art Program, *Helene Fried, Public Art Coordinator*

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.

ADJOURNMENT

The next meeting of the Public Art Committee is January 30, 2008 at 4:30PM.

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 agenda-related materials, please contact the Board Secretary, John Betterton, at 510-627-1696.

To receive Port Agendas and Agenda Related Materials by email, please email your request to board@portoakland.com.

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MINUTES

Regular Meeting of the Public Art Committee **Wednesday, September 26, 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 September 26, 2007. In attendance were Chair Harold Jones and Committee members Commissioner Darlene Ayers-Johnson, Deborah Ale-Flint, Gregory Edwards, Steven Huss, Bob Jones and Ray King. Also in attendance were Diann Castleberry, Acting Director of Public Affairs, Helene Fried, Public Art Coordinator and staff.

OPEN SESSION

The Committee considered the following items for discussion and possible action:

1. Review and approval of minutes of July 25, 2007
2. Report from the Chair:
 - Chair Harold Jones announced that Agenda Items #5 and #6 were pulled.
 - The Chair introduced Diann Castleberry, Acting Director of Public Affairs who gave a report on the 2007 Oakland World Music and Jazz Festival. Kaili Shaheed, event founder and creative director showed the Committee visual documentation of the Festival.
 - Helene Fried, Public Art Coordinator reported on the Pro Arts exhibitions installed at the Port of Oakland's Administration building located at 530 Water Street in the Lobby and in the Board Room, located on the 2nd Floor. She also reported on the East Bay Open Studios exhibit at Oakland International Airport in Terminal 1,

which has been extended. Lastly, she announced that the public is invited to a reception for the artists in the Port of Oakland's Administration building lobby on Friday, October 5, 2007 from 4:00-7:00pm.

3. Jim Falaschi of Jack London Square Partners introduced his team who presented a PowerPoint presentation overview of the Public Art Program for the first phase of Jack London Square.
4. Elisabeth Beaird presented a PowerPoint report on the first phase of planning for the 2008 Bayennale.

OPEN FORUM

Ralph Hamilton addressed the PAC in Open Forum.

ADJOURNMENT

Chair Harold Jones adjourned the PAC at 5:30pm.

The next meeting of the Public Art Committee is November 28, 2007 at 4:30p.m.

INFORMATIONAL REPORT

TO: Harold Jones, Chair
Members of the Public Art Committee (PAC)

CC: Diann Castleberry, Acting Director of Public Affairs

FROM: Helene Fried, Public Art Coordinator

RE: **Item B--Report from the Chair:**

- **Item B-1: New PAC Members**
- **Item B-2: PAC Overview and Recommendations**
- **Item B-3: Project Updates**
- **Item B-4: Announcements**

DATE: November 28, 2007

Item B-1: New PAC members

At the July 25, 2007 meeting new PAC members were nominated to fill existing vacancies of the PAC. New members listed below are invited to join the PAC by Port Executive Director Omar Benjamin. As specified in the Public Art Ordinance, new members include a current Commissioner from the City of Oakland, Arts and Cultural Commission. The new members invited to join are:

- Ed Fernandez
- Aida Gamez
- Uday Joshi, City of Oakland, Arts and Culture Commission
- John Zurier

Item B-2: PAC Overview and Recommendations

Port of Oakland Ordinance No. 3694 establishes a Port Public Art program. The ordinance is being reviewed to ensure compliance, to refresh our understanding of its purpose, to examine PAC membership structure, function and financials as well as other applicable procedures.

A brief summary will be introduced at the PAC meeting and will be followed by recommendations for amendments to align membership structure and function with the Port's Public Art ordinance. Below are proposals for review and discussion:

1. Harold Jones, former Deputy Executive Director - External Affairs is now a consultant to the Port's Executive Director. Since the PAC's inception has served as Chair. It is recommended that Mr. Jones step down as chair and serve as ex-officio member for the remainder of his appointment and service to the Port of Oakland.

2. Typically, Port Board committees are chaired by a Port Commissioner. Given the recommendation in proposal #1, it is recommended that PAC member and Port Commissioner Darlene Ayers-Johnson serve as Chair of the PAC.
3. Libby Schaaf, Director of Public Affairs (named in Ordinance No. 3694 as *Director of Communications*) continues to assume responsibility for compliance with the Public Art Ordinance. With this charge, it is appropriate that Ms. Schaaf serve as an ex-officio PAC member, where she will provide direction and oversight of the Public Art Program as well as budget compliance.
4. Helene Fried, Public Art Coordinator, has been hired by the PAC and serves as a consultant who is funded by the Port of Oakland's Public Art program. Ms. Fried serves to provide professional staff direction as it relates to public art, agenda management and professional services support. Ms. Fried reports to the Director of Public Affairs.
5. Steven Huss, Acting Director of Cultural Arts Programs for the City of Oakland, currently serves as a member of the PAC. It is recommended that Mr. Huss serve as ex-officio PAC member, representing the City of Oakland as an official staff liaison.
6. New Director of Maritime James Kwon will represent the Port's Maritime Division on the PAC as a voting member. Mr. Kwon replaces Ray King who has separated from the Port to pursue his new career in San Diego. Mr. Kwon's alternate is Jean Banker, Manager, Administration and Finance Services, Maritime Operations.

Staff has identified additional revisions to the Ordinance to ensure compliance and to provide better understanding of the intended spirit and procedures articulated by Port Ordinance No. 3694. It is recommended that the Chair appoint an adhoc task force of the PAC to consider these recommendations and request that further discussion and resolution to amend the appropriate items be conducted at the January 30, 2008 meeting of the PAC.

Item B-3: Project Updates

Three presentations are planned as a way of a regular check-in/status update on Port public art partnership programs and proposals. These updates are:

1. Jack London Square Partners Public Art Program Phase I
2. 2008 Bayennale
3. 2008 World Music & Jazz Festival

Item B-4: Announcements

The chair will provide the PAC with announcements relevant to the Port's Public Art program or Port of Oakland.

INFORMATIONAL REPORT

TO: Harold Jones, Chair
Members of the Public Art Committee (PAC)

CC: Diann Castleberry, Acting Director of Public Affairs
Steven Grossman, Director of Aviation & PAC member

FROM: Helene Fried, Public Art Coordinator
Cherie Newell, Director Professional Services, Oakland Museum of California

RE: **Item C-1: Recommendation of Public Art Master Plan for Rotating Art Exhibit Program – Master Plan Guidelines (ART at the PORT)**

DATE: November 28, 2007

Public Art Master Plan Objective:

The objective is to establish a fair and equitable process for Oakland and East Bay artists and regional, non-profit arts and cultural organizations to submit art for consideration in the Port of Oakland's Rotating Art Exhibits at Oakland International Airport (OAK) and the Port's administration building located at 530 Water Street in Oakland, California.

Rotating Exhibits, Port of Oakland is a section of the annual Master Arts Plan and complies with Public Art Port Ordinance No. 3694 and Administrative Manual, Policies and Procedures, AP 909.

Furthermore, the objective is to demonstrate the ongoing commitment of the Port of Oakland to support the artistic and cultural community, and to serve the residents and businesses of the City of Oakland as well as the employees of the Port.

Requests for Information:

Distribution of written guidelines seeking Rotating Exhibit concepts and/or consideration for artist selection will be available by:

- Requests (see information below)
- Port of Oakland - *lobby hand-outs and website, Port Courier*
- Oakland International Airport – *information desks, Point by Point*
- Oakland Museum of California – *Information, Curatorial Divisions, Department of Professional Services*
- City of Oakland, Arts and Culture Public Art Program - *grantees organizations, individual artists and website*
- Selected mailing to individual artists and arts organizations

Submittal of interest:

Submittals of interest will be accepted throughout the year and will be reviewed twice annually by the Public Art Committee (PAC) and administered by the Public Art Coordinator.

- Name and contact information including email address and daytime telephone.
- A 1-2 page description of the project (Please note that the subject matter must be appropriate for the airport or business environment i.e. avoid references to politics, religion or nudity which may be considered inappropriate)
- CD with PowerPoint presentation, or other electronic file, or online web url address, and proposed artworks or artifacts
- Signed acceptance of terms of exhibition and stipend

There are several sites for the Rotating Art Exhibits:

The Port of Oakland supports two rotating exhibition programs, one at the Port's administration building located at 530 Water Street (Water Street), and the second site at Oakland International Airport (OAK) in multiple locations.

Water Street exhibitions are located in two areas: 1) the Lobby, and 2) the 2nd floor Board Room. There are currently three locations at OAK: 1) in Terminal 1, on the entrance ramp leading to the security checkpoint; 2) in the connecting walkway between Terminals 1 and 2; and 3) in Terminal 2. The Terminal 1 area is outside the security checkpoint while the other two sites are inside the checkpoint and only available to the ticketed traveling passenger, airline personnel and airport staff.

Oakland International Airport:

Annually there are a total of twelve exhibits – four (4), three month exhibits in each of the three locations. These exhibits are currently developed and/or managed by the Professional Services Division of the Oakland Museum of California (OMCA) in a multi-year professional services agreement with the Aviation Division of the Port of Oakland to conceive, manage and install exhibits at Oakland International Airport.

Due to the complexity of installing exhibits within an airport environment and in order to produce exhibitions in a timely and cost effective manner, exhibition ideas require a minimum of one year to eighteen months for development.

Exhibition ideas are fully vetted by the appropriate Port staff prior to review by the Public Art Committee (PAC) and inclusion in the exhibition calendar. Proposed exhibit concepts are reviewed by representatives of the Aviation, Public Affairs and the Oakland Museum prior to review by the Public Art Committee (PAC). Exhibition concepts for the airport that include installation art are limited to no more than two artists each and require advance planning of eighteen months.

Community Commitment:

The Professional Services Division working on behalf of the Port of Oakland has a long and positive history of collaborating with diverse artists and community groups and has renewed its commitment to this relationship. Many are a "community collaboration" partnering with a community non-profit organization located within Alameda or Contra Costa counties. Preference is given to arts and cultural groups that serve the City of Oakland and the Port of Oakland's Local Impact Areas (LIA) of Alameda, Emeryville, and San Leandro.

The Port of Oakland presents an honorarium on a sliding scale of \$2,500 - \$5,000 each for up to six non-profit organizations for curatorial support and artist fees. The Port's Aviation Division will pay for six non-profit organizations each year based on the level of curatorial support provided. The Aviation Division will set aside \$30,000 to non profit community organizations for such honoraria recommended.

Water Street:

Four exhibitions are scheduled annually in the Lobby and Board Room, 2nd Floor of 530 Water Street. The lobby remains open to the public during weekday business hours while the Board Room is open for viewing prior and following public meetings of the Port of Oakland and during a public reception for the artist.

These exhibitions will showcase the work of Oakland and East Bay artists and local non-profit arts organizations located within the LIA. Exhibitions consist primarily of artworks exhibited on adjacent walls. Proposed exhibition projects for Water Street are initially considered by representatives of the Division of Public Affairs and Commercial Real Estate.

Exhibitions are scheduled from 6-9 months in advance of the exhibition scheduled dates.

The Port of Oakland will pay an honorarium of \$2,400 (\$400 per month) minus shipping and installation expenses for each exhibit to either a non-profit organization or individual artist for exhibition support including curatorial tasks and artist fees.

Review:

The Public Art Committee (PAC) will review the submittals and approve an exhibition schedule of Rotating Exhibits for the Oakland International Airport and the Water Street locations. Members of the Public Art Committee (PAC) and the Professional Services Division of the Oakland Museum of California will also submit exhibit concepts for consideration by the full PAC.

For more information:

Information and inquiries may be directed to the Public Art Program, Division of Public Affairs, Port of Oakland, 560 Water Street, Oakland, CA 94607 Telephone inquiries to Helene Fried, Public Art Coordinator at (510) 627-1491 or email publicart@portoakland.com.

INFORMATIONAL REPORT

TO: Members of the Public Art Committee (PAC)
Steven Grossman, Director of Aviation
Deborah Ale-Flint, Assistant Director of Aviation

CC: Harold Jones, PAC Chair
Diann Castleberry, Acting Director of Public Affairs
Lori Fogarty, Executive Director, Oakland Museum of California
Cherie Newell, Director, Professional Services, Oakland Museum of California

FROM: Helene Fried, Public Art Coordinator

RE: **Item C-2: OAK T-1 Exhibition Space commencing December 2007**

DATE: November 28, 2007

This is a preliminary report on a proposed agreement for management and administration of the T – 1 exhibit space.

Cherie Newell, Professional Services Division of the Oakland Museum of California and I are working in close consultation of Public Art management and administration of the T-1 exhibit space. Discussions have centered on the most efficient and effective arrangement for the short and longer term of the T -1 exhibit space and includes recommendations for your consideration:

- Commencing with the de-install date (scheduled for December 2, 2007) of the current Pro Arts, EBOS@OAK exhibition and running through the conclusion of the fiscal year (June 30, 2008), as Public Art Coordinator, I (Helene Fried) will assume responsibility for the T – 1 exhibit space, in consultation with Cherie Newell, Director of Professional Services, Oakland Museum of California (OMCA). Due to an exceptionally busy schedule, the Professional Service OMCA staff is currently unavailable to implement new exhibits before April 2008 and possibly longer.
- Working quickly and in consultation with Professional Services OMCA, I met with representatives of several local non-profit arts and cultural organizations and expect to have a schedule of exhibitions and supporting schedule for you and your staff to review. Each will be curated and installed in accordance with professional standards and in keeping with the procedures of the Oakland International Airport. The 2008 exhibitions planned for December 1 – July 31, 2008 will be budgeted at and cost no more than a total \$35,000 billed to the Port's Aviation Division.

PAC Item C-2 (11/28/07)

Cherie Newell and I also discussed and agreed to the longer term exhibit services of the T -1 exhibit space as follows:

- Commencing with the FY 2008-09 (fiscal year), Professional Services OMCA will assume responsibility for the curatorial, administration and installation services for the T – I exhibit space and work in close collaboration with Helene Fried, Public Art Coordinator to integrate the “community collaborations” of the Port. This is in addition to the current agreement for services.
- “Community collaborations” are partnerships with non-profit groups, artists and other organizations within Oakland and the immediate surrounding communities. Partnerships may take several forms from assistance with an exhibition concept to specific research to the lending of art objects or artifacts to a showcase of artist in residence programs -- each partnership is unique. Stipends will range from \$2,500 - \$5,000, paid directly from the Port of Oakland and based on the level of curatorial support as recommended by Professional Services OMCA.
- The goal is to achieve a balance of 4-6 “community collaborations” with non-profit organizations, artists and other organization whose participation will be integrated with annual major themes (i.e. textiles, ceramics, architectural work, interdisciplinary). The Public Art Program will continue to identify opportunities to work with the creative and organizational resources of Oakland on behalf of the strategic goals of the Port of Oakland and the Oakland International Airport.
- We propose that the FY 2008-09 budgets include stipends for “community collaborations”, management of “community collaborations” as well as the fee for Professional Services OMCA and further developed for Aviation by Helene Fried and Cherie Newell in consultation with the Aviation Division and Public Affairs Department, and ultimately reviewed by the PAC.

INFORMATIONAL REPORT

TO: Members of the Public Art Committee (PAC)
Port of Oakland

CC: Harold Jones, PAC Chair
Diann Castleberry, Acting Director of Public Affairs

FROM: Cherie Newell & Carin Adams, Oakland Museum of California
In consultation with Helene Fried, Port Public Art Coordinator

RE: **Item C-3: Recommendation for Oakland International Airport
Rotating Art Exhibits FY2008-09**

DATE: November 28, 2007

The Oakland Museum of California (OMCA) has been creating exhibitions at Oakland International Airport since 1999. Under the direction of the Port's Public Art Committee, OAK Exhibits offers creative programming that reflects the community, supports local artists and arts organizations, and showcases select museum collections and exhibitions with the goal of interesting, educating and entertaining the traveling public.

The PAC and OMCA share the responsibility of proposing exhibition ideas for the airport. Representatives from the Oakland Museum of California will be on hand to present several new exhibit ideas for the next fiscal year. Below are short descriptions of each.

- **East Bay Regional Parks 75th Anniversary**
COMMUNITY PARTNER: East Bay Regional Parks

To celebrate their 75th anniversary year, representatives from East Bay Regional Parks have requested the opportunity to work with the museum to develop an airport exhibition about their history and efforts to preserve over 97,000 acres throughout Alameda and Contra Costa counties. This priceless heritage of natural and cultural resources, the open spaces, parks and trails promise a future of enjoyment and healthful recreation for generations to come.

- **Artists as Collectors**
COMMUNITY PARTNERS: Bay Area artists with an emphasis on East Bay residents.

Artists bring a unique perspective to the pursuit of collecting. An exhibit showcasing the varied personal collections of Bay Area artists could range from paper ephemera to model trains to found photographs. Encompassing a wide range of possible objects, this show will appeal to a broad range of the traveling public.

PAC Item C-3 (11/28/07)

- **Film and Cinema as Muse**

POSSIBLE COMMUNITY PARTNERS: Artists Television Access, The Illuminated Corridor

The intersection of popular culture and art as interpreted by contemporary artists. Film and the supporting industries are among our most celebrated cultural commodities. Many artists have used cinema as subject matter or inspiration. This exhibition would explore the use of film in art making and allow for a diverse selection of artists and mediums.

- **Panama-Pacific International Exposition of 1915**

COMMUNITY PARTNER: Maybeck Foundation

In 1915, just nine short years after the devastating 1906 earthquake, the Panama Pacific International Exhibition (PPIE) opened in San Francisco. Immensely important to the rebirth of the Bay Area, millions of people from all over the world traveled to the fair to see the marvelous wonders on display. Many arrived in Oakland on the transcontinental railroad and traveled by ferry to the fair. Over 100 East Bay businesses and organizations were represented in seven enormous exhibition halls. The eighth hall, the Palace of Fine Arts, represented many East Bay artists as well.

Designed by famed Berkeley architect, Bernard Maybeck, the Palace of Fine Arts is the only surviving exhibition hall from this landmark exposition. Currently beginning a major renovation and restoration program, representatives from the Maybeck Foundation are interested in the opportunity to show the wealth of talent and ingenuity inherent to the Bay Area in celebration of their planned reopening in 2009.

- **Urban Bees**

POSSIBLE COMMUNITY PARTNERS: The Urban Bee Project at UC Berkeley, City Slicker Farms, Oakland Based Urban Gardens (OBUGs), People's Grocery, Alameda County Conservation Partnership

Urban Bees will be an interdisciplinary exhibit on the environmental, economic and cultural importance of bees. A second, related exhibit will focus on the exciting work of The Urban Bee Project at the University of California at Berkeley. A third, related exhibit will showcase the efforts of artists and West Oakland non-profits to promote sustainable, urban agriculture. With over 81 species of bees in Berkeley alone, this exhibit is sure to engage travelers of all ages and draw them into the micro world that exists all around them.

- **Hair**

POSSIBLE COMMUNITY PARTNERS: African American Museum and Library at Oakland (AMLO), University of California at Berkeley, Bay Area artists

An exhibition about hair will feature artists using hair as subject matter, metaphor and/or medium. An important cultural signifier and subject of intense social scrutiny, hair is one of the last vestiges of our animal nature and allure. Our hair, or lack of it, is a part of our identity and used by artists, both formally trained and self-taught, as an idea or as an actual material.

Ideas include the idea of a variety of "hair-pieces", photos of hair interpreted in a variety of cultures and also sculptural abstractions on the material itself. Cultural examples could include Victorian hair jewelry, African American braiding and weaves, Mexican American styles for La Quinceanera. sports heroes, punk colors and spiking, and the cross-cultural enigmatic Shaved Head. The exhibit would allow for a celebration of diversity as interpreted through contemporary art and historical examples.

RECOMMENDATION

Since the currently approved slate of exhibitions ends with the May 2008 exhibit, and since airport exhibitions can take months to plan, it is recommended that the PAC approve between two and four exhibit ideas.

INFORMATIONAL REPORT

TO: Harold Jones, PAC Chair
Members of the Public Art Committee (PAC)

CC: Diann Castleberry, Acting Director of Public Affairs

FROM: Helene Fried, Public Art Coordinator

RE: **Item D: 2007 PAC Annual Report**

DATE: November 28, 2007

A visual presentation, highlighting the Public Art Committee's (PAC) initiatives and activities for 2007 will be presented to the PAC. This presentation will demonstrate implementation of the vision mandated by the Public Art ordinance and created by the PAC. It will further capture ways that the Port's Public Art program is moving towards alignment with the Port of Oakland's strategic goals. This presentation will also serve as an introduction to new members. Below is an outline of the elements of the presentation:

1. Rotating Art Guidelines and Exhibition Program
 - *530 Water Street*
 - *In partnership with Pro Arts, Inc (Oakland 501 (c)(3))*
 - *Paintings by West Oakland artist Jenny Balisle*
 - *Paintings by Oakland artist Antonio Vigil*
 - *Oakland International Airport OAK*
 - *In partnership with Pro Arts, Inc (Oakland 501 (c) (3)*
 - *EBOS@OAK, four artists*
 - *Oakland Museum of California, Professional Services*
 - *California College of Art CCA*
 - *The Crucible (Oakland 501 (c) (3))*
2. Oakland International Airport Public Art Commissions
 - Artist Selection Process, Administration and Implementation by Professional Services, the Oakland Museum of California on behalf of the Aviation Division, Port of Oakland
 - Alan Rath, Oakland*
 - Robert Ortbal, Emeryville*
 - Media Wall*
3. 2007 Oakland World Music & Jazz Festival and Global Eco Village
4. Plan and Call to Artists for 2008 Bayennale
5. Jack London Square Partners Public Art Phase I
6. PAC Membership and Administration

7. What's coming