

Memorandum

TO: ARTS COMMISSION

FROM: Paul Krutko

SUBJECT: SEE BELOW

DATE: August 3, 2007

COUNCIL DISTRICT: City-Wide

**SUBJECT: AIRPORT ART PROGRAM OVERSIGHT COMMITTEE:
APPOINTMENT OF MEMBERS**

RECOMMENDATION

Recommend the following with respect to appointments to the Airport Art Program Oversight Committee (AAPOC):

1. Accept a staff recommendation to re-appoint the following members of the AAPOC:
 - a. Sheila Malone, for a two- year term through February 2009.
 - b. Rick Reinhart, for a two-year year term through February 2009.
 - c. Siri Lackovic, for a three-year term through February 2010.
 - d. Harry Saal, for a three-year term through February 2010.
2. Appoint Michael Martin as the Arts Commission representative on the AAPOC to fill the eight-month vacancy and an additional three-year term through February 2011.
3. Authorize OCA staff to appoint guest members of AAPOC to participate at meetings as non-voting members on an as-needed basis.

BACKGROUND

On November 16, 2004, San José City Council approved the Norman Y. Mineta San José International Airport Public Art Master Plan. The first stage of the Airport Public Art Program implementation is to establish a nine-member Airport Art Program Oversight Committee (AAPOC). The AAPOC composition as described in the Master Plan calls for one representative from the Arts Commission, one from the Airport Commission, six professional community representatives and one special constituent (“guest”) member for specific projects or programs.

The role of the AAPOC as a technical advisory committee is 1) to develop and recommend an annual Airport public art work plan, 2) to provide professional evaluation of aesthetic and technical issues to the Arts Commission’s Public Art Committee (PAC) during design and development of Airport public art projects and 3) in this first stage of implementation, the

AAPOC will serve as the panel responsible for selection of the artist activation team. The AAPOC makes recommendations to the PAC prior to votes on agenda items.

Office of Cultural Affairs (OCA) staff initiates the AAPOC nomination process and forwards candidates to the Arts Commission. Members serve at the discretion of the Public Art Committee Chair, with the Commission having final approval over changes in AAPOC membership. Members serve three-year terms with a two-consecutive-term maximum, while guest members serve for a limited period, determined by the AAPOC, that reflects a specific project or program.

ANALYSIS

In February 2005 the following five appointments were made to the AAPOC. Two of these appointments, Sheila Malone and Rick Reinhart have already expired.

Sheila Malone	San José-based artist, performer, photographer, and educator; former Board President of WORKS Gallery, professor at SJSU and Cabrillo College, and a graduate from SJSU's CADRE lab for Digital Media Arts.	1-year term through February 28, 2006
Peter Richards	Senior Artist at the Exploratorium Center, founder of the Exploratorium's Artist-in-Residence Program that commissions artists to create works that address the intersection between art, science, and technology.	3-year term through February 28, 2008
Rick Reinhart	Berkeley-based artist, and Director of Digital Media for the Berkeley Art Museum, manager of "Archiving the Avant Garde," a consortium of five museums and art organizations developing professional best practices for documenting and preserving digital and variable media art.	1-year term through February 28, 2006
Ali Sant	Berkeley-based multi-media artist and architect whose work explores the dynamics of urban space.	3-year term through February 28, 2008

In March 2005 two final appointments were made to the AAPOC as follows. Both of these have already expired:

Siri Lackovic	Senior. Manager with Adobe Systems World Wide Brand Communications, an extensive background in Marketing Communication, creative strategy.	2-year term through February 28, 2007
Harry Saal	Founder, General Corporation, Nestar Systems, founding CEO/President of Smart Valley, Inc., and director of Imaging Technologies Corporation and Borland. Active in philanthropy and community affairs, including Board of the Community Foundation Silicon Valley and President of Cultural Initiatives Silicon Valley. Bay Area 1990 Software Entrepreneur of the Year.	2-year term through February 28, 2007

In February 2005, Commissioner Stephen McCray was appointed as the Arts Commission's AAPOC member. Commissioner McCray's term on the Commission ended June 30, 2007. The remaining eight-month AAPOC vacancy must be filled through appointment by the Commission Chair and confirmation by the Commission. Based on the recommendation of the Commission Chair, Commissioner Michael Martin has been appointed to fill the eight-month term.

Guest members to the AAPOC are needed from time-to-time in order to provide expertise in specialized areas. It is not possible to predict the expertise that might be needed in advance. Therefore, it is desirable to include a provision in the AAPOC procedures that allows staff to identify and appoint guest members to the AAPOC for specific meetings as needed.

PUBLIC OUTREACH

In 2004/2005 OCA staff actively sought nominations for AAPOC membership. To ensure broad participation in the development of the AAPOC, staff invited nominations from all prior Steering Committee members; City Council; the Arts Commission and its Public Art Advisory Committee; and the Airport Commission. After the initial four appointments, additional outreach was done for two remaining AAPOC positions, particularly seeking out nominees from Santa Clara County. The final two appointments were made based on 19 additional applicants from Santa Clara County.

BUDGET REFERENCE

Not applicable.

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CEQA

Not a project.

A handwritten signature in black ink, appearing to read "Paul Krutko". The signature is stylized with a large initial "P" and a long horizontal stroke at the end.

PAUL KRUTKO
Chief Development Officer