

**CITY OF OAKLAND**  
**AGENDA REPORT**

OFFICE OF THE CITY CLERK  
2006 SEP 14 AM 9:57

**To:** Office of the City Administrator  
**Attn:** Deborah Edgerly  
**From:** Cultural Arts & Marketing Division  
**Date:** September 26, 2006

**Re: RESOLUTION APPOINTING JENNIFER EASTON AS A MEMBER OF THE CULTURAL AFFAIRS COMMISSION'S PUBLIC ART ADVISORY COMMITTEE**

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**SUMMARY**

The Public Art Advisory Committee (PAAC) is a nine-member standing advisory committee of the Cultural Affairs Commission. PAAC and its duties were established as part of the City's Percent for Art Ordinance (No. 11086 C.M.S.), which defines the PAAC as:

*Professionally qualified citizen committee recommended by the Oakland Arts Council [now the Cultural Affairs Commission] and approved by the City Council to oversee the quality control of the public art program, its projects, and to recommend to the Cultural Arts Division the sites, scope of project, artworks, and artist for the public art projects.*

The Cultural Affairs Commission (CAC) recommends that Oakland resident Jennifer Easton be appointed to PAAC for a three-year term (ending September 2009) to fill the seat formerly held by Scott Atthowe.

**FISCAL IMPACT**

Approval of this resolution will not result in any new expenditure of City funds. PAAC is a volunteer advisory body and there is no appropriation specifically for this committee. Expenses for the administration of the committee, such as agenda packet preparation and mailings, as well as staff time, are incorporated within the operating budget of the Cultural Arts and Marketing Division.

**BACKGROUND**

To fill the vacancy resulting from the terming-out of PAAC member Scott Atthowe, the PAAC's membership/community outreach working group contacted several highly qualified candidates. The working group considered membership criteria including cultural, ethnic, and gender diversity, professional background and experience, and dedication and commitment to the goals of PAAC. Of those contacted, Jennifer Easton, Oakland resident and career arts administrator, was interested and could commit to the responsibility of serving on the Committee.

Based on PAAC's recommendation, the CAC at its June 26, 2006 meeting nominated Jennifer Easton to City Council for appointment to the PAAC.

**KEY ISSUES AND IMPACTS**

The implementation of a public art program benefits from an advisory body knowledgeable about public art, art administration, aesthetics, and regional and community issues. In order for the PAAC to accomplish its tasks and fulfill its responsibilities, a full slate of members is needed. With Mr.

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Life Enrichment Committee  
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Atthowe's departure the PAAC is losing an expert in matters of artwork handling and installation. Jennifer Easton, a public art project manager with many years of experience, will ably fill the gap left by Mr. Atthowe, add aesthetic and professional diversity to the Committee, and bring understanding and insight into the concerns inherent in the management of a municipal public art program. Please see the attached resume for more information about the nominee.

### **SUSTAINABLE OPPORTUNITIES**

This report recommends a nominee for appointment to an advisory body, whose charge in part will be to review public art projects for sustainable opportunities.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

This report recommends a nominee for appointment to an advisory body, whose charge in part will be to review public art projects for disability and senior citizen access. All regular meetings of the Public Art Advisory Committee are open to the public and accessible to the disabled.

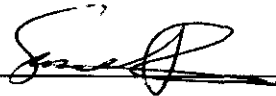
### **RECOMMENDATION**

The CAC recommends that City Council appoint Jennifer Easton to the PAAC.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Approve the resolution appointing Jennifer Easton as a member of the Cultural Affairs Commission's Public Art Advisory Committee.

Respectfully submitted,



**SAMEE ROBERTS, MANAGER**  
Cultural Arts & Marketing Division  
Office of the City Administrator

Report prepared by:  
Steven Huss, Acting Cultural Arts Programs Coordinator

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:



**OFFICE OF THE CITY ADMINISTRATOR**

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## Jennifer A. Easton

### EXECUTIVE OVERVIEW

Extensive career in both project and program management in the visual and performing arts. Has curated numerous exhibitions, published articles and lectured in the field of contemporary art. Additionally, broad experience in marketing for public, non-profit and for-profit sector, including market identification, expansion and retention utilizing traditional and new media. Skilled in market strategy and research, brand-building promotion, creating and managing marketing processes, as well as PR strategies and implementation.

### PROFESSIONAL EXPERIENCE

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#### **Sr. Project Manager, Public Art**

**Office of Cultural Affairs, City of San José, 2004-present**

- Direct all aspects of development of public art projects (typically 13-16 projects concurrently) including preparation of RFQs and artist selection; contract negotiation and implementation, facilitation of design development including extensive community outreach and client/design team collaborations; management of review process including reporting and presentation to sub-committees and City Council offices as required; manage integration of art into overall project construction and coordination of required permitting; review and implementation of maintenance
- Expand the scope of public art in private development as an aspect of redevelopment in the City. Create collateral that enhances developer understanding and appreciation of the program and its benefit for private development
- Develop marketing matrix for all aspects of the program, implementation and oversight of numerous aspects of the marketing program to achieve greater recognition internally and externally facing

#### **Director, Marketing, PR and Development**

**Berkeley Symphony, Berkeley, CA 2001-2004**

- Develop and implement marketing goals and objectives through identification of revenue goals and audience needs
- Created first comprehensive direct marketing program increasing earned income from single tickets sales by 40%
- Generate revenue, earned and contributed for a \$1+ MM budget organization including foundation, corporate and individual, as well as in-kind support
- Initiate and manage strategic relationships with foundations, corporations and major donors
- Optimize all internal and external communications to increase efficacy of messaging about the Symphony including: advertising, website, box office, collateral, corporate communications, and public relations
- Plan and manage all media relationships, develop & disseminate PR materials, story pitches and manage interviews

#### **Marketing Communications Manager**

**AVASTA, INC., San Francisco, CA, 2001**

(Outsourced Application Management company, purchased by NaviSite)

- Implemented product marketing and company branding initiatives
- Created website enhancements for new client acquisition and customer retention
- Managed advertising agency relationship including messaging, creative, strategic and tactical implementation as needed by sales, PR and customers
- Developed PR messaging and corporate positioning. Produced competitive analysis for product positioning
- In concert with Business Development, enhanced strategic channel partner relationships through development of targeted marketing and sales collateral

#### **Channel and Affiliate Marketing Manager**

**ONEMEDIAPLACE, San Francisco, CA, 1999-2001**

(B2B eMarketplace for Advertising)

- Marketing responsibility for company repositioning and product re-development including marketing requirement definition and functional specifications
- Developed online copy and promotions, collaborated with engineers and designers to optimize functionality
- Implemented affiliate relationship programs
- Produced competitive analysis and market segmentation research and analysis
- Marketing responsibility for company repositioning and product re-development

- Directed online advertising and promotion strategy

### **Public Art Program Director**

**VENTURA CULTURAL AFFAIRS DEPARTMENT**, Ventura, CA, 1996-1998

- Developed policy and administrative procedures for \$1 million program
- Produced communications campaign to government, business and community leaders resulting in increased financing and sponsorship
- Created high-profile arts programs with the Community Redevelopment Agency achieving significant private sector participation and profits
- Directed media relations including serving as primary media contact, developed marketing collateral including direct mail campaigns, advertising, and community awareness projects
- Lead member of cross-functional project teams that included technical and lay persons
- Managed multiple projects simultaneously, including RFPs, contracts, and implementation
- Supervised regular and seasonal/project staff

### **Curator**

**LOS ANGELES CULTURAL AFFAIRS DEPARTMENT**, Los Angeles, CA, 1992-96

- Directed high-profile public art projects for Swatch and the governments of Mexico and Finland
- Developed program and funding sources for preservation of City-owned public art
- Collaborated with City Attorney on development of standard contract language, ordinance enhancements, and advised on current issues relevant to art law
- Advised non-profit organizations on business planning and program implementation
- Produced presentations to Commissions/City Council for program support

### **CONTRACT & COMMUNITY EMPLOYMENT**

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Research Associate, Los Angeles County Museum of Art (1992)

Administrative Office of the Courts, State of California (1998). Administered the nomination and appointment process for standing committees and Judicial Council membership

Marketing Director, Women's Business Conference, Oakland, California, 1999 & 2000

### **RELATED SKILLS**

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Experienced editor and writer for articles, brochures, websites, reports, catalogues, and other publications.

Excellent computer skills including graphics, database programming (modeling and implementation), and standard office applications for CRM, sales tracking, spreadsheets, and word processing.

### **EDUCATION**

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M.A. with Honors, Art History and Museum Management, University of Southern California.

A.B., Art History, University of California, Davis.

*J. Hook* 9/14/06  
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# OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

## RESOLUTION APPOINTING JENNIFER EASTON AS A MEMBER OF THE CULTURAL AFFAIRS COMMISSION'S PUBLIC ART ADVISORY COMMITTEE

**WHEREAS**, Ordinance No. 11086 C.M.S. creates the Public Art Advisory Committee as a subcommittee of the Cultural Affairs Commission responsible for advising the City regarding its public art program; and

**WHEREAS**, appointees to the Public Art Advisory Committee are nominated by the Cultural Affairs Commission and approved by City Council; and

**WHEREAS**, one vacancy currently exists on the Public Art Advisory Committee; and

**WHEREAS**, Oakland resident Jennifer Easton was recommended for appointment by the Cultural Affairs Commission on June 26, 2006; now, therefore, be it

**RESOLVED**, that Jennifer Easton is hereby appointed to the Public Art Advisory Committee, to serve for the term beginning October 1, 2006 and ending September 30, 2009, filling the seat formerly held by Scott Atthowe.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, KERNIGHAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California