



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Alexa Jeffress
Director, Economic &
Workforce Development
Department

SUBJECT: License Agreement with Woven
Multimedia for Nonexclusive Right to
"I'm Oakland"

DATE: December 6, 2021

City Administrator Approval

Date: Dec 9, 2021

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing A License Agreement With Sabereh Mohammadkashi Dba Woven Multimedia For Nonexclusive Right To Use The Documentary Film "I'm Oakland" Produced For The City As Part Of The Cultural Affairs Division's Cultural Strategist-in-Government Program.

EXECUTIVE SUMMARY

The City of Oakland contracted with Sabereh Mohammadkashi dba Woven Multimedia (Mohammadkashi) on May 1, 2019, to produce a documentary short film "I'm Oakland" (the Project) about Accessory Dwelling Unit (ADU) housing in Oakland for the Mayor's Office as a part of the Cultural Strategist-in-Government program managed by the Cultural Affairs Division of the Economic and Workforce Development Department (EWDD). The original Professional Services Agreement between Mohammadkashi and the City provides that City owns the documentary short film and the copyright to it subject only to Mohammadkashi's right to retain and use copies for reference and documentation of its experience and capabilities.

Mohammadkashi is now interested in making the film more widely available and seeks non-exclusive rights to use the film "I'm Oakland" through a license agreement with the City. Approving this resolution would permit her to share the film's message by entering the film in film festivals and/or seeking broader distribution for the film.

BACKGROUND / LEGISLATIVE HISTORY

Cultural Strategist in Government Program Overview

The Oakland Cultural Plan "Belonging in Oakland: A Cultural Development Plan" (Cultural Plan) was approved by the Oakland City Council in July 2018 via Resolution No. 87271 CMS. The Cultural Plan's shared values were informed by insight and feedback from artists, arts

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organizations and community members through various dialogues, conversations, and a survey.¹

The Cultural Plan provides a foundation for supporting and lifting-up the role of culture in building a just and equitable city and positions the diversity of the people of Oakland at the heart of the work of City government. As part of the first steps of implementing the new plan, the Cultural Affairs Division launched the pilot program *Cultural Strategists-in-Government* (CSIG) in November 2018, which aims to infuse City policymaking and practices with new creative and culturally competent thinking and problem-solving to promote civic belonging and well-being in Oakland. The CSIG program embeds cultural strategists within City departments to work in partnership with staff, project partners, and/or community stakeholders to address community issues in creative ways and bring fresh perspectives to government practices and problem-solving. To view the request for qualifications for the CSIG program, see **Attachment A**.

In the pilot phase of the CSIG Program, the Cultural Affairs Division partnered with five City departments to address an issue unique to their mission or vision. The pilot phase partnerships included:

- The Mayor's Office for Housing Security sought help exploring how to creatively address the challenges of creating ADUs, and then, how to communicate effectively with property owners to create ADUs successfully.
- The Human Services Department engaged with a Cultural Strategist to employ ways of creatively promoting resilience for their clients as well as their staff.
- The Planning & Building Department worked with a Cultural Strategist to establish ongoing means of communicating, ideating and documenting concepts that capture value and increase support from a broader swath of Oakland's diverse constituents to enhance capacity to plan together.
- The Department of Race & Equity engaged with a Cultural Strategist to build awareness of how anti-Black bias and anti-Black racism operate structurally to advance the dismantling of inequitable systems.
- The Department of Transportation engaged with a Cultural Strategist to help reclaim a share of the public right-of-way for the express purpose of prioritizing community building in a public space through gatherings, public activities, and local commerce.

Project Description

In May 2019, the City engaged Mohammadkashi to produce a documentary short film about the ADU housing portion of the CSIG program. The finished Project for the Mayor's Office for Housing Security is a 10-minute documentary film called "I'm Oakland" which follows the story of long-time Oakland resident, homeowner, and senior citizen Diane Strong. Strong contextualizes her dual motives to build an ADU in her backyard— to generate personal income and to create a housing opportunity for displaced persons, particularly Black and other people of color. To watch the documentary short film, see **Attachment B**.

¹ The Cultural Plan for the City of Oakland: <http://www2.oaklandnet.com/groups/ceda/documents/report/oak070756.pdf>

ANALYSIS AND POLICY ALTERNATIVES

When the City of Oakland's Cultural Affairs Division launched CSIG in late 2018, its goal was to advance transformational change in local government and in Oakland's communities to promote racial equity and belonging throughout the City by addressing a specific need identified by the five City department partners.

The Mayor's Office for Housing Security is leading an initiative to promote the creation of ADUs in Oakland to ease the city's housing shortage. Despite their many benefits, there are challenges to creating ADUs. With the help of a Cultural Strategist, the Mayor's Office wanted to explore how to creatively address those challenges and communicate effectively with property owners who could create ADUs successfully. The resulting 10-minute documentary short film "I'm Oakland" utilizes storytelling as a tool to communicate a compelling example of a real Oakland resident, homeowner, and senior citizen, Diane Strong, who is motivated to build an ADU in her backyard.

While the Professional Services Agreement for the Project ended in June 2020, the filmmaker is interested in utilizing non-City funds and resources to expand the reach and viewership of film. Under this proposed resolution, Mohammadkashi will be granted non-exclusive rights to the Film, including, but not limited to, to sell, preview, sub-distribute, sub-license and sub-lease the Film in a variety of markets world-wide; sell, preview, rent, sub-distribute, sub-license and sub-lease the Film for domestic and international broadcast and cablecast; manufacture the Film on videocassette or DVD, or any new digital medium for use in distribution; advertise, publicize and otherwise promote the Film by any and every responsible means; and enter the Film into film festivals. Mohammadkashi shall also have the right to retain all net profits from the distribution efforts, if any. To view the original Professional Services Agreement with Mohammadkashi, see ***Attachment C***.

Approving this resolution would permit the filmmaker to share a message about housing and ADUs that was approved by the Mayor's Office for Housing Security and advances the Citywide priority of **housing, economic, and cultural security**.

FISCAL IMPACT

There is no fiscal impact from approving this resolution. The Professional Services Agreement ended on June 30, 2020, and Mohammadkashi has been paid in full pursuant to the Agreement. The City will not be responsible for any fees and costs associated with Mohammadkashi's film distribution efforts.

PUBLIC OUTREACH / INTEREST

The Mayor's Office of Housing Security oversaw the entirety of the Project and was approached by Mohammadkashi about seeking non-exclusive rights to promote the Project and stated no objection to authorizing a license agreement between the City and Mohammadkashi.

COORDINATION

The City Attorney's Office, the Budget Bureau, the Mayor's Office for Housing Security, and Sabereh Mohammadkashi have been consulted in the preparation of this report and resolution.

SUSTAINABLE OPPORTUNITIES

Economic: Wider distribution of the documentary film through Mohammadkashi's own efforts and resources would help to expand the reach of this initiative to communicate effectively with community members and property owners about the benefits of constructing ADU housing in Oakland.

Environmental: There are no environmental opportunities or benefits resulting from any action outlined in this report.

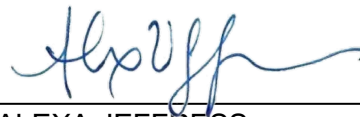
Race & Equity: In the process of exploring the benefits of creating ADUs for Oakland property owners, the documentary includes a compelling narrative that explores the impacts of housing insecurity, gentrification, displacement, and neighborhood change in Oakland, and what can be seen as barriers to longtime and low-income residents for creating ADUs. It is a narrative that offers a different lens and approach to understanding the city and how an alignment of culture and equity is required for Oaklanders to realize their potential.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Authorizing a License Agreement with Sabereh Mohammadkashi dba Woven Multimedia for Nonexclusive Right to Use the Documentary Film "I'm Oakland" Produced for the City as Part of the Cultural Strategist in Government Program.

For questions, please contact Roberto Bedoya, Cultural Affairs Manager at (510) 238-2136.

Respectfully submitted,



ALEXA JEFFRESS

Director, Economic & Workforce Development

Reviewed by:

Roberto Bedoya, Cultural Affairs Manager

Prepared by:

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Cultural Affairs Division

Attachments (3):

- A. Request For Qualifications for Cultural Strategists-in-Government
- B. "I'm Oakland" Film, accessed through Vimeo
- C. Original Professional Services Agreement with Mohammadkashi