

# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** May 31, 2018

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Approved

Date

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**SUBJECT: PUBLIC ART ADVISORY COMMITTEE APPOINTMENT**

## **RECOMMENDATION**

Take action on a staff recommendation to forward a recommendation to the Arts Commission for the following appointment to the Public Art Advisory Committee:

- 1) Appoint Jessica Schaefer to a full term ending June 30, 2020.

## **BACKGROUND**

On January 12, 2000, the Arts Commission approved the formation of a Public Art Advisory Committee (PAAC) to include four art and design professionals and a non-specific number of special constituent (“guest”) members for specific projects or programs. *Public Art NEXT!*, the public art master plan, adopted in 2007, further clarifies the PAAC as a five-member, non-voting adjunct committee of the Public Art Committee (PAC) comprised of professionals in the fields of art, design, architecture, landscape architecture, and urban planning. The PAAC convenes as part of the regularly scheduled PAC meeting and evaluates aesthetic issues related to art projects and makes recommendations to the PAC prior to votes on agenda items.

Staff develops a list of recommended PAAC candidates for review with the PAC, which then takes action to forward the recommendations for PAAC appointments to the Arts Commission for approval.

PAAC appointees serve renewable, two-year terms. From time to time, guest members that can provide expertise in conjunction with a specific project or program may be appointed to the PAAC and serve for a limited period determined by the PAC.

On February 27, 2017 the Arts Commission appointed Chloe Verrey for a partial term ending June 30, 2018, to filled a seat that was vacated by her SJDA predecessor Eric Hon when he took a position with the City of San Jose. The Arts Commission also reappointed Barbara Horiuchi to serve a term ending June 30, 2019. On April 16, 2018 the Arts Commission reappointed Chloe

Verrey to another full term ending June 30, 2020 and appointed Karen Gauss to a to a full term ending June 30, 2020.

### **ANALYSIS**

The proposed appointment is for Jessica Schaefer to be appointed for a full two-year term ending June 30, 2020.

Jessica Shaefer is the Global Art Program Manager at Facebook, where she works with teams from the Artists in Residence Program (FB AIR), the Analog Research Laboratory, and international curators on strategic planning, community engagement, internal and external partnerships, and other arts- and culture-related programming initiatives across Facebook campuses globally. She was previously the Project Director of Sites Unseen, a public art initiative that activates alleyways in downtown San Francisco with permanent installations and temporary projects. She is also the co-founder of Mixed Use, a nomadic curatorial collective that presents exhibitions and events featuring artist-chef collaborations, and the President of the Board of Directors of The Lab, a nonprofit experimental arts incubator in San Francisco. Jessica moved to the Bay Area four years ago from New York City, where she ran a contemporary art gallery and was later Communications Director at Creative Time, the renowned public art nonprofit organization. Jessica graduated from Wesleyan University in Connecticut with an honors degree in the College of Letters, a multidisciplinary program focused on the study of philosophy, history, and foreign languages. Because of the Public Art Program's interest and need to collaborate with thought leading technology companies such as Facebook, and to harness the ability to collaborate with such companies, Ms. Shaefer will be an excellent and needed appointment to the PAAC.

Support of this recommendation will leave one possible vacancy on the PAAC.

/s/

MICHAEL OGILVIE  
Public Art Director

Attachment: Resumé for Jessica Shaefer

# JESSICA SHAEFER

+ 1.917.453.9348 | jess.shaefer@gmail.com

## EXPERIENCE

- **Facebook Artists in Residence Program** | *Global Art Program Manager* | Menlo Park, CA November 2016–present

Work with teams from the Artists in Residence Program, the Analog Research Laboratory, and international curators on strategic planning, community engagement, internal and external partnerships, and other programming initiatives across Facebook campuses globally. Conceived, planned, and executed FB AIR's first public exhibition *Group Hang* in Summer 2017; edited and production managed *Open Form*, FB AIR's first comprehensive 480pp survey of past projects. Currently managing artist correspondence, curation, onboarding, contracts, production, installation, and ancillary programming initiatives for fifteen large-scale site-specific artwork installations at Facebook's HQ; founded and manage the *ART IN THE WILD* cultural field trips program; support the Facebook Design Lecture Series program; cultivate partnerships and create public programming initiatives to connect with and support local cultural and community organizations.

- **Sites Unseen** | *Project Director* | San Francisco, CA January 2015–November 2017

Curated and led production of large-scale, permanent public art projects in downtown San Francisco; cultivated strategic partnerships with local organizations and institutions; managed relationships with artists, curators, property owners, community leaders, business owners, residents' associations, visitor bureaus, and other stakeholders; developed audience and community feedback mechanisms, including panel discussions and public meetings; developed marketing and communications strategy; created content and design for marketing, communications, and fundraising collateral; created curatorial framework and target artist list; provided fundraising support; managed RFP and production process.

- **Gallery Wendi Norris** | *Communications Consultant* | San Francisco, CA November 2014–January 2016

Led media outreach and marketing strategy for exhibitions and events at contemporary art gallery; created press releases, regular e-newsletters, and marketing collateral, including social media content across platforms; generated coverage in outlets including the *San Francisco Chronicle*; organized press luncheons, curatorial walkthroughs, and other events; negotiated media buys; managed ongoing correspondence with artists, curators, writers, and editors.

- **Various** | *Communications and Strategic Planning Consultant* | San Francisco, CA 2014–present

Freelance strategic planning, marketing and communications work including media outreach for San Francisco arts organizations, nonprofit presenting institutions, and commercial galleries, including ArtSpan and Kadist.

- **Creative Time** | *Director of Communications* | New York, NY 2011–2014

Led media outreach and marketing strategy for large-scale public art projects and events in New York City and nationally; generated coverage of programming across a broad range of media outlets, including *The New York Times*, *Art in America*, *The New Yorker*, *The Brian Lehrer Show*, and *Vogue*; liaised with curators, artists, and organizational leadership to craft messaging and visual identities for each project; advised on social media strategies across platforms; liaised with co-presenting institutions including the Park Avenue Armory, MTA Arts for Transit, the New York Public Library, and the Brooklyn Museum; cultivated key relationships with journalists, editors, and publishers; fostered partnership and cross-promotional opportunities with organizations and commercial brands; managed project timelines and budgets; supervised content and distribution of press releases, e-newsletters, and marketing collateral; negotiated media buys; edited curatorial and artist statements and books; worked in tandem with development department on corporate and media sponsorship opportunities; supervised team of freelance vendors; managed production of promotional videos and short documentaries for Creative Time Films.

- **Hendershot Gallery** | *Gallery Director* | New York, NY 2010

Curated and managed production of exhibitions onsite at the gallery in downtown Manhattan, in alternative locations, and at art fairs nationally; liaised with artists, gallerists, collectors, and museum staff; worked with artists to propose and execute public art projects, including Molly Dilworth's *Cool Water, Hot Island* in Times Square; coordinated press outreach; organized events; designed exhibition invitations and catalogs; managed outreach to new contacts to expand client base.

- **Nadine Johnson & Associates** | *Public Relations Associate* | New York, NY 2009

Coordinated press outreach and coverage for the 2009 National Arts Awards at Cipriani 42<sup>nd</sup> Street; managed press and guest list; created press releases and reports; acted as liaison for journalists; placed articles in major print and online publications including *Vogue*, *W*, and *Vanity Fair*.

- **VMS, LLC** | *Director of Operations* | New York, NY 2007–2009

Managed daily operations for independent art dealer/curator Vito Schnabel; organized production of local and international exhibitions and events in New York and London; liaison to artists, curators, galleries, museums; managed production of exhibition publications; managed bookkeeping and correspondence; developed and maintained inventory and archival systems; acted as press liaison; managed client and vendor relationships.

- **Esentia Tours** | *Director of Marketing and Communications* | Barcelona, Spain 2005–2007  
Developed communication and marketing strategies for start-up luxury gastronomic tour company; created brand identity; wrote content for website; managed relationships with international media contacts; managed press and client relationships and contact databases; conducted onsite research.
- **Lingo School of English** | *Teacher of English as a Foreign Language* | Krakow, Poland 2004–2005  
Taught private and group English classes to corporate executives and students at a local school.
- **PEN American Center** | *Editorial Intern/Special Assistant to Programs Director* | New York, NY 2003–2004  
Conducted research at international nonprofit center focused on helping writers with financial awards and legal advice; aided in event programming; managed contact databases and correspondence.

## EDUCATION

- **Wesleyan University** | Middletown, CT 2003  
Bachelor of Arts with Honors in the College of Letters, an honors interdisciplinary program incorporating studies of European history, literature, and philosophy, with a focus on French Studies.
- **La Sorbonne/Reid Hall Program** | Paris, France 2001

## CONTINUING EDUCATION

- **Bay Area Video Coalition**, San Francisco, CA: *DLSR Video Bootcamp*
- **The Museum of Modern Art**, New York, NY: *1960s: Art and Life*
- **The Museum of Modern Art**, New York, NY: *Modern and Contemporary Art*
- **New York University SCPS**, New York, NY: *The Art Scene Now*

## CURATORIAL PROJECTS

- **Mixed Use** Minnesota Street Project, San Francisco, CA: ongoing series of group exhibitions + artist-chef collaborations
- **Vestigial** The National Arts Club, New York, NY: group exhibition
- **Shakeout: Life Preservers** Far Rockaway, NY: group exhibition & performances
- **Chop & Screw: New Paintings by Gabbron** 12WhiteStreetProjects, New York, NY: solo exhibition
- **Cool Water, Hot Island** Times Square, New York, NY: public installation by artist Molly Dilworth
- **Balancing Act** Hendershot Gallery, New York, NY: group exhibition
- **Digression** Hendershot Gallery, New York, NY: group exhibition
- **Shakeout: The Sea Giveth, The Sea Taketh Away** Far Rockaway, NY: group show + performances
- **Brucennial** [with Vito Schnabel and the Bruce High Quality Foundation], New York, NY: group show
- **Smithumenta** [with the Bruce High Quality Foundation], Brooklyn, NY: group show & performances

## COMMUNITY

- **Project Mentor** Mentor to girls and young women aspiring to follow careers in the arts
- **Mixed Dranks!** Co-founder of women's arts network with regular events in San Francisco
- **The Lab** Chair of Board of Directors of experimental arts and music space in San Francisco
- **Artadia** SF Council member of national organization supporting visual artists with awards program
- **Recess** Member of Benefit Committee supporting artists' studio and exhibition space
- **LAM (Ladies' Art Meetup)** Co-founder of women's arts network, hosted regular events
- **Wassaic Project** Communications consultant for artist-run residency program and exhibition space
- **Shandaken Project** Advisory member of residency and workshop program in upstate New York

## LANGUAGES

- English, native. French and Spanish, conversational and written.

**REFERENCES UPON REQUEST**