



SAN FRANCISCO
**GRAFFITI
 ADVISORY
 BOARD**

Edwin M. Lee, Mayor

City Hall
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Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for February 13, 2014
 30 Van Ness Avenue, 5th Floor
 San Francisco, California

1. Call to Order: 3:35 p.m., the meeting was called to order.

PRESENT

DPW – Larry Stringer
 SFPD – Martin Ferreira
 MAYOR – Alex Popovics
 SFUSD – Robert Sakurai
 Seat 2 – Leonid Nakhodkin
 Seat 4 – Charles Moody
 Seat 6 – Mark Friend
 Seat 8 – Doug Hayward
 Seat 9 – Laura Putnam
 Seat 15 – Daniel Kling (bus)
 Seat 16 – Rebecca Delgado Rottman (art)
 Seat 17 –Jana Lord (mta/shelter)

ABSENT

SFDA – Tony Hernandez
 Seat 1 – Sam McCormick (EXC)
 Seat 3 – Stephanie Greenburg (EXC)
 Seat 5 – Melorra Green
 Seat 6 – Mark Friend (EXC)
 Seat 7 – **Vacant**
 Seat 10 – Jann Fitzgerald
 Seat 11 – Eric Mersch
 Seat 12– (youth) **Vacant**
 Seat 13 – Jonathan Goldberg (beaut)
 (EXC)
 Seat 14 – (bus) **Vacant**
 SFMTA MUNI – **INACTIVE**
 SFMTA DPT – **INAVCIVE**
 RecPark – Eric Pawlowsky (EXC)

- **Others present:** Gretchen Rude, DPW; Jimmer Cassiol, DPW; John Stenson, SFSU; Drew Lindner, Stop Urban Blight; Greg Dillon.

2. Welcome and Introductions: Chair Larry Stringer welcomed Board members and other attendees. Each member and guest introduced themselves. Members checked attendance; and, establish there is a quorum at this time. Call to order 3:35 pm.

3. Public Comment:

- Leonid Nathodkin (seat 2) asked that the seat descriptions for seats 12 - 17 be added to the minutes.
- Gretchen Rude (DPW) spoke about the upcoming graffiti workshops planned for:
 - Wednesday, February 26th for districts 9 & 10
 - Wednesday, March 26th for districts 2 & 3
 - Wednesday, April 23rd for districts 1 & 5
 - Wednesday, May 14th for district 6
 - For more information or to RSVP call 415-695-2341 or email to: graffitiworkshop@sfdpw.org
 - Jimmer will email the graffiti workshop flyer to all GAB members
- Larry Stinger (DPW-Chair) invited members to take part in the domestic violence at City Hall from 4 – 6 pm on Friday, February 14th.
 - Informed the members that he had done an interview with SF WEEKLY about graffiti programs and StreetSmARTS
 - Rachel Gordon (DPW Communications Director) did a video interview with MissionLocal Blog and Jimmer will send the link to all the members
 - We kicked off the 2014 Giant Sweep last week on February 7th at with about 600 students at Francisco Middle School
 - Our goal this year (FY 13 – 14) is to sign up 25,000 more pledges
 - We will be raffling off iPad Minis, game tickets, and autographed baseballs

- Public comment Closed.

4. Presentation: Drew Lindner, Stop Urban Blight providing an update on the 2014 Zero Graffiti International conference taking place in Phoenix Arizona on April 23rd – 25th

- Thanked the Graffiti Advisory Board for facilitating and being a huge partner in last year's Zero Graffiti International Conference (ZGIC) which was a huge success
- Stop Urban Blight is getting calls from the U.S., Canada, Europe, and Australia
- Stop Urban Blight Web site is being constantly updated with information from cities worldwide www.stopub.org
- The city of Phoenix is thrilled to host the second conference and we have a lot of participation and interest this year
- The Phoenix Police Chief is on board with the conference and the conference will be an official training for AZ post. All peace officers from AZ will receive 12.5 hours training credit for attending the conference
- We are currently working with Peace Officers from Idaho, Missouri, Virginia, Colorado, and Oklahoma on receiving training credit for attending the conference
- Drew handed out a copy of the conference agenda to the members

- We are accepting submissions for Graffiti Buster Awards. The awards presentation will be held on the first night
- Valerie Spicer will be the keynote speaker
- The second day of the conference will be the training day
- The third and last day will be a round table panel discussion
- We have already received request to hold next year's conference in Los Angeles County, Omaha Nebraska, and New York City

5. Review and approval of the draft January 9, 2014 minutes. Jana Lord (seat 17) made a motion to approve and seconded by Rebecca Delgado Rottman (seat16): Minutes approved.

6. Chair's Report:

- For the period of January 2014 the number of calls for graffiti on public property was 669. This number is down slightly from the same time last year with 682 calls.
- Calls for graffiti on private property for January 2014 reported by the public was 599, plus 481 internal cases for a total of 1,080; down considerably compared to the same time last year, January 2013, with a total of 1,683 reports from internal and external sources.
- Inspections of reports of private graffiti which are taking place within 3 calendar days has increased from 91% in January 2013 to 97% in January 2014. DPW has been continued to maintain the response rate above 95%.
- On average for FY13/14, it continues to take an average of 1.3 days for DPW to inspect reports of private graffiti. Last year at this time, the average was 3.1 days.
- In January 2014 DPW issued 698 new private graffiti NOV's (compared to 1,306 in January 2013), of which 70.2% have already been owner abated.
- As far as NOV to Blight in January 2014; 34 private graffiti NOV's have gone to blight compared to 38 in January 2013. The district with the highest number of NOV to blight was district 6 with 10 cases. Zero cases in district 1, 2, and 11.
- Districts 3 (North Beach, Chinatown, Telegraph Hill), 6 (Tenderloin, SOMA, Civic Center), 9 (Mission, Bernal Heights, Portola) received the most new NOV's in January 2014 with 181 in D9, 152 in D6, and 82 in D3.
- **Newly and officially appointed GAB members:** Eric Pawlowsky (seat RPD) appointed by General Manager, Phil Ginsburg. Eric's will start attending the GAB meetings in next month.
- **Vacant and inactive GAB seats:** Vacant (3): 7, 12 (youth), and 14 (business). Inactive (2): seats SFMTA-MUNI, and SFMTA- DPT. **We have applications in for seat 7 and 14.**

- **Legislation:** District 5 Supervisor, London Breed, is continuing to work with members of this board and staff from various City departments on legislation which targets repeat offenders for restitution. More details to come on the details of that legislation.
- **Community Clean Team Update:** The 2014 calendar for the Giant Sweep Community Clean Team events.
 - The first event took place on Saturday, February 8, 2014 for the Luna New Year in district 3.
 - More than 150 dedicated volunteers came out in the rain to take part in the event.
 - The next event will be on Saturday, March 15th in districts 2 and 5. The kickoff will be at 9:00 am at Ella Hill Hutch Community Center.
 - Posters of the 2014 Clean Team events are on the table.
- **Giant Sweep Update:** We had a successful 2014 Giant Sweep kickoff event last Friday with nearly 600 middle school students at Francisco Middle School.
 - The dates for the next 3 Giant Sweep events are scheduled for:
 - Friday, April 25th
 - Friday, June 20th
 - Friday, September 29th
 - We continue to go into individual schools and perform Giant Sweep anti-litter assemblies and presentations in a joint venture with the Department of Environment and SFMTA. If you have any contact with any schools, please talk to Jimmer and see if we can set something up for those schools
 - We are currently receiving entries for our Giant Sweep PSA competition. The winning video will receive a \$1,000 prize. Flyers on the table
 - Soon we will also going to be kicking off the Giant Sweep neighborhood volunteer cleanup competition
 - The Giant Sweep program will be raffling off one iPad Mini per month over the next 6 months in addition to signed baseballs, Giants game tickets, and a grand prize raffle taking place in July 2014. Everyone who has signed the pledge will be eligible to be in the raffle drawings
- **Please go to sfgiantsweep.org and check for updates sign the pledge if you have not done so already! Pass the information along to everyone you know asking them to sign the pledge as well!**
- **Graffiti Watch** training will be taking place on:
 - Friday, February 14th followed by a 3 hour graffiti abatement with Synergy School
 - If you, or anyone you know, are interested in joining the Graffiti Watch program, please contact Jimmer Cassiol.
- **Sub-committees** are meeting each month prior to the full GAB meeting. If you have not yet signed up for a sub-committee, please talk to Jimmer Cassiol and let him

know which sub-committee you'd like to participate in - Abatement, Education, or Law Enforcement.

- **The next meeting is Thursday, March 13, 2014.**
 - **You should have already received the 2014 calendar through email and there are also printed copies on the table.**

7. Old Business:

1. Current bylaws (review and amendments)
 - a. Draft proposal for "at large" members (Jana Lord seat 17)
 - i. Member ok with draft – Jimmer will work with City Attorney's office on updating the bylaws with at large members
 - b. Item II B (page 2) – who will chair the meeting if the Chair and Vice-Chair are absent from the same meeting (Rebecca Delgado Rottman seat 16)
 - i. Jimmer will work with City Attorney's office on updating the bylaws to add in language to have the facilitator/recording secretary step in to chair the meeting
 - c. Add in: who will chair subcommittee meeting when the chair of the subcommittee is absent –
 - i. Jimmer will work with City Attorney's office on updating the bylaws to include language for when the subcommittee chair is absent, attending subcommittee member will select an 'acting chair" for that meeting
- Jimmer provided an update to the Board and stated that he had reached out to the City Attorney's office and is waiting for a response.
- Jimmer will email all the information (current bylaws and suggested revisions/language) to the city attorney.

8. Sub-committee Reports:

- **ABATEMENT:**
 - Abatement subcommittee did not meet this month
- **LAW ENFORCEMENT:**
 - Subcommittee Chair Martin Ferreira reported:
 - Meetings continue with Supervisor Breed's office regarding tracking and documenting vandalism
 - Spoke with other cities regarding the increased restitution for graffiti vandals
 - Table discussion with Assemblyman Ting until more statewide information can be formalized
 - Supervisor Breed's office is also working on revisions to parks code
 - Monthly arrests: 10 adults and 1 juvenile were arrested in January for graffiti vandalism
 - Expressed it is very important for the public to report vandalism to the police department

- **EDUCATION:**

- Subcommittee Chair Robert Sakurai reported:
- Still waiting to meet with the School board regarding introducing the play “Fall of X” into the curriculum but looking into other avenues into the SFUSD system since they are not making any headway with the School Board route
- Jana Lord has summarized the key point from the Valarie Spicer presentation given at the 2013 Zero Graffiti International conference and will provide a copy to the other subcommittee members
- The summary will be used to educate others about the true costs of graffiti have on a community
- More discussion to be had on what to do with the information and how to best utilize it in education and outreach efforts
- Cost of graffiti update: we received costs from 5 city agencies
- A city budget analyst is putting together a “cost of graffiti” report per the request of Supervisor Breed
- Research on graffiti in the 15 largest California cities has been moving slow with a lack of response. This exercise was to be used to provide information to Assemblyman Ting in order to assist in proving revision are needed to the state penal code with regard to graffiti vandalism
- The subcommittee as decide to table the research for the statewide initiative and focus at the local level with Supervisor Breed’s office
- A suggestion we will make with supervisor Breed’s office is that each city department include a line item I their budget for graffiti. As it appear right now, only DPW and MTA have specific graffiti line items in their budgets
- As far as social media, TV and radio PSA/Ads, Leonid Nakhodkin researched and found that TV ads would be very costly
- Jana Lord will look into other TV and movie theater options for PSA’s
- These PSA are to communicate the true cost of graffiti vandalism

9. New Business:

- Leonid Nakhodkin (seat 2) will research the board creating a foundation to collect money for GAB use and to assist property owners who have been vandalized by graffiti vandalism

10. Adjournment: The meeting was closed at 4:45 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, March 13, 2014** at 30 Van Ness Avenue, 5th Floor, in DPW’s Department of Engineering Main Conference Room.

The three subcommittees will meet from 3:00 p.m. – 3:30 p.m. (just prior to the full GAB meeting)