



SAN FRANCISCO  
**GRAFFITI  
 ADVISORY  
 BOARD**

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Edwin M. Lee, Mayor

**Larry Stringer**, Chair  
**Jana Lord**, Vice Chair

**Graffiti Advisory Board**

**Minutes for April 10, 2014**  
 30 Van Ness Avenue, 5<sup>th</sup> 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
- SFDA – Karen Catalona
- MAYOR – Alex Popovics
- RecPark – Eric Pawlowsky
- SFUSD – Robert Sakurai
- Seat 2 – Leonid Nakhodkin
- Seat 3 – Stephanie Greenburg
- Seat 4 – Charles Moody
- Seat 8 – Doug Hayward
- Seat 9 – Laura Putnam
- Seat 10 – Jann Fitzgerald
- Seat 13 – Jonathan Goldberg (SF beaut)
- Seat 14 – Dee Dee Workman (bus)
- Seat 15 – Daniel Kling (bus)
- Seat 16 – Rebecca Delgado Rottman (art)
- Seat 17 –Jana Lord (mta/shelter)

**ABSENT**

- Seat 1 – Sam McCormick (EXC)
- Seat 5 – Melorra Green (EXC)
- Seat 6 – Mark Friend (EXC)
- Seat 7 – **Vacant**
- Seat 11 – Eric Mersch
- Seat 12– (youth) **Vacant**
- SFMTA MUNI – **INACTIVE**
- SFMTA DPT – **INACTIVE**

- **Others present:** Jimmer Cassiol, DPW; Gretchen Rude, DPW; John Austin, The Garden Project (applicant for seat 12); Greg Dillon; Derek Chamberlain; Gary Van Velsor, Romieki Glass

**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:

- John Austin introduced himself to the members and provided a brief overview of his work with at-risk youth at the Garden Project which is run through the Sheriff's department and PUC.
- Jann Fitzgerald (seat 11) commented on the C.W. Nevius article that was recently published in the Chronicle.
  - Jann stated that the article had was baseless and written without any facts
  - Jann stated that the article painted her and Derek as vultures jumping on people when they walk into this meeting
  - The article was extremely unfortunate and the people mentioned in the article have been treated unfairly
  - It was disappointing that Mr. Nevius, did not event reach out or interview the two people he mentioned, by name, in the article
- Larry Stringer (DPW-Chair) suggested that this body write a letter to the editor of the Chronicle, informing them of the inaccuracies included in the article. This conversation will be continued later in the meeting under new business.
- Derek Chamberlain (member of the public) stated that they have completed 3 murals for free and another one is near completion, also being done for no cost.
- Larry Stringer (DPW-Chair) reminded Derek to continue to make it very clear that the mural work that he is doing, is not associated with the StreetSmARTS program and that he is an independent artist working with individual property owners on his mural projects.
- Leonid Nakhodkin (seat 2) asked about the proposal that he brought up at the last meeting regarding changing the date of the GAB meeting to the first Thursday of every month.
  - Members pointed out that his proposal is in the agenda under item 8b.
- **Public comment Closed.**

4. **Review and approval of the draft March 13, 2014 minutes.** Jana Lord (seat 17) made a motion to approve and seconded by Karen Catalona (seat SFDA): Minutes approved.

### 5. Chair's Report:

- For the period of March 2014 the number of calls for graffiti on public property was 823. This number is down slightly from the same time last year with 894 calls.
- Calls for graffiti on private property for March 2014 reported by the public was 749, plus 404 internal cases for a total of 1,153; down considerably compared to the same time last year, March 2013, with a total of 1,643 reports from internal and external sources.

- Inspections of reports of private graffiti in March 2014, which are taking place within 3 calendar days, were 96%. Slightly above the DPW goal of maintaining a response rate above 95%.
- For FY13/14, it continues to take an average of 1.7 days for DPW to inspect reports of private graffiti.
- In February 2014 DPW issued 836 new private graffiti NOVs (compared to 875 in February 2013), of which 89.8% have been owner abated. Of those 836 January cases, 6 cases have gone blight.
- Of the 836 new NOV cases in February 2014, districts 3 (North Beach, Chinatown, Telegraph Hill), 6 (Tenderloin, SOMA, Civic Center), 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 145 in D9, 166 in D6, and 218 in D3.
- **Vacant and inactive GAB seats:** Vacant: 7 and 12 (youth). Inactive: seats SFMTA-MUNI, and SFMTA- DPT. **We have and applicant approved by Rules for seat 12 and applications submitted for seat 7.**
- **Community Clean Team Update:** The 2014 calendar for the Giant Sweep Community Clean Team events.
  - The next event is our taking place this Saturday, April 26<sup>th</sup> in districts 4 and 7.
  - The kickoff will be at 9:00 am at 45<sup>th</sup> Avenue and Sloat.
- **Giant Sweep Update:**
  - The dates for the next 3 Giant Sweep events are scheduled for:
    - Friday, April 25<sup>th</sup>
    - Friday, June 20<sup>th</sup>
    - Friday, September 29<sup>th</sup>
  - 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
  - Over 15 entries for our Giant Sweep PSA competition have been received. The winning video will be announced at the next event on the 25<sup>th</sup> and the winner will receive a \$1,000 prize.
  - 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 through July 2014 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](http://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!**

- **Public Works Week:** DPW is holding an open house for high school and college students interested in the trades on Thursday, May 1<sup>st</sup> from 9:00 am – 12:00 pm. If you have any contact with any of the local high schools that would be interested in joining us for the open house, please have them get in touch with Jimmer to sign up for the event.
- **Graffiti Workshops:** DPW is hosting a series of graffiti workshops for property owners and business owners.
  - The next workshop will be taking place on Wednesday, April 23<sup>rd</sup> at the Western Addition Library for districts 1 and 5
  - All are welcome to attend
  - Flyers are on the table
- **Graffiti Watch** training:
  - We are having a South of Market graffiti wipeout with 15 volunteers from the company Five Stars on Wednesday, April 16<sup>th</sup>.
  - 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, May 8, 2014.**
  - **You should have already received the 2014 calendar through email and there are also printed copies on the table.**

## 6. Old Business:

1. Leonid Nakhodkin (seat 2) creating a foundation to collect money for GAB use and information from City Attorney regarding raising funds – (discussion and possible action item)
  - Information (provided by Leonid) was passed out regarding the ordinance that amended the administrative code to establish a San Francisco City Hall Preservations fund
  - Jimmer Cassiol explained to the group that he researched the option of GAB raising funds with the Clerk's office and the City Attorney's office
  - There are various ways this body could raise funds including:
    - Through money donated to the DPW director who would determine how the money is spent
    - Members can accept the money and would need to fill out a donations form 700

- GAB members could work with a member of the Board of the board of Supervisor to draft legislation amending the Administrative Code which would be managed through the budget office
- There are various ways
- A question was opened to the board do discuss what this funding would be used for
  - Leonid (seat 2) suggested funds to be used for flyers or informational materials
  - Jann (seat 10) asked if there have been issues with getting funds in the past
  - Larry (seat DPW) replied that we had used an local non-profit fiscal sponsor in the past when raising money for the past two conferences that this board hosted (The Graffiti Huddle and the 2012 Zero Graffiti International Conference)
  - Alex (Seat Mayor) stated that we all ready have limited time and raising funds is very time consuming but we should think about the abatement subcommittee's goal of creating community based groups to assist property owners with abatement and not sure where the funds or donations (if any) for those groups would be coming from
  - Karen (seat SFDA) asked what is it we are looking to raise money for? Are there things this board needs to do but can't do to lack of funds?
  - Leonid (seat 2) replayed that is would cover cost for members to attend lectures or other events such as the 2014 Zero Graffiti International Conference being held this year in Arizona
  - Leonid (seat 2) stated that he has a non-profit organization and they could open a foundation raise funds through his non-profit organization.
  - Larry (seat DPW) stated that the two areas where funds would be useful would be sending a member or two to attend future Zero Graffiti International Conferences, but if the board decides that's what we want to do we could raise the funds for that through a non-profit fiscal sponsor and the other idea is the seed money for the abatement subcommittees idea for the community abatement groups
  - Karen (seat SFDA) stated that the DA's office provided crime preventions grants and maybe this body could also provide this same type of grant program. She stated that she could bring some information to the next meeting on how the SFDA grant program works
  - Rebecca (seat 16) reiterated the fact the we do not have any plan on what to do with the funds
- Motion was made to table this item until the May GAB meeting. Motion seconded. All approved. This item will be place on the May agenda

2. Current bylaws (review and amendments)

- Draft proposal to add three “at large” members (Jana Lord seat 17)
  - Jimmer updated the members on how the process to amend administrative code 5.170 in order to add three “at large” seats to the Graffiti Advisory Board would need to happen through legislation introduced by a member of the Board of Supervisors
  - Leonid (seat 2) proposed that the Mayor appoint an additional (youth) member
  - Jana (seat 17) suggested that these members be appointed by the Board of Supervisors and include people who show a very clear interest and harness their energy and ideas
  - It was suggested that Melorra (seat 5) who was not present work with Supervisor Breed on sponsoring the amendment and Jimmer will update Melorra on the proposal
  - Jana Lord will draft a summary
  - Motion made to have Melorra bring this to the Board of Supervisors. Motion seconded. Motion approved
- 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)
- Add in: who will chair subcommittee meeting when the chair of the subcommittee is absent
  - Jimmer explained to the group that he City Attorney’s confirmed that this update to the bylaws adding in language to have the facilitator/recording secretary step in to chair the meeting when the Chair and Co-Chair are absent can be done, but the draft revision must be published 10 days prior to the vote at this board
  - A draft of amended bylaws provided to the members
  - Motion made to post these revisions to the bylaws 10 days prior to the May 8<sup>th</sup> meeting. Motion Seconded. Motion approved.
  - Jimmer will post the draft revisions and the Board will vote on the amended bylaws at the May 8<sup>th</sup> meeting

**7. Sub-committee Reports:**

- ABATEMENT:
  - Subcommittee acting Chair Jann Fitzgerald reported:
  - Gretchen Rude gave a presentation to the committee along with a flowchart that provided information on the process of the Notice of Violation (NOV) to property owners
  - The subcommittee has ideas on getting information out to victims of graffiti vandalism and what to do when their property has been vandalized
  - The subcommittee has agreed to spend more time each month to have more time to formalize its plans.

- The subcommittee is going to meet starting at 2:00 – 3:30 pm before the next meeting instead of the usual 3:00 – 3:30 time adding an additional hour for the subcommittee to meet.
- Jimmer will confirm the room availability.
- The basic subcommittee is still committed to formalizing and mobilizing two pilot programs of community based volunteer groups to assist neighbors with abating graffiti
- Once the two pilot areas have been established the goal will be to roll out the program to other areas of the City
  
- **LAW ENFORCEMENT:**
  - Subcommittee Chair Martin Ferreira reported:
  - Monthly arrests: 8 adults and 3 juveniles were arrested in March for graffiti vandalism
  - 2 of those arrested are prolific vandals who have been arrested numerous times in the past for felony vandalism. Officer Ferreira will be assisting in the supplemental investigation and working with the DA's office
  - The good news about the Breed legislation is that the City will be the victim in these vandalism cases and this City will follow through with the cases in the court of law
  - The proposed Breed Legislations is going before the Government Audit and Oversight committee on April 24<sup>th</sup> and we are asking all members to attend the hearing and speak on behalf of the proposed legislation
  - We, the members of the Graffiti Advisory Board should send a letter of support to the committee
  - Stephanie will draft the letter, Jimmer will send out the draft to the board, and if there are no objections, Jimmer will send the letter. All members agreed to this
  
- **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. There will also be an attempt to go through the Board of Supervisors
  - Jana Lord has completed the summary of the key points from the Valarie Spicer presentation given at the 2013 Zero Graffiti International conference and will email it to Jimmer to provide to the GAB members
  - Jana presented a preliminary draft look at the educational billboard regarding the cost of Graffiti campaign.
  - Jana and Rebecca will work together on creating the TV and radio PSA scripts
  - The them and the message will be consistent throughout all media (outdoor, TV, and radio)

**8. New Business:**

- A draft copy of the letter to the Mayor requesting that all city departments/agencies include a line item in its budget and also require them to track/document graffiti related expenses was handed out to all members
  - If you have any input or objections to the draft, please let Jimmer know through email by Wednesday, April 16<sup>th</sup>.
  - Final draft of the letter will be presented at the May 8<sup>th</sup> meeting so the board can vote on it to be sent to the Mayor
  
- Proposals by Leonid Nakhodkin (seat 2)
  - Proposed having a future presenters be vetted and approved through the board prior to actually presenting at the board
    - Jann stated that there is no need for this
    - No motion made
  - Proposed moving the monthly meeting to the first Thursday of each month
    - Martin (seat SFPD) opposed as the statistics will not be available by the first Thursday of the month
    - Motion made
    - Motion was not seconded
    - Motion fails

**9. Adjournment:** The meeting was closed at 5:05 p.m.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, May 8, 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)