



SAN FRANCISCO
**GRAFFITI
ADVISORY
BOARD**

Edwin M. Lee, Mayor

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Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for October 9, 2014
30 Van Ness Avenue, 5th Floor
San Francisco, California

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

PRESENT

MAYOR – Alex Popovics
SFPD – Martin Ferreira
SFDA – Karen Catalona
SFRPD – Eric Pawlowsky
SFUSD – Robert Sakurai
Seat 3 – Stephanie Greenburg
Seat 4 – Charles Moody
Seat 5 – Melorra Green
Seat 6 – Mark Friend
Seat 8 – Doug Hayward (EXC)
Seat 11 – Eric Mersch
Seat 12– John Austin (youth)
Seat 14 – Dee Dee Workman (bus)
Seat 15 – Daniel Kling (bus)
Seat 17 – Jana Lord (mta/shelter) (EXC)

ABSENT

DPW – Larry Stringer (EXC)
Seat 1 – Sam McCormick (EXC)
Seat 2 – Leonid Nakhodkin
Seat 7 – Peter Gleichenhause (EXC)
Seat 9 – Laura Putnam (EXC)
Seat 10 – Jann Fitzgerald (EXC)
Seat 13 – Jonathan Goldberg (SFB)
(EXC)
Seat 16 – Rebecca Delgado Rottman
(art) (EXC)
SFMTA MUNI – INACTIVE
SFMTA DPT – INACTIVE

- **Others present:** Jimmer Cassiol, DPW; Daryl Robinson, SFMTA; Greg Dillon, resident; Tyra Fennell, SF Arts Commission (presenter); Steve Hillsman, Q-STAR Technology (presenter).
- **Welcome and Introductions:** Vice Chair Jann Lord (seat 17) 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 3:34 pm.

- **Public Comment:**

- Greg Dillon stated that he was very impressed with the Carlos Santana mural that was painted at 19th Street & Mission through the SFAC StreetSmARTS program.
 - Gave kudos to Recology for the contained work they are doing abating graffiti on toters throughout the City
 - Would like to push the idea of better efforts in utilizing the data that is existing through the 311 app to look at the data and analyze trends
 - He explained that on “opendata” web site there is a new URL called “explore 311” we should encourage everyone to continue using the 311 app and more discussion should be brought about to discuss ways to use the data and any ideas on making the app better

- <http://explore311.sfgov.org/main/category/>

- Public comment is closed

- **Presentation:** Steve Hillsman, Q-STAR Technology www.gstartech.com

- Thanked the board for allowing him come and present his company/product.
- Introduced himself to the board as President of Q-STAR Technology based in Los Angeles California
- They manufacture Flashcam which was designed to stop graffiti vandalism
- They quickly realized the Flashcam was an effective tool that could be used to deter all sorts of crimes and not just graffiti including illegal dumping, trespassing, and theft
- The primary value proposition is deterrence and is a popular tool with law enforcement officials because of its ability to capture hi resolution photograph of crime in progress
- The proposal that will be presented today specific for San Francisco includes a partnership with a company called “The Graffiti Consultants”
- The Flashcam product is completely portable so it can be moved around to various locations
- It contains a motion sensor with a very bright flash to capture high resolution images
- Steve continued through his PowerPoint presentation which showed examples of images captured by the Flashcam of crimes in progress
- After the PowerPoint presentation Steve passed out information about the company, its products, and a proposal for San Francisco

- **Presentation:** Tyra Fennell, SF Arts Commission, StreetSmARTS update

- Tyra presented a final update for the FY 13-14 StreetSmARTS program
- The StreetSmARTS program connects private property owners, who are repeatedly vandalized, with local muralists with a goal in decreasing vandalism

- This year the walls where murals being requested are much larger than what the StreetSmARTS budget has for each wall so we are leveraging other funds to help cover the cost of the very large murals
- Usually we produce 20 murals each year but this year we produced 16 murals and the reason for the decrease in number is due to a few of the walls being very large
- Tyra provided a breakdown by district for FY 13-14 murals then went through her PowerPoint presentation
- We are finding corporate sponsors willing to contribute to the local arts community and these are the funds we are leveraging to cover larger wall for our StreetSmARTS murals
- We are going to move into searching for possible StreetSmARTS walls for FY 14-15
- Tyra reiterated the fact that it is very important for property owners to report graffiti vandalism to the police department.
- **Review and approval of the draft September 11, 2014 minutes.** a motion was made to approve with a few minor corrections, and seconded: Minutes approved.
- **Chair's Report:**
- **DPW stat report numbers:** not yet available for the period of September 2014. The DPW stat meeting is held on the 2nd Tuesday of the month.
- In August 2014 DPW issued 711 new private graffiti NOVs (compared to 1,100 in August 2013), of which 89.6% have been owner abated.
- Of the 823 new NOV cases in August 2014, districts 3 (Chinatown, North Beach, Telegraph Hill), 6 (Tenderloin, SOMA, Civic Center), 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 102 in D3, 138 in D6, and 188 in D9.
- DPW reports show that 78 cases of private graffiti NOVs have gone to blight in August 2014.
- **Graffiti Workshops:** Flyers are located on the table regarding the upcoming graffiti workshops which are scheduled for:
 - Thursday, November 6th at Bernal Heights Library 6:00 – 7:30 pm
 - For more information on the workshops or to RSVP call 415-641-2341 or send an email to graffitiworkshop@sfdpw.org
- **Graffiti Watch training:**
 - Graffiti Watch training took place with the group Taking it to the Streets (Haight Street) last Saturday October 4th. This group employs homeless individuals to work as "ambassadors" who will clean trash and abate graffiti on Haight Street and the surrounding area in exchange for housing and meals.
 - The next Graffiti Watch training is scheduled place on tomorrow Friday, October 10th in the area of Sutter and Jones.

- If you, or anyone you know, are interested in joining the Graffiti Watch program, please contact Jimmer Cassiol.
- **Community Clean Team Update:**
 - The next event is taking place on Saturday, October 18th in district 6.
 - The kickoff will be at 9:00 am at U.N. Plaza
 - G3 recycle location will be at 7th and Berry
- **Giant Sweep Update:**
 - 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, Rec and Park, 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
- **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!**
- **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, November 13, 2014.**
- **There will not be a GAB meeting in December**
- **Old Business:**
 - a) Amendment to Administrative Code Section 5.170 adding three "at Large" seats to Graffiti Advisory Board (Jana Lord, seat 17 & Melorra Green, seat 5) – update and discussion
 - Conor Johnston from Supervisor Breed's office suggested having DPW work with the City Attorney's Office to draft the legislation for the Board of Supervisors
 - Jimmer will contact the City Attorney's office
 - Once legislation is drafted provide a copy to Supervisor Breed's office along with any support letters and then the Supervisor will determine if she will introduce the legislation.
 - If Supervisor Breed does decide to introduce the legislation, it will be up to the GAB members to reach out to Rules Committee for support.
 - Supervisor Breed requested motivation for this update
 - Updates will be provided at the October GAB meeting
 - b) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle

- Jann Fitzgerald stated that she believes this would be a good idea to start planning for an event in 2015 or 2016
 - The conference we had a year in a half ago was extremely successful and she believes we should keep that momentum going
 - Jana Lord (seat 17) suggested that going with a local huddle would be the way to go and it would be a great idea to keep it local and work on the vandalism issue we have going on right here in San Francisco
 - Jann Fitzgerald and Jana Lord will start putting together a draft proposal and eventually will form a “huddle sub-committee” to begin working on the planning of the next SF huddle event to take place in late 2015 or early 2016
- **Sub-committee Reports:**
 - **ABATEMENT:**
 - Subcommittee Chair Eric Mersch (seat 11) reported:
 - Jann and Eric were able to sync up with the work the subcommittee has done over the summer
 - They plan to meet with Gretchen Rude to get information on who are the people most in need of this type of service project as well as scaling it down to a more accomplishable goal and moving the pilot project program plan down to one neighborhood
 - **LAW ENFORCEMENT:**
 - Subcommittee Chair Martin Ferreira (SFPD) reported:
 - September 2014 graffiti arrests was 11 total, 8 adults , 3 juveniles
 - No updates on the John “Jack” Nelson felony case – still waiting for Jury trial – Karen Catalona (SFDA) will provide updates as she receives them
 - Karen Catalona (SFDA) discusses dispositions from last year Karen has worked with her department on flagging graffiti specific cases making it easier to obtain disposition information from the database and she is requesting that a more recent sampling be pulled to provide the courts an more recent, more detailed, and complete analysis of the dispositions taking place in the San Francisco court system
 - **EDUCATION:**
 - Subcommittee Chair Robert Sakurai (SFUSD) reported:
 - The subcommittee was unable to discuss “Fall of X” this month
 - Update on radio and PSA ads – Rebecca Delgado-Rottman (seat 16) was going to provide a project brief for the Academy to produce student films for PSA’s but Rebecca was unable to attend the meeting this month so this item will be moved into next month
 - Janna Lord provided a summary of Valarie Spicer’s speech from the 2013 Zero Graffiti International Conference and this item will be continued in our discussion to best figure out how to incorporate this information in with our goals

- **New Business:**

- Alex Popovics (seat Mayor) asked if we are going to be having anyone representing the 2 inactive MTA seats attending these monthly meetings
 - Daryl Robinson stated that he is actively trying to find two MTA representatives (one from MUNI and one from DPT) officially assigned to this board in an effort for these to inactive seats to become active

- **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, November 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)