



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 November 13, 2014**  
 30 Van Ness Avenue, 5<sup>th</sup> Floor  
 San Francisco, California

- **Call to Order:** 3:34 p.m., the meeting was called to order.

**PRESENT**

**MAYOR – Alex Popovics**  
**SFPD – Martin Ferreira**  
**SFRPD – Eric Pawlowsky**  
**SFUSD – Robert Sakurai**  
**Seat 3 – Stephanie Greenburg**  
**Seat 6 – Mark Friend**  
**Seat 7 – Peter Gleichenhaus**  
**Seat 8 – Doug Hayward**  
**Seat 9 – Laura Putnam**  
**Seat 10 – Jann Fitzgerald**  
**Seat 12– John Austin (youth)**  
**Seat 13 – Jonathan Goldberg (SFB)**  
**Seat 14 – Dee Dee Workman (bus)**  
**Seat 15 – Daniel Kling (bus)**  
**Seat 17 – Jana Lord (mta/shelter)**

**ABSENT**

**DPW – Larry Stringer (EXC)**  
**SFDA – Karen Catalona (EXC)**  
**Seat 1 – Sam McCormick (EXC)**  
**Seat 2 – Leonid Nakhodkin**  
**Seat 4 – Charles Moody (EXC)**  
**Seat 5 – Melorra Green (EXC)**  
**Seat 11 – Eric Mersch (EXC)**  
**Seat 16 – Rebecca Delgado Rottman (art) (EXC)**  
**SFMTA MUNI – INACTIVE**  
**SFMTA DPT – INACTIVE**

- **Others present:** Jimmer Cassiol, DPW; Gretchen Rude, DPW; Greg Dillon, resident & presenter; Judy Nemzoff, SF Arts Commission (presenter); Liz Ozol, SF Arts Commission; Derek Chamberlain.
- **Welcome and Introductions:** Vice Chair Jana Lord (seat 17) welcomed Board members and other attendees. Each member and guest introduced themselves. Members checked attendance and established there is a quorum at this time. Call to order 3:34 pm.

- **Public Comment:**
  - No public comment
  - Public comment is closed
- **Presentation:** Judy Nemzoff, SF Arts Commission, Where Art Lives program overview and update
  - Thanked the board for allowing her to come and present an overview and update of the Where Art Lives program.
  - The Where Art Lives program is a companion program to the StreetSmARTS program
  - This program was designed as an educational program to support the teaching around an anti-tagging message in the schools and to reach young people at a point before they might make a decision to get into the life of tagging and graffiti vandalism
  - The program is designed to be taught by teaching artists
  - The core messaging is an anti graffiti/graffiti vandalism is not art message and assist students to understand the overarching implications to the community brought on by graffiti vandalism
  - The program is a two part program that works in partnership with classroom teachers as well as after school programs
  - Lead teaching artist is Todd Berman plus two teaching artists
  - A teaching artist is on sight at each location for 4 weeks
  - This last fiscal year we served 230 youth in 12 classroom setting, six if which were in the curricular day and six were in an after school programs
  - The program has a strong focus on what a healthy community looks like
  - The priority to provide high quality classes for the students
  - Survey results have shown that the program is successful and the schools would like to see the program come back in the future
  - The second goal of the program is to decrease vandalism and increase public art by shifting the way young people view graffiti as well as increasing critical thinking skills
  - Video presentation of a film made by the students at Sunset Youth Services about the Where Art Lives program – video can be found at: <https://www.youtube.com/watch?v=5b9aDZvx3wE>
  - The program will continue again this years at 12 sites with no less than 230 students and hopefully building up from there
  - The program will continue to reach out to other creative partnerships
  - That concludes the presentation
- **Presentation:** Greg Dillon, SF Mission resident, Open Data SF web resource, <https://data.sfgov.org/login> and <http://explore311.sfgov.org/main>
  - Thank you for inviting me to present at this meeting
  - I've been attending the Graffiti Advisory Board meeting as resident of the Mission over the past year

- Believes that the data found in the open data portal and 311 app systems that can be used in a more beneficial way
  - The data out there is better than it has ever been
  - Citizens have an easy on ramp to getting involved by using the apps. Government will be more responsive because there are photos and geo/gps coding
  - The data shows that over 50% of the reports coming into 311 are coming in through the app
  - The data needs to be analyzed in order to be able to pin point high problem areas on which city agencies like DPW and SFDP can focus
  - When people use the app, they can see that the issues they are reporting are being responded to and that gives them the feeling of engagement and that what they are doing is making a difference
  - This information can be used for urban studies tracking result and looking at if graffiti is abated does crime in the area go down
  - Greg continued to show samples of the information found on these web portals
  - Presentation concluded
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- **Review and approval of the draft October 9, 2014 minutes.** a motion was made to approve with a minor correction, and seconded: Minutes approved.
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- **Chair's Report:**
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- **DPW stat report numbers:** stats are not available for the period of October 2014. The DPW stat meeting for November was cancelled.
  - In September 2014 DPW issued 731 new private graffiti NOVs (compared to 1,004 in September 2013), of which 91% have been owner abated.
  - Of the 731 new NOV cases in September 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 125 in D3, 105 in D6, and 187 in D9.
  - DPW reports show that 121 cases of private graffiti NOVs have gone to blight in September 2014.
  - **Graffiti Workshops:** A graffiti workshop was held on Thursday, November 6<sup>th</sup> at the Bernal Library. The schedule is being planned for 2 more workshops to take place in 2015. Details TBD.
    - For more information on the workshops or to RSVP call 415-641-2341 or send an email to [graffitiworkshop@sfdpw.org](mailto:graffitiworkshop@sfdpw.org)
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- **Graffiti Watch training:**
    - The next Graffiti Watch training is scheduled place on Friday, November 21<sup>s</sup>.
    - If you, or anyone you know, are interested in joining the Graffiti Watch program, please contact Jimmer Cassiol.

- **Community Clean Team Update:**
  - The schedule is being created for the 2015 events.
- **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](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!**
- **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, January 8, 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
    - Melorra Green excused today
    - Jimmer contacted the City Attorney's office hope to have draft legislation by January meeting
    - 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.
  - b) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle
    - Jann Fitzgerald (seat 10) stated that she has no update this month
    - Jann Fitzgerald (seat 10) created an exploratory committee to include: Alex Popovics (seat Mayor), Mark Friend (seat 6), Stephanie Greenburg (seat 3)
    - Exploratory members will discuss this in preparation for the January meeting

- **Sub-committee Reports:**
  - **ABATEMENT:**
    - Subcommittee member Jann Fitzgerald (seat 10) reported:
    - Committee would like to focus on those who are receiving NOV's and would like to provide assistance to those who need the assistance with their abatement issues
    - Suggestions to have a company like Goodwill to help provide the assistance
  - **LAW ENFORCEMENT:**
    - Subcommittee Chair Martin Ferreira (SFPD) reported:
    - October 2014 graffiti arrests was 12 total, 11 adults , 1 juvenile
    - No updates on the John "Jack" Nelson felony case – still waiting for Jury trial – Karen Catalona (SFDA) will provide updates as she receives them
  - **EDUCATION:**
    - Subcommittee Chair Robert Sakurai (SFUSD) reported:
    - The subcommittee was unable to discuss "Fall of X" this month
    - Robert stated that he will try and reach out to the school district regarding the getting the Fall of X into the schools and would like to include the Where Art Lives PowerPoint presentations into the same package
    - Committee suggested including the 311 app information on advertisements
- **New Business:**
  - No new business at this time
- **Adjournment:** The meeting was closed at 4:28 p.m.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, January 8, 2015** 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)