



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 January 8, 2015  
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  
DPW – Larry Stringer  
SFPD – Martin Ferreira  
SFRPD – Eric Pawlowsky  
SFUSD – Robert Sakurai  
SFMTA DPT – Daryl Robinson  
Seat 2 – Leonid Nakhodkin  
Seat 7 – Peter Gleichenhaus  
Seat 8 – Doug Hayward  
Seat 9 – Laura Putnam  
Seat 10 – Jann Fitzgerald  
Seat 11 – Eric Mersch  
Seat 12 – John Austin (youth)  
Seat 13 – Jonathan Goldberg (SFB)  
Seat 14 – Dee Dee Workman (bus)  
Seat 15 – Daniel Kling (bus)  
Seat 16 – Rebecca Delgado Rottman (art)  
(EXC)

### ABSENT

Seat 17 – Jana Lord (mta/shelter) (EXC)  
SFDA – Karen Catalona (EXC)  
Seat 1 – Sam McCormick (EXC)  
Seat 3 – Stephanie Greenburg (EXC)  
Seat 4 – **VACANT**  
Seat 5 – Melorra Green (EXC)  
Seat 6 – Mark Friend (EXC)  
SFMTA MUNI – **INACTIVE**

- **Others present:** Jimmer Cassiol, DPW; Gretchen Rude, DPW; Greg Dillon, resident; George Reynolds, SFMTA.
- **Welcome and Introductions:** Chair Larry Stringer (seat DPW) 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:**

- Daryl Robinson (SFMTA) wanted to discuss the process of responding to 3-1-1 request for graffiti abatement
  - The reports coming in have gone up from 1,000 to upwards to 1,500 per month
  - It is wonderful that people are using the app, but it is getting hard, with the amount of staffing that we have, for our team to respond and abate within the 48 hour time frame
  - We want people to know that we are out there and we are doing our best to respond to all these request and abate the graffiti as quickly as possible
- Alex Popovics (seat Mayor)
  - Announced that after 31 years of distributing real estate magazines in San Francisco, as of January 22<sup>nd</sup>, he will be the Publisher of the next edition of the Real Estate Times
  - This magazine has been out there for 22 years
  - Alex stated that he has is a senior member in tenure and has been serving for 17 years at the News Rack Advisory Committee
  - Jana Lord has been a big part of this because Mayor Brown brought Clear Channel in to create the news rack pedestal program
  - Alex stated that he work before, through Got Graffiti cleaning news racks and he is no longer doing that
  - He would like to talk policy and when this committee get to the new Business section of the agenda he would like to address this because San Francisco has the largest number of news racks in the world
  - At one point we had 15,000 news racks and then the separations into two zones – the pedestal zone (maintained by Clear Channel) and free standing news racks – the latter of which we have a real serious problem of graffiti and vandalism
- Larry Stringer (SFDPW) stated that in regard to the SFMAT parking meters, DPW does abate graffiti from the meters when they are out there so they do assist in abating the graffiti from MTS property
  - He continued that there are type of property DPW does not abate per the request of SFMTA
  - The challenge is that the tags themselves may be very small in nature, but you will still get the 3-1-1 request to abate when reported
  - We all have challenges with lack of resources and we must work together and come up with strategies on making a change and being able to respond appropriately to the amount of vandalism taking place in our City
  - This Board would be a great place for SFMTA to step forward and make recommendations
- George Reynolds (SFMTA) stated that in addition there are groups of individuals or community groups that are going out there and abating the graffiti themselves, but they are doing it incorrectly

- Mr. Reynolds provided photos of abatement that had been done by one of the local Community Benefit Districts which had been done improperly and suggested the SFMTA be notified by the CBD so SFMTA staff will be able to abate the graffiti correctly in a timely manner
  - Larry Stringer (DPW) stated that we can put the CBD's in touch with SFMTA.
    - Mr. Stinger added that what we do at DPW is have our staff attend the CBD meetings and it would be a good idea for SFMTA to get a list of their meeting schedules and attend the some of the meetings as well
  - Larry Stringer (DPW) mentioned that we are working directly with SFPD on documenting the damage caused by the most prolific graffiti vandals in San Francisco so when (not if, but when) they get caught, they will undoubtedly be facing felony vandalism charges and the city will be able to provide an overwhelming amount of documented evidence. San Francisco is not going to be a place where you want to get caught vandalizing.
  - Marty Ferrara (SFPD) stated that he is quite pleased with the documentation and the photo evidence that is being gathered. We have this new procedure in place a well as the new law (introduced by Supervisor Breed) in place and we are ready to on it. This is good news for the city and bad news for the vandals.
  - Marty Ferrara (SFPD) also shared information about the multi-agency investigative teamwork that had been involved in the arrest of suspected graffiti vandal Derek Murphy – 21 year old from Petaluma, CA who is suspected of tagging up and down the west coast, from Bakersfield to Seattle, with the tags BERG and GREB. Mr, Murphy has a history of arrest in San Francisco that includes vandalism and resisting arrest.
  - Jonathan Goldberg (seat 13) brought up the fact that he has been seeing an uptick in graffiti high up for example on MTA traffic light signals
    - as well as an uptick on temporary constructions sights equipment and signage. Mr. Goldberg added that the construction companies are not removing the graffiti vandalism from their temporary work sites.
    - also stated that he is seeing more graffiti on SFPD and SFFD call boxes as well as PUC property located on street corners
    - the tags appear to be really small and easily overlooked
    - there is also an increase on concrete such as sidewalks
  - Gretchen Rude (DPW) responded that there has been an graffiti sidewalk category added and we are analyzing the data that is coming in regarding graffiti vandalism on sidewalks with a goal of determining the best way to deal with this type of vandalism.
  - Public comment is closed
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- **Review and approval of the draft November 13, 2014 minutes.** a motion was made to approve with a minor corrections, and seconded: Minutes approved.
  - **Chair's Report:**
  - **DPW stat report numbers:** For the period of November 2014 the number of calls for graffiti on public property from public and internal sources was 1,257. This number is down significantly from the same time last year with 3,522 reports of public property graffiti vandalism.

- **DPW stat report numbers:** Calls for graffiti on private property for November 2014 reported by the public was 230, plus 800 internal cases for a total of 1,030 cases; down slightly compared to the same time last year, November 2013, with a total of 1,137 reports from both internal and external sources.
  - DPW inspections in November 2014 on reports of private graffiti that are taking place within 3 calendar days are at 87%. We are currently down 2 inspectors from the staffing level.
  - On average for FY14/15 (July 2014 – June 2015), it takes an average of 2.3 days for DPW to inspect reports of private graffiti.
- In October 2014 DPW issued 692 new private graffiti NOVs (compared to 805 in October 2013), of which 94.7% have been owner abated.
- In November 2014 DPW issued 460 new private graffiti NOVs (compared to 724 in November 2013), of which 87.2% have been owner abated.
- Of the new NOV cases in November 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 61 in D3, 105 in D6, and 118 in D9.
- DPW reports show that 89 cases of private graffiti NOVs have gone to blight in November 2014.
- **Post Office (USPS):** The new San Francisco Postmaster is Raj Sanghera (415) 550-5001. We have a meeting scheduled for Thursday, January 29, 2015. If any members have issues with graffiti on specific mailboxes being reported for graffiti and not abated, please email the information to Jimmer with the mailbox location, date reported and SR#. If reported through the 3-1-1 app you should also have an HQ #.
- **Graffiti Workshops:** 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)
- **Graffiti Watch training:**
  - The next Graffiti Watch training is being scheduled place in February 2015 with date and locations still TBD.
  - If you, or anyone you know, are interested in joining the Graffiti Watch program, please contact Jimmer Cassiol.
- **15<sup>th</sup> Year Community Clean Team Update:**
  - The schedule for the 2015 events has been published.
  - There will be one district specific event per month, for 11 months from January through November.
  - The kickoff event in District 6 at U.N. Plaza on Saturday, January 31<sup>st</sup>

- The February event will be in District 3 at Portsmouth Square on Saturday, February 14<sup>th</sup> and will include 4 G3 locations.
- The draft 2015 calendar has been emailed to all GAB members and there are copies on the table
- **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
  - The next assembly is scheduled for tomorrow, January 9<sup>th</sup> at The Tenderloin Community School
- **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!**
- **GAB seats 1 – 17 are up for reappointment in April 2015. Please re-apply for you seats**
- **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, February 12, 2015.**

**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
- Larry Stringer (DPW) updated the members on the history of the draft legislation The City Attorney provided the draft legislation for this amendment
  - The city attorney stated that the total number of seats must be an odd number therefore, the draft legislation adds only two additional seats for a total of 27 seats
  - If this body votes to approve the draft language, the draft language will be presented to Supervisor Breed with a request to carry the legislation
- Leonid Nakhodkin (seat 2) pointed to page 2 number 3 line 7 (regarding seat 12) of the document, which was not a revised section, and stated that he disagrees with this article and his position is that this seat must be filled by a student and not an agency
  - It would be good for this board to be a student on this board and the last person to hold this seat was a student
- Larry Stringer explained that when student Michael Grgich was appointed to the board the language was the same that back then as it was now and due to the fact there were no applicants interested in the position it was worked out where a student was appointed

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- Mr. Nakhodkin suggested changing the language of this position and stated that it would be better to change this position and not require an additional position, He stated that he feels that the board currently has enough positions
  - Mr. Nakhodkin stated that this position as it is written now is not a special position because there are many agencies that work with at risk youth. Many city agencies work with youth
  - Mr. Stinger stated that traditionally this seat is held by an non-profit organizations that works directly with juveniles and not a City department
  - Jimmer Cassiol pointed out the language for Unified School District (page 3 line 3) seat states that “of the Board of Education fails to appoint a member within 60 days of a vacancy the Board of Supervisors shall appoint a student, a teacher, or a member of the SFUSD” pointing to the opportunity of a student being member on the board.
    - The best alternative would be to change one of the new “at large” seats to be changed to a “youth specific” seat
  - Rebecca Delgado Rottman (seat 16) stated that the reason for this amendment was to add “at large” seats to the membership and we have been talking about this since last year and finally we have the draft from the City Attorney adding those seats and is here before us for approval of that draft language.
    - So the question is do we move forward and adopt the draft language? Or do we want to further change the draft language?
    - The two “large seats” as it is drafted can be anyone. It could be youth, it could be elderly. It does not limit the options as opposed to the other seats that are currently listed are assigned to specific designated requirements.
    - This allows for two more seats being created for individuals who are interested in being members and do not fall under specific categorized requirements and that was the purpose for adding these two ‘at large” seats
  - Jann Fitzgerald (seat 10) stated that she felt Michael was so effective on this board that should would be encourage to try and have a student sill one of the two “at large” seats but feels there is no need to go back and revise the draft language.
  - Rebecca Delgado Rottman (seat 16) suggested that maybe this body create a youth subcommittee, much like the current law enforcement, education, and abatement committees that reaches out to youth for input and suggestions or included in the work of the educations subcommittee
  - Alex Popovics (seat Mayor) questioned the residency requirement (page 3 line 9)
  - Jimmer Cassiol stated that he will check with the City Attorney and get back to the members regarding that requirement
  - Motion made to approve draft legislations with stipulation we get clarity regarding the residency requirement: Moved to approve by Peter Gleichenhaus (seat 7); seconded by Alex Popovics (seat Mayor)
    - Motion APPROVED.
- B) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle
- Item to be picked up at February GAB meeting
    - i. Jann Fitzgerald (seat 10) created an exploratory committee to include: Alex Popovics (seat Mayor), Mark Friend (seat 6), Stephanie Greenburg (seat 3)

- ii. Exploratory members will discuss this in preparation for the February meeting

- **Sub-committee Reports:**

- **ABATEMENT:**

- Subcommittee Chair Erik Mersch (seat 11) reported
- Graffiti assistance program addresses the three functions of our proposed process: 1. Informing NOV recipients; 2. providing materials – paint and tools; 3. providing labor resources
- Our emerging proposal addresses each of these functions
- Notice to be included in NOV mailings and will include resources
- Paint & hardware suppliers to supply paint and, perhaps, tools as well.
- Tap into community organizations, JAWS, clean team events and other sources of labor to assist homeowners
- Geographic reach will be focused on Zone D (D9 & D10) because most NOVs issued in this zone

- **LAW ENFORCEMENT:**

- Subcommittee Chair Martin Ferreira (SFPD) reported:
- November 2014 graffiti arrests was 3 total, 3 adults , 0 juveniles
- December 2014 graffiti arrests was 12 total, 12 adults , 0 juveniles
- 3 significant cases included:
  - Multi-agency investigation with Santa Cruz PD resulting in the arrest of suspected graffiti vandal Derek Murphy of Petaluma, CA
  - Mid-Market Street foot beat officers arrested a 37 year old suspected tagger who has been tagging in the city for years who is on probation, is a city resident and has an open gun case out of San Francisco. Suspect pled guilty in court
  - Sgt. Carla Hurley out of Bayview station investigated a case where a landmark building was burglarized/vandalized with more than \$10,000 in damage
- An update will be provided next month regarding disposition of cases and the case tracking system
- No updates on the John “Jack” Nelson felony case – still in litigations and 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 but we will be reaching out with the San Francisco Arts Commission to see if they could assist with this
- 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
- As far as the anti graffiti educational campaign they will be targeting putting it together this spring semester in a joint effort with the Academy of Art.

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- The campaign will need to be limited in scope regarding media. Need to determine if it will be TV, radio, or print
- Leonid Nakhodkin motioned he may be able to get the support of a movie star to take part in the effort
- Leonid Nakhodkin suggested writing a letter to the U. N. to establish an anti-graffiti day in the United States. He will submit a draft to be discussed at the next sub-committee meeting

- **New Business:**

- A) Draft letter on behalf of the Graffiti Advisory Board to the head of Chief of Juvenile Probation regarding the lack of referrals to the JAWS program and community service
- B) Larry Stringer suggested discussing what is the large scale-major thing the board would like to tackle this year
- C) Alex Popovics suggested bringing all the agencies together in conjunction with DPW as to how news rack graffiti is cited and enforced and suggest DPW BSM present the current process at the next meeting
- D) Leonid Nakhodkin – letter to the U.N. requesting anti-graffiti day – discussion out of education sub-committee

**Adjournment:** The meeting was closed at 5:12 p.m.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, February 12, 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)