



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 March 12, 2015
 30 Van Ness Avenue, 5th Floor
 San Francisco, California

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

PRESENT

MAYOR – Alex Popovics
SFRPD – Eric Pawlowsky
SFUSD – Robert Sakurai
SFMTA DPT – Virgil Arostegui
Seat 1 – Sam McCormick (EXC)
Seat 2 – Leonid Nakhodkin
Seat 3 – Stephanie Greenburg
Seat 5 – Melorra Green
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 16 – Rebecca Delgado Rottman (art)
Seat 17 – Jana Lord (mta/shelter)

ABSENT

DPW – Larry Stringer (EXC)
SFPD – Martin Ferreira (EXC)
SFUSD – Robert Sakurai (EXC)
SFDA – Karen Catalona
Seat 11 – Eric Mersch

Seat 4 – VACANT
SFMTA MUNI – INACTIVE

- **Others present:** Jimmer Cassiol, DPW; Gretchen Rude, DPW; Mason Lee, Legislative Aide for Supervisor Christensen; Michael Sullivan, GLASSTHETIX.COM; Derek Chamberlain; Greg Dillon, D8 resident; Derek Chamberlain; Leaette Robinett-Sullivan;

- **Welcome and Introductions:** Co-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 3:32 pm.
- **Public Comment:**
 - Mason Lee, Legislative Aide for Supervisor Christensen introduced himself to the members and stated that he will be attending future GAB meeting when his schedule permits
 - Jana Lord (seat 17) spoke about a reality TV show on Oxygen channel called “Street Art Throwdown” which is basically a reality show
 - All the contestants, except for one, are illegal taggers
 - The one contestant that is not an illegal tagger is Cameron Moberg from San Francisco
 - He is a youth pastor and an artist with the StreetSmARTS program
 - By watching this show you learn about this subculture
 - The show captures Cameron talking about what is and what is not legal pertaining to street art
 - Peter Gleichenhaus (seat 7) questioned how this show advocates for and anti-graffiti body such as this one
 - Jana Lord (seat 17) stated that what you are seeing on the show is Cameron, the only legal street artist on the show, and the show stresses that fact in every episode
 - He way they set up Cameron on the show it is clear that they are trying to send a positive message
 - The show emphasizes “art not prison” and talks about how art funding in schools is getting slashed across this country and that is not helpful to our youth
 - The contestants are talking about how art is saving their lives
 - Again this board determines the difference between art and vandalism is permission
 - Greg Dillon thanked SFMTA for its improvement with regard to their response to reports of graffiti through he 3-1-1 app
 - Greg passed out some papers and placed them on the table
 - The first item is a heat map which shows there are approximately 3,000 graffiti reports every month
 - Below the heat map is a chart which shows the source of how the graffiti is reported
 - This charts shows that the reports of graffiti coming in from the 3-1-1 app has increase significantly since it came into use with 76% of the reports coming in through the 3-1-1
 - The next page shows how there is a decline in other ways graffiti is reports as the app reports increases
 - The quality of the app is so much better than the other sources
 - Leonid Nakhodkin (seat 2) spoke about the two programs created through GAB in partnership with the San Francisco Arts Commission (SFAC) and has questioned the results of the program.

- It was explained to Leonid that the SFAC has attended and presented at multiple GAB meetings and they did discuss the success they are having with these programs
- For example they presented the surveys responses for the Where Art Lives program and the fact that the walls with StreetSmARTS murals have had a success rate of not being tagged, although the SFAC reiterated the fact that the murals do not prevent 100% vandalism, but the mural walls are not being tagged often
- Jimmer Cassiol mentioned that SFAC will be coming to present an update on both programs in the April or May meetings and he will ask SFAC to make sure they once again clearly spell out the successes of the programs
- Public comment is closed
- **Review and approval of the draft February 12, 2015 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 February 2015 the number of calls for graffiti on public property from public and internal sources was 1,083. This number is up from the same time last year when 684 reports were received of public property graffiti vandalism.
 - The total number of public graffiti abatements that took place, by Public Works staff, in February 2015 were 1,695, down from the same time last year with 3,122 public property abatements
- **DPW stat report numbers:** Calls for graffiti on private property for February 2015 reported by the public was 860, plus 337 internal cases for a total of 1,197 cases; up slightly compared to the same time last year, February 2014, when 1,173 reports were received.
 - DPW inspections in February 2015 on reports of private graffiti that are taking place within 3 calendar days is at 91%
 - On average for FY14/15 (July 2014 – June 2015), it takes an average of 1.7 days for DPW to inspect reports of private graffiti.
- In January 2015 DPW issued 718 new private graffiti NOVs (compared to 698 in December 2014), of which 92.2% have been owner abated.
- Of the new NOV cases in January 2015, districts 3 (Chinatown, North Beach, Telegraph Hill), 6 (Tenderloin, SOMA, Civic Center), 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 88 in D3, 153 in D6, and 135 in D9.
- DPW reports show that 87 cases of private graffiti NOVs have gone to blight in January 2015.

- **Membership update:** terms for seats 1 – 17 will expire in April 2015. Please start reapplying for your seats as we would like to keep all current members on board and active.
 - Welcome back Virgil Arostegui who will be filling the SFMTA-DPT seat
 - Vacant seats: seat #4 and SFMTA-MUNI
- **Post Office (USPS):** The new San Francisco Postmaster is Raj Sanghera (415) 550-5001. We met with the postmaster on February 27th and our follow-up meeting is scheduled for March 19th. 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
- **Graffiti Watch training:**
 - The next Graffiti Watch trainings are scheduled for March 21, 2015 with members of the Middle Polk Neighborhood Association (D3) and March 28th in the Mission.
 - If you, or anyone you know, are interested in joining the Graffiti Watch program, please contact Jimmer Cassiol.
- **15th Year Community Clean Team Update:**
 - There will be one district specific event per month, for 11 months from January through November.
 - The March event will be in District 4 and kick off on 37th Ave (between Ortega and Pacheco) this Saturday, March 14th and will include the family friendly Arbor Day Eco-Fair. During this volunteer event we will cover nearly 20 project locations and planting over 50 trees in and around District 4.
 - Gigantic 3 location:
 - **District 4** – Quintara (between 24th Ave. and 26th Ave.)
 - The next Community Clean Team event will be held on April 25, 2015 in district 7 and kicking off at Lowell High School
- **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, SFMTA and Litterati.
 - 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.
- A small group of members have started meeting and planning the SF GAB Huddle. Please join this group and be part of the planning.
- **The next meeting is Thursday, April 9, 2015.**
- **Old Business:**
 - A) Amendment to Administrative Code Section 5.170 adding two "at Large" seats to Graffiti Advisory Board (Jana Lord, seat 17 & Melorra Green, seat 5) – update and discussion
 - The January 2015 draft approval action from carries
 - Next steps: present suggested draft legislation to Board President Breed and find out if she would like to carry this legislation or if she would prefer it be carried by a different Supervisor on the Board of Supervisors
 - Melorra Green (seat 5) and Jana Lord (seat 17) will attempt to schedule the meeting with Supervisor Breed
 - Continue discussion and updates at April 9, 2015 meeting
 - B) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle
 - Nothing to report at this time
 - Move to April 9, 2015 meeting
 - C) 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 – update and discussion
 - Waiting for stats from SFDA's office – Karen Catalona (seat SFDA)
 - Move to April 9, 2015 meeting
 - D) Leonid Nakhodkin – letter requesting anti-graffiti day in San Francisco– discussion out of education sub-committee
 - Proposed drafting two letters:
 1. To the SF Board of Supervisors requesting they to set aside a day annually in San Francisco for anti-graffiti
 2. To the Mayor asking him to approach the local U.S. Consulate for an anti-graffiti day from the U.N.
 - Motion made to draft letter to the Board of Supervisors and seconded
 - Motion carries unanimously
 - Motion made to draft letter to the Mayor to approach local U.S. Consulate and seconded
 - Motion carries unanimously

- **Sub-committee Reports:**

- **ABATEMENT:**

- Subcommittee member Jann Fitzgerald Eric (seat 10) reported
- Jann Fitzgerald provided an update for the web site www.graffitihelp.org and an updated design/layout
- The web site will provide services available, how it works and abatement tips as well as information about the various resources
- The web site will have a list of all vendors providing services to those with NOV's
- Each member of the committee will be assigned to a particular section of the program
- The plan is to announce this program at the 2016 SF Graffiti Huddle and provide the vendors with a discount on space at the Huddle

- **LAW ENFORCEMENT:**

- Subcommittee member Daniel Kling (seat 15) reported:
- February 2015 graffiti arrests: 12 total, 10 adults , 2 juveniles
- There have been development in the Hibernia Bank vandalism case
 - The first suspect arrested was John "Jack" Nelson
 - The second suspect, Mike Sullivan, has now been arrested
 - Both suspects are also accused of other felony vandalism cases which include vandalizing the San Francisco Bay Bridge
- All other agenda items will be discussed in April 2015

- **EDUCATION:**

- Subcommittee member Jana Lord (seat 17) reported:
- The proposed anti-graffiti day letters to the Board of Supervisors and the Mayor had already been discussed earlier in this meeting (old business item D)
- Rebecca Delgado Rottman (seat 16) reported the education subcommittee met with the department directors at the Academy of Art University and they discussed the goals for the PSA campaign and they agreed to help out with all three mediums (radio, TV and print) of advertisements
- The goal is to have some preliminary work presented to the group in May
- The goal is to have these ads out and running for the 6 months leading up to the February 2016 Huddle
- The subcommittee continued discussion of the "Fall of X" this month reached out to the San Francisco Arts Commission to see if they could assist with getting this into the SFUSD curriculum

- **New Business:**

- A) Alex Popovics (seat MAYOR) would like to move from the Law Enforcement to the Abatement subcommittees to pursue revising legislation to the process on how news rack graffiti is cited and enforced
 - Alex will be shifted over to the Abatement subcommittee and this item will be added to the abatement subcommittee agenda

- B) Leonid Nakhodkin (seat 2) would like the group to discuss placing “don’t tag” signs on public property
- This item will be added to the April 2015 agenda

Adjournment: The meeting was closed at 5:22 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, April 9, 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)