



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 April 9, 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 2 – Leonid Nakhodkin
Seat 3 – Stephanie Greenburg
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 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 1 – Sam McCormick (EXC)
Seat 5 – Melorra Green (EXC)
Seat 6 – Mark Friend (EXC)
Seat 11 – Eric Mersch (EXC)
Seat 14 – Dee Dee Workman (EXC)

Seat 4 – VACANT
SFMTA MUNI – INACTIVE

- **Others present:** Jimmer Cassiol, DPW; Gretchen Rude, DPW; Vincent Engel, AAU; Jacob Hellsfom, AAU; Philip Brunberg, AAU; Slade Hasimoto, AAU; Lt. John Jaimerena , SFPD; Derek Chamberlain; Greg Dillon, D8 resident; Darwin Payton; Jordan Grant; John R. Henifin;
- **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.

- **Public Comment:**

- Greg Dillon handed out some printouts with stats and stated that last month there were over 5,000 reports of graffiti to 3-1-1 with 85% of them being done through the SF 3-1-1 app
 - He asked everyone in the room to look at the app on their phone and see how the reporting is done and how the public can look at these reports
 - Greg pointed to the charts that were included in his printouts which show the different districts and number of reports of graffiti within the different districts
 - Using these reports can help direct resources to the areas in most need of attention
- Rebecca Delgado Rottman (seat 16) introduced Darwin Payton, fraternity President and Jordan Grant, member of the Academy of Art University's Psi Upsilon chapter of Kappa Sigma fraternity. These are two of the many AAU students who are out abating graffiti in San Francisco while school is in session
 - They will soon be coming to a future board meeting to show a short video of the work they are doing out on the street
 - The subteams regularly cover 16 city block abating graffiti
- Public comment is closed

- **Special Commendation**

- Special commendation was presented to Sgt. Carla Hurley (Bayview Station) and Ofc. Martin Ferreira # for their work on a suspected graffiti vandal which led to the arrest of the graffiti vandal – SFPD case #140964524
- Sgt. Hurley and Ofc. Ferreira were presented with a Certificate of Honor from District 10 Supervisor, Malia Cohen, and signed by all members of the Board of Supervisors

- **Presentation – Academy of Art University “Young and Hungry” Advertising team**

- Rebecca Delgado introduces the students from the advertising team who are presenting a campaign that will lead into the planned Graffiti Huddle for 2016
- Slade Hoshimoto presented the advertising, student run agency, members
- The team created a campaign that would talk to young people
- Slade introduced Phillip, the campaign strategist
- Philip presented their ideas to the GAB members
- Philip spoke of the problem they had in Sweden where he is from
 - There was a need to start a conversation that included the actual artist
 - They believe that the graffiti could be used in a positive way
 - If you tell them they “can’t do something” they will want to do it more
 - There is a need to address the artist, not the criminals
 - The goal is to steer the conversation away from the criminals and toward the artists
 - One idea is to reach out to the local graffiti artist
 - Work with the artist to create 3’ x 8’ panels

- Each street artist would be provided a panel to create what would essentially be a long, collaborative, piece of public art that could continue to grow as well and be moved around to various locations throughout the city
 - In the right light, graffiti art is something that is beautiful and can be appreciated
 - We feel we could get an interest with the community to get this done beautifully and not illegally
- Philip introduced Vince who will talk about what will happen after this project is up and running
- Vince explained it would be great to reach out to the artist community through social media
 - Business would be able to donate panels
 - Anyone would be able to contribute art
 - Eventually this would become a large street art installation
 - We would need to work out logistical issues
 - There is no doubt a criminal element to graffiti
 - These art panels should eventually be available for sale and the proceeds could go toward the cost of abating the graffiti created by criminals
 - This idea is not rewarding the criminal behavior, but instead providing a different outlet
- Rebecca will get a copy of the presentation out to the GAB members
 - Rebecca will gather feedback from the board members and present it back to the students
- **Review and approval of the draft March 12, 2015 minutes.** a motion was made to approve with a minor corrections, and seconded: Minutes approved.
- **Chair's Report:**
- **DPW stat report numbers:** No DPW stat reports numbers available this month as the DPW stat meeting will be held next Tuesday April 14th
 - Please note that over the past few months the chairs report erroneously included in the "reports of graffiti to DPW" the number of cases abated by DPW which resulted in extremely high numbers. This issue has been corrected and moving forward the report will have the number of reports of public graffiti to DPW separate from the number of DPW abatements on public property.
 - Special thanks to resident Greg Dillon for bringing this error to our attention
- In February 2015 DPW issued 605 new private graffiti NOVs (compared to 836 in February 2014), of which 94.9% have been owner abated.
- Of the new NOV cases in February 2015, districts 5 (Western Addition, Haight, Inner Sunset), 6 (Tenderloin, SOMA, Civic Center), and 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 102 in D5, 120 in D6, and 143 in D9.

- DPW reports show that 92 cases of private graffiti NOVs have gone to blight in February 2015.
- **Membership update:** terms for seats 1 – 17 will expire in this month, April 2015. Please start reapplying for your seats as we would like to keep all current members on board and active.
 - Vacant seats: seat #4 and SFMTA-MUNI
- **Post Office (USPS):** We had our follow-up meeting with the San Francisco Postmaster Raj Sanghera (415) 550-5001 March 19th. We are moving forward on revisions to the process regarding reports of mailbox graffiti made to 3-1-1, which currently go first into a nationwide portal system and then into a local SF system. We are scheduling our next planning meeting with the postmaster, her team, and representatives from 3-1-1 to continue to work out logistics and testing for the new process.
- **3rd Annual Zero Graffiti International Conference:**
 - The conference is being held this month April 19th – 22nd in Santa Ana
 - Information about the event is on the table
- **Graffiti Watch training:**
 - The next Graffiti Watch training is being scheduled for May 2015.
- **15th Year Community Clean Team Update:**
 - The April Clean Team event will be in District 7 and kicking off at Lowell High School on Saturday, April 25th
 - Gigantic 3 locations for April 25th will be held in four districts:
 - **D7:** Ocean Ave (btwn 22nd Ave. and 23rd Ave.)
 - **D9:** John O'Connell HS (Harrison and 20th)
 - **D10:** Tennessee (btwn 23rd and 24th) enter from 24th
 - **D11:** In front of June Jordan School (on Brazil, enter from La Grande)
 - The next Community Clean Team event will be held on May 16, 2015 in district 1 and kicking off at Presidio Middle School
- **Public Works Week in San Francisco:**
 - Public Works week in San Francisco will be held the week of April 20th and will include a variety of activities such as:
 - The Awards and Pins Ceremony
 - BDC and IDC Open House
 - Operations Yard Open House
 - Project Tours

- **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 group of members have started meeting and planning the 2016 SF GAB Huddle. Please join this group and be part of the planning.
- **The next meeting is Thursday, May 14, 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
 - Jana Lord will follow-up with Melorra
 - Continue discussion and updates at May 14, 2015 meeting
 - B) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle
 - The Huddle group should start meeting before subcommittee meeting
 - Jimmer to book the conference room 2:30 – 3:00 pm monthly
 - Nothing else to report at this time
 - Move to May 14, 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
 - Officer Ferreira stated that the situation was improving
 - Would like to hold off on drafting a letter
 - Remove item from agenda
 - D) Leonid Nakhodkin – letter requesting anti-graffiti day in San Francisco– discussion out of education sub-committee
 - Jana Lord (Seat 17) read draft letter to members
 - Draft will be emailed to members for input
 - Revised draft will be voted on at May 14 meeting

- **Sub-committee Reports:**

- **ABATEMENT:**

- Subcommittee member Jann Fitzgerald (seat 10) reported
- Working on flyer that will go to all the vendors interested in taking part in the graffiti help partnership

- **LAW ENFORCEMENT:**

- Subcommittee Chair Martin Ferreira (seat SFPD) reported:
- Disposition update is on hold as Karen Catalona (seat SFDA) may need to step down from the board as she has a schedule conflict
- The disposition item will be picked up once a replacement from the SFDA seat is appointed
- April 2015 graffiti arrests: 27 total, 25 adults , 2 juveniles
- As reported last month, there have been developments 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
- The other case to note is the case of suspected vandal Andrew Yarbrough (AKA CRYST)
 - City staff did a great job tracking this vandal on the 3-1-1 app
 - There is extensive documentation on this tagger
 - This looks like a good strong case to bring to civil court under the new Breed legislation
- All other agenda items will be discussed in May 2015

- **EDUCATION:**

- Subcommittee Chair Robert Sakurai (seat 17) reported:
- We approached the San Francisco Arts Commission for assistance on getting the Fall of X to move forward
- The proposed draft anti-graffiti day letters to the Board of Supervisors and the Mayor had already been discussed earlier in this meeting (old business item D) the draft will be emailed out to members to provide input and a revised draft will be presented at the May 14th meeting
- Feedback for the Academy of Art University will be sent to Rebecca over the next two weeks
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- 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

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- 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) Jana Lord (seat 17) will start reaching out to people in Sweden to get a better understanding of how they dealt with the graffiti problem and the success of what they did to combat the problem
- B) Leonid Nakhodkin (seat 2) would like the group to discuss placing “don’t tag” signs on public property
 - This item was not discussed and will be added to the May 2015 agenda

Adjournment: The meeting was closed at 5:07 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, May 14, 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 pm – 3:30 pm (just prior to the full GAB meeting)

The 2016 huddle subcommittee will meet from 2:30 pm – 3:00 pm (just prior to the subcommittee meetings)