



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 September 10, 2015
 30 Van Ness Avenue, 5th Floor
 San Francisco, California

- **Call to Order:** 3:36 p.m., the meeting was called to order.

PRESENT

SFRPD – Eric Pawlowsky
 MAYOR – Alex Popovics
 Seat 6 – Mark Friend
 Seat 7 – Peter Gleichenhaus
 Seat 9 – Todd Berman
 Seat 10 – Jann Fitzgerald
 Seat 12– John Austin (youth)
 Seat 15 – Daniel Kling (bus)
 Seat 16 – Rebecca Delgado Rottman (art)
 Seat 17 – Jana Lord (mta/shelter)

ABSENT

DPW – Larry Stringer (EXC)
 SFUSD – Robert Sakurai
 SFPD – Martin Ferreira (EXC)
 SFMTA DPT – Virgil Arostegui
 Seat 1 – Sam McCormick
 Seat 2 – Leonid Nakhodkin (EXC)
 Seat 3 – Stephanie Greenburg (EXC)
 Seat 5 – Melorra Green
 Seat 8 – Doug Hayward (EXC)
 Seat 11 – Eric Mersch
 Seat 14 – Dee Dee Workman (EXC)

Seat 4 – **VACANT**
 Seat 6 – **VACANT**
 Seat 13 – **VACANT**
 SFDA – **INACTIVE**
 SFMTA MUNI – **INACTIVE**

- **Others present:** Jimmer Cassiol, SF Public Works; Randy Lau, SF Public Works; Alisha Witt, SF Public Works; Tony Dior, Accurate; Derek Chamberlain, artist.
- **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 **NO** quorum at this time.

- Public Comment:
 - Derek Chamberlain showed the members photos of 6 murals recently completed and stated that he has two more in the process of competition
 - Public comment is closed
- **Review and approval of the draft June and August 2015 minutes.** Due to the fact that there was no quorum, the minutes were not voted on; this item will be moved to the October 8th agenda.
- **Chair's Report:**
- **DPW stat report numbers:** data not yet available for August 2015
- In July 2015 DPW issued 705 new private property graffiti NOVs (compared to 823 in July 2014), of which 92.6% have been owner abated.
- Of the new NOV cases in July 2015, districts 5 (Inner Sunset, Haight, Western Addition), 6 (Tenderloin, SOMA, Civic Center), and 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 114 in D5, 160 in D6, and 137 in D9.
- DPW reports show that 117 cases of private graffiti NOVs have gone to blight in July 2015.
- **Total number of graffiti cases reported to 3-1-1 in the last 30 days:** private – 2,466 and public 2,660
- **Membership update:** terms for seats 1 – 17 expired April 2015. If you have not done so already, please start reapplying for your seats as we would like to keep all current members on board and active. Seats 12 – 17 are expected to be heard at the Rules Committees hearing on Thursday, September 24th
 - Vacant/inactive seats: seat #4, #6, #13, SFDA and SFMTA-MUNI
- **Graffiti Watch training:**
 - The next Graffiti Watch training is being scheduled for September 2015.
- **15th Year Community Clean Team Update:**
 - The September Community Clean Team - Coastal Cleanup volunteer event will be in District 10 and kicking off at Warm Water Cove on Saturday, September 19th
 - Four Gigantic 3 locations for September 19th will be held at:
 - **District 10 Tennessee, between 23rd and 24th (enter from 24th)**
 - **District 2 Claire Lilienthal School 3630 Divisadero Street (Scott Campus)**

- **District 3** **Portsmouth Square (Walter U. Lum Alley)**
- **District 8** **Diamond Street between 28th Street and 29th Street**

- The next Community Clean Team event will be held on October 17, 2015 in district 11 and kicking off at Balboa High School

- **Sub-committees** will be suspended as we will shift our focus to the 2016 Huddle planning so we can all work together on the event.

- 2016 HUDDLE subcommittee will be meeting monthly from 3:00 pm – 3:30 pm prior to our monthly GAB meeting.

- **The next GAB meeting is Thursday, October 8, 2015.**

- **Presentation:** Tom Dior, President of Accurate, <http://www.get-accurate.com>

- Tom stepped in to present on behalf of Charley McGlaughlin and Adam Haedt of Fox Marble/FM Distributing - www.fox-marble.com - as they were stuck in an airport in Denver and could not make it to the meeting.
 - Tom stated that his company Accurate is an architectural product and technology advisory firm; Charley and Adam of Fox Marble/FM Distributing are his clients
 - His company recommends building materials and technologies for compliant and sustainable materials
 - Fox Marble/FM Distributing is a local SF business has “natural stone” product manufactured in Spain AKA Porcelain Compressed Stone which is used indoors and outdoors
 - The product is UV resistant, fire retardant and can be made to replicate natural stone patterns and colors
 - This material is graffiti proof
 - Tom reviewed the samples that he hands out to the members and demonstrated that the material is scratch proof as well as paint and permanent marker can be wiped off with a sponge and water
 - Many of the graffiti removal products include Methylene Chloride and this material moves away from having to use such toxic and harmful graffiti removal products
 - Tom expressed his interest in being involved with the 2016 Graffiti Huddle

- **Old Business:**
 - A) “No Tagging Sing” pilot program – Leonid Nathodkin (seat 2) – update and discussion
 - Leonid could not attend today’s meeting.
 - Leonid was going to provide/present documentation and data analysis at this meeting on the success other cities have had with regard to preventing graffiti vandalism through the use of posting “no tagging signs” on monuments and buildings
 - This item will be moved to the October 8th meeting and be discussed upon Leonid’s return and documentation presentation.

B) 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 stated she has bullet points she will provide to Conor in Supervisor Breed’s office about why the members are interested in slightly revising the seat makeup of the GAB board members
- Supervisor Breed expressed interest in carrying this revised amendment legislation
- Supervisor Breed’s office suggested that, instead of adding two seats, simply change the inactive SFMTA seat into an “at large seat” and keeping the total number of GAB members at 25.
- Members of the board expressed their approval of Supervisor Breed’s suggestion
- Jimmer will request this revision to be made and provide both Administrative Code drafts at the October 8, 2015 GAB meeting.
 - One draft, that was approved by GAB in January 2015, which adds two “at Large” seats for a total of 27 seats
 - The second draft according to Supervisor Breed’s suggestion that changes the one inactive SFMTA seat and changes it to an “at large” seat and leave the total seats at the current 25
- Continue discussion and updates at October 8, 2015 meeting

C) 2016 graffiti conference/huddle

- The subcommittee Huddle group met today from 3:00 – 3:00
- Jana expressed the need to start assigning members to specific tasks/duties as far as fundraising, program/speakers and participant outreach
- Assignments:
 - Participant outreach: Dan Kling said he would be interested in leading participant outreach and organize individual outreach responsibilities taken on by all board members district reps and citywide
 1. District appointed members should reach out to their supervisor’s office for input and suggestion on district organizations
 2. All members should take part in the outreach to citywide organizations
 3. Jimmer stated he has a list of many of the local merchants and resident organizations
 - Program/Speakers: Rebecca offered to help set up speakers/program and vendors but would like someone from the Board to also assist in this task
 - Fundraising: Peter and Rebecca stated they would be interested in assisting Larry Stringer in the fundraising sponsorship efforts
 - Venue: Jimmer and TBD
 - Vendors: Jann Fitzgerald
- All members are encouraged to join the Huddle subcommittee
- The theme was suggested to be “Zero Graffiti... for a Healthy City”
- Additional themes from sub-committee today: no vote can be taken
 - “For A Blight Free City”

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- “No Blight in Sight”
- “Fight The Blight”
- “Take A Bight Out of Blight”
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- Theme should be voted on in **October** so if members have any other suggestions they should submit them at the **October** meeting
- The Academy of Art University assisted in the Huddle campaign last time and there is hope they will assist again in the 2016 Huddle campaign
- Todd B suggested that if the Huddle takes place in May 2015 a “Where Art Lives” student art show could be on display
- Areas of concern are the fundraising
 - The board should submit suggestions on who GAB should be submitting letters to for sponsorship
 - The board should also submit suggestions for vendor outreach
 - The goal is to have sponsorship and fundraising letters sent out by the end of September 2015
- Suggested San Francisco Beautiful be the fiscal sponsor 501 (C) (3) for the Huddle
- Members should also think about other venue options and be prepared to submit those options and the next meeting
- Program content has not been fully designed but as discussed should include information about:
 - The Breed legislation
 - Enhancing the 3-1-1 app
 - Anti-graffiti day
 - Presentation on what GAB has done
 - The abatement resource center
 - Update of StreetSmARTS and Where Art Lives (introduces at last huddle)
 - How to respond to graffiti vandalism
 - Best practices and documenting graffiti vandalism
 - Vendors – past GAB presenters
 - Graffiti in the City
 - 6 types of graffiti
 - wheat pasting and posters
 - Round table discussion and panel
- Proposed dates – look at March, April or May 2016
- Other possible venues besides Hilton for Jimmer to research:
 - City Hall Light Court
 - Asian Art Museum
- Costs: Venue, food, production and materials
- Board members should provide input on why it is important for merchants and resident should attend
- One page document: needs to be prepared to explain huddle details
 - One pager can be used for outreach
 - Member assigned to this task – **TBD**
 - Document should be drafted and completed soon
- Board members should bring suggestions on what is needed as far as fundraising, logistics, the program and outreach

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- Repeat info:
 - Moving forward the Huddle subcommittee will be meeting from 3:00 – 3:30 pm in the main conference room, prior to the full GAB meeting
 - The next Huddle planning session will be on October 8th and all members are encourage to join that planning session
 - Larry Stinger added if there are any other ideas for this Huddle, please provide your input at the next Huddle meeting

- **New Business:**

- No new business

Adjournment: The meeting was closed at 4:25 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, October 8, 2015** at 30 Van Ness Avenue, 5th Floor, in DPW's Department of Engineering Main Conference Room.

The three subcommittees have been suspended starting August 2015 in order for the board to focus on the 2016 Huddle.

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