



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 October 8, 2015
 30 Van Ness Avenue, 5th Floor
 San Francisco, California

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

PRESENT

DPW – Larry Stringer
 SFUSD – Robert Sakurai
 SFMTA DPT – Virgil Arostegui
 SFRPD – Eric Pawlowsky
 Seat 3 – Stephanie Greenburg
 Seat 5 – Melorra Green
 Seat 8 – Doug Hayward
 Seat 9 – Todd Berman
 Seat 10 – Jann Fitzgerald
 Seat 12– John Austin (youth)
 Seat 13 – Darcy Brown (SF Beautiful)
 Seat 14 – Dee Dee Workman
 Seat 16 – Rebecca Delgado Rottman (art)
 Seat 17 – Jana Lord (mta/shelter)

ABSENT

MAYOR – Alex Popovics (EXC)
 SFPD – Martin Ferreira (EXC)
 Seat 1 – Sam McCormick (EXC)
 Seat 2 – Leonid Nakhodkin (EXC)
 Seat 7 – Peter Gleichenhaus (EXC)
 Seat 11 – Eric Mersch (EXC)
 Seat 15 – Daniel Kling (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; Judy Nemzoff, SFAC; Zoe Taleporos, SFAC; Gregory Dillon, D8 resident
- **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 but more members are expected to arrive.
- Update: at 4:08 pm a quorum was established

- Public Comment:
 - No public comment
 - Public comment is closed
- **Review and approval of the draft June, August and September 2015 GAB minutes.** Motion to approve, seconded - Minutes approved
- **Chair's Report:**
- **DPW stat report numbers:** data not yet available for September 2015
- In August 2015 DPW issued 775 new private property graffiti NOV's (compared to 711 in August 2014), of which 90.6% have been owner abated.
- Of the new NOV cases in August 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 121 in D5, 170 in D6, and 117 in D9.
- DPW reports show that 94 cases of private graffiti NOV's have gone to blight in August 2015.
- **Total number of graffiti cases reported to 3-1-1 in the last 30 days:** private – 1,047 and public 2,441
- **Membership update:** Congratulations to the members who were approved Rules Committee 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 October 2015.
- **15th Year Community Clean Team Update:**
 - The October Community Clean Team volunteer event will be in District 11 and kicking off at Balboa High School on Saturday, October 17th
 - Gigantic 3 location for October 17th will be held at:
 - **District 11 June Jordan School (enter from La Grande)**
 - The final Community Clean Team event for 2015 will be held on November 7, 2015 in district 2 and kicking off at Galileo High School
 - Gigantic 3 location for November 7th will be held at:
 - **District 2 Claire Lilienthal School 3630 Divisadero Street (Scott Campus)**

- **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 meeting is Thursday, November 12, 2015.**
- **The full GAB will not meet in December 2015**
- **Presentation:** Judy Nemzoff and Zoe Taleporos, SFAC – FY 15-16 StreetSmARTS final update
 - Judy presented a PowerPoint review of the FY 14-15 StreetSmARTS program showing that in two weeks time the final three of the total FY 14-15 murals will be completed
 - The private property owners interested in having a StreetSmARTS mural have a list of artist to choose from
 - The cost is split between the property owner and funds provided by Public Works for the mural program
 - The mural is submitted approved in advance by through the public arts program at SFAC
 - The artist is required to sign a VARA/CAPA (California Artist Protection Act) waver
 - StreetSmARTS murals have been placed in all districts of San Francisco
 - A few changes will be top the StreetSmARTS program for the upcoming year
 - The program lead at SFAC will be Zoe Taleporos and it will be done through the Public Arts program at SFAC
 - Judy introduced Zoe who will speak about the changes to the program
 - First they plan to establish and RFQ to establish a new pool of local artists
 - Fees for the artist will increase to keep within the industry standards
 - SFAC is researching standard rates for muralists
- **Old Business:**
 - A) “No Tagging Sign” 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 November 12th 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'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
- A motion was made (and seconded) to rescind the vote for the original draft adding 2 seats (approved January 2015) in order to bring the revised amended ordinance changing one "INACTIVE" SFMTA seat into one "at large" seat, keeping the total number of seats at 25
- The motion to rescind carries
- A motion was made (and seconded) to approve the revised draft ordinance changing the one SFMTA seat to an "at large" seat and keeping the total number of seats at 25
- The motion to approve carries

C) 2016 graffiti conference/huddle

- The subcommittee Huddle group met today from 3:00 – 3:30
- The subcommittee members would like to move the theme/tag line ***Fight the Blight*** to the full board to vote
- A motion was made and seconded – motion carries
- It was agreed that we should target **May 2016** for the Huddle date
- Jana reiterated the need to assign members to specific tasks/duties as far as fundraising, program/speakers and participant outreach
- Assignments:
 - Participant outreach: Dan Kling is 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 (done)
 - 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: Larry Stringer and Jimmer
 - Vendors: Jann Fitzgerald
- All members are encouraged to join the Huddle subcommittee
- 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 2016** a "Where Art Lives" student art show could be on display

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- 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
 - Board members should provide input on why it is important for merchants and resident to attend
 - The goal is to have sponsorship and fundraising letters sent out by the end of December 2015
- Suggested San Francisco Beautiful be the fiscal sponsor 501 (C) (3) for the Huddle
- Larry Stinger is working on booking the Hilton
- 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
- Revised proposed date – May 2016
- Costs: Venue, food, production and materials
- One page document: needs to be prepared to explain huddle details
 - One pager can be used for outreach
 - Member assigned to this task – Jan Fitzgerald
 - 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
- Set up GoogleDocs for all access – Jana Lord
- 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 **date TBD** 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 4:40 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, January 14, 2016** 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)