



SAN FRANCISCO
**GRAFFITI
ADVISORY
BOARD**

Mark Farrell, Mayor

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Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for August 9, 2018 - FINAL

30 Van Ness Avenue, 5th Floor
San Francisco, California

- **Call to Order:** 3:30 p.m., the meeting was called to order.

PRESENT

SFPW – Larry Stringer
SFPD – Martin Ferreira
SFDA – Thomas Ostly
SFUSD – Kevin O’Brien
Seat 1 – Jean Barish
Seat 2 – Robert Bardell
Seat 4 – Cammy Blackstone
Seat 7 – Peter Gleichenhau

ABSENT

MAYOR – Alex Popovics
SFRPD – Eric Pawlowsky (excused)
SFMTA – Gretchen Rude (excused)
Seat 5 – Jana Lord (excused)
Seat 6 – Daniel Pan (excused)
Seat 8 – Doug Hayward (excused)
Seat 9 – Todd Berman (excused)
Seat 11 – Grace Breyley (excused)
Seat 13 – Darcy Brown (excused)
Seat 14 – Alex Mitra
Seat 15 – Daniel Kling (excused)
Seat 18 – Gregory Dillon (excused)

Seat 3 – **VACANT**
Seat 10 – **VACANT**
Seat 12 – **VACANT**
Seat 16 – **VACANT**
Seat 17 – **VACANT**

- **Others present:** Jimmer Cassiol, SF Public Works; Leonard Alfaro, SF Public Works; Randell Scott, Union Square BID; JeDevin Jones, P-20 SF Pretrial Diversion Program
- **Welcome and Introductions:** Chair Larry Stringer welcomed members and other attendees. Each member and guest introduced themselves. Members checked attendance and established there is not a quorum at this time.

- **Public Comment:**

- Cammy Blackstone (seat 4):
 - Mentioned an SFGATE article [Graffiti Camp for Girls teaches how to break into boys' club of street art](#)
 - The members feel this sending the wrong message
 - The members suggested sending to a letter to the editor
 - Jimmer will send a link of the article to the members and draft a letter to be voted on in the September meeting
- Larry Stringer (seat DPW):
 - Spoke about the upcoming citywide "[Love Our City](#)" event taking place on Saturday, September 8, 2018
 - This event is in partnership with the Mayor's office, The SF Board of Supervisors, Various city departments and Recology.
 - The goal is to help teach people living in the city understand their responsibility for cleaning their sidewalks
 - This is not a dump you bulky item on the street day, this is a day for residents to sweep up in front of their home and businesses.
 - There will be approximately 44 locations citywide where people can go to pick up supplies are help sweeping up around those locations.
- Tom Ostly (SFDA):
 - Method of documenting graffiti should include date of picture to help with indictments.
 - Tom will draft a one sheet how to document graffiti and bring to next meeting once approved.
- Public comment is closed

- **Review and approval of the draft of June 2018 GAB minutes:**

- Because there was no quorum, a vote was not taken.
- This item will be moved to the September 13, 2018 agenda

- **Chair's Report:**

- **Public Works Stat report numbers:** For the period of June 2018 the number of calls for graffiti on public property reported by the public and internal sources was 1,348. This number is down from the same time last year with 1,905 reports of graffiti vandalism on public property. There were 445 non-reported graffiti tags abated on public property by Public Works staff in June 2018.
- **Private Property Stats:** No stats submitted for this report.
- **Membership update:**
 - Vacant/inactive seats: seats #3, #10, #12 (Serving Youth), #16 (Private Schools/Art Schools) and #17 (Contracting Agency/Muni Shelters).
 - Some of the seats are expired and I would like to ask you to reapply for your seat.

- If you know of anyone interested in applying for the vacant seats, please have them contact Jimmer Cassiol for information on the application process.

- **18th Year Community Clean Team Update:**

- The next community Clean Team event will take place next Saturday, August 19th in District 6. The kickoff will be at Boeddeker Park, located at 246 Eddy Street at Jones (flyers are on table)
- Also on June 16th, in partnership with San Francisco Public Works, Recology and SF Clean City, we will be hosting two Gigantic 3 (G3) events in districts 6 and 2:

District 6: Golden Gate Disposal – 900 7th Street

District 2: Marina Green (east parking lot) – Marina Blvd. at Webster.

- **Love Our City event:** Citywide clean up **on Saturday, September 8, 2018**
 - Flyers are on the table please help spread the word
- **Sub-committees:** the **abatement, education or law enforcement** remain suspended while we work on the 2018 Huddle: Smart Solutions event.
- **The next GAB meeting is scheduled for Thursday, September 13, 2018.**



- **UPDATES: 2018 Huddle: Zero Graffiti – Smart Solutions!**

(New items in Red)

1. Graffiti PSA:

- Michael Petricca (AAU) will research options/possibilities on his end
- Deliverable for the Oct 17th Huddle: Zero Graffiti – *Smart Solutions!*
- Contacts at radio stations check with Jan at AAU and Rachel Gordon at SFPW
- Michael Petricca (AAU) confirmed Jan at AAU will assist in producing PSA with fall semester starting in August
 1. Need two members from GAB to work with AAU to create the ad and work as the liaison with AAU on producing ((message “thoughtful” (private poverty owners, small businesses, Chinatown merchants) , theme, voice and music))
 2. Darcy Brown and Cammy Blackstone volunteer to be the GAB contact with Jan Yanehiro and Michale Petricca (AAU)
 3. Members encouraged to bring ideas and brainstorm at the August 30, 2018 huddle meeting
 4. Radio PSA should be about the harms of graffiti vandalism and should include huddle details at the end which can edited out for an evergreen PSA
 5. Need to reach out to various stations.

1. asking for outreach from members, AAU and Public Works Communications office
2. Fundraising/Budget: (Darcy B., Alex M.)
 - Budget – approximately \$10,000
 - Some fundraising checks and commitments are coming in (AT&T, Applied Video, BOMA, Planning Association for the Richmond)
 - Suggested revisions to the revised (draft v2) budget:
 - Jimmer to revise budget and send to member before August 30th planning meeting
 1. Remove table cloths from budget
 2. Include table skirts (generic no-logo) not supplied by venue
 3. Use signage for branding the venue (Fed Ex/Kinkos)
 4. Jimmer to check on any discounts from vendors
3. Venue/Logistics: (Larry, Jimmer) – Day of: TBD
 - Koret Auditorium and Latino Room – San Francisco Main Library
 - Deposit: \$TBD; paid: \$TBD
4. Program/speakers: (suggestions)
 - Randall Scott and other members of the various CBD/BID's panel (Jimmer Cassiol)
 - TBD surveillance company (Alex Mitra)
 - SFPD (Officer Martin Ferreira and SFDA (Thomas Ostly)
 - SF Beautiful (Darcy Brown)
 - Graffiti Watch (Grace Breyley)
 - SFMTA – Solution Story - Ed Reiskin (Gretchen Rude/Larry Stringer)
 - Environmental Protection Agency (Jimmer Cassiol)
 - 3-1-1 speaker & vendor show (Jimmer Cassiol)
 - SF SAFE speaker and vendor show (Grace Breyley)
 - Stop Urban Blight: Drew Lidner – vendor show (Jimmer Cassiol)
 - Slide Presentation: What Bay Area Cities are spending on graffiti abatement to include in introduction (Larry Stringer/Anna Wong)
5. Web page:
 - Go live (Week of July 23, 2018)
 - Should include a vendor page with vendor logos/links
 - Buttons for:
 1. General Huddle information
 2. Vendor information/donation
 3. Sponsor information/donation
 4. links
6. Participant/Attendee outreach audience: (GAB members)
 - All members will assist with participant outreach
 - Create Eventbrite (Jimmer Cassiol with PW Communications Office)
 - Initial email invitation to be sent out first week of August 20th
 1. via Constant Contact

- Follow-up email sent September (date TBD)
- Last chance email send on October 10, 2018 RSVP by October 12, 2018
- Invite Mayor, Board of Supervisors, City Attorney, Police Chief and District Attorney
- **Invite representative from other cities**

7. Materials (design and production)

1. Program book (TBD design)
2. Takeaways w/logo (RFQ for budget)
 1. 2-pocket folders (Dan Kling)
 2. pens (Dan Kling)
 3. post-it pad (Dan Kling)
 4. tote bags (Jimmer Cassiol)
 5. flash drive w/reference material & link to 311 app (Jimmer Cassiol)
 6. graffiti removal pads/wipes non-toxic (Jimmer Cassiol)
 7. **Zero Graffiti table skirts (generic) (10 – 12) for vendor show and registration tables (2' x 6' tables)**

8. Advertising/poster and ads – Clear Channel (Marqueaux Casillas)

1. Researching print and digital ad space – based on availability (in-kind donation)
 2. Clear Channel to provide design specs
- Flyer – updated one sheet with logo, photos and bullet points for posting and distribution
 - NEXTDOOR.COM (Jimmer and Dadisi)

9. Sponsors/Vendor outreach - tables: (all member's should provide contact information for prospective vendors to Jimmer by July 12th meeting in order for them to be included in the mailing)

- Members may also reach out to potential sponsors, vendors and attendees
- Potential sponsors:
 1. See list from 2016
 2. PG&E
 3. Well Fargo
 4. BOMA
 5. Hathaway Dinwiddie Construction
 6. Recology
 - 7.
- Potential vendors:
 1. EPA
 2. 3-1-1
 3. surveillance company
 4. Stop Urban Blight – Drew Lidner
 5. SF SAFE
 6. SF Beautiful
 7. Kelly-Moore Paint – Gary Fauxio
 8. Graffiti Removal Specialist – Robert Van Gelder
 9. DFS Green – Wayne Whitzell
 10. Ranguard International –
 11. Center Hardware – Jamie Gubman

12. Rapid Renu

13. Public Works – graffiti unit

10. Format of the Huddle

- Duration:
 - Date: October 17, 2018
 - Location: Koret Auditorium & Latino/Hispanic room (SF Main Library)
 - Seating: theater, 125 – 250 attendees
 - Food & beverage: Poets Library Café – RFQ sent (light lunch & snacks)
 - Load-in: begins at 11:00 am
 - Load in complete: 11:45 am
 - 11:45 – 4:30 pm (4.5 hours)
 - Registration/Check in begins at 11:30 am
 - Vendor Show/light lunch (11:45 – 12:30)
 - Kick-off, Dept. Heads, electeds, Keynote (12:45 – 1:00)
 - GAB presentation/update (1:00 – 1:15)
 - GAB updates, costs to other cities, AT&T boxes – stats from company that has done this in other cities - vendor)
 - Presentation – 3 speakers w/Q&A: Tom and Marty, Applied Video & BID/CBD (the problem/how to address): (1:15 – 2:00)
 - Break/Vendor Show/snacks (2:00 – 2:30)
 - Presentation 3 speakers w/Q&A; Grace, TBD & TBD (how to address - part B/the solution): (2:30 – 3:15)
 - Panel discussion (3:15 – 3:45)
 - Awards/Closing Remarks/Raffle (3:45 – 4:00)
 - Wrap up/Vendor Show/snacks (4:00 – 4:30)

11. Raffle prizes: all members should try to get raffle prizes donated to the event

- Vendor show passport – enter to win raffle
- Request donations letter form from SF Beautiful for in-kind donations
- Add \$500 to budget for raffle prize purchases (try for donated prizes first)
- All members should provide input on raffle prize suggestions i.e. art show tickets, hand knitted blanket, dinner tickets, art store gift certificates, etc.
- All members should be reaching out for potential raffle prizes (donations or possible purchase)
- Darcy will provide Marines’ Memorial contact to Jimmer and Leo
- Members will send information to Jimmer & Leo on who they are reaching out to

12. Next Steps

- Next Huddle meeting will be on for August 30th 2:30 pm – 3:30 pm

• Old Business:

- a) BSM News Rack Advisory Committee Letter Follow-Up (Alex Popovics):

- Alex Popovics (seat Mayor) was not in attendance at the meeting, this item is being moved to the September agenda.

- **Standing Committee Reports**

- The Abatement, Education and Law Enforcement subcommittees have been suspended in order for the members to work on the 2018 Huddle: Zero Graffiti – *Smart Solutions* event.

- **New Business:**

- GAB Ordinance 11-16 File Number 151105 sunset clause March 2019
 - Members were given a copy of the ordinance and asked to review it and be ready to discuss any recommended changes or revisions in the September meeting.

Adjournment: The meeting ended at 5:00 pm

- Due to the lack of a quorum, no motion was needed to adjourn the meeting.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled for **3:30 pm** on **Thursday, September 13, 2018** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.