



SAN FRANCISCO
**GRAFFITI
ADVISORY
BOARD**

City Hall
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Edwin M. Lee, Mayor

Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for February 11, 2016
30 Van Ness Avenue, 5th Floor
San Francisco, California

- **Call to Order:** 3:45 p.m., the meeting was called to order.

PRESENT

DPW – Larry Stringer
MAYOR – Alex Popovics
SFRPD – Eric Pawlowsky
SFPD – Martin Ferreira
Seat 7 – Peter Gleichenhaus
Seat 9 – Todd Berman
Seat 12– John Austin (youth)
Seat 14 – Dee Dee Workman
Seat 15 – Daniel Kling
Seat 17 – Jana Lord (mta/shelter)

ABSENT

SFUSD – Robert Sakurai
SFMTA DPT – Virgil Arostegui
SFDA – Justine Cephus (EXC)
Seat 1 – Sam McCormick
Seat 2 – Leonid Nakhodkin (EXC)
Seat 5 – Melorra Green
Seat 8 – Doug Hayward (EXC)
Seat 10 – Jann Fitzgerald
Seat 11 – Eric Mersch
Seat 13 – Darcy Brown (SF Beautiful)
Seat 16 – Rebecca Delgado Rottman
(art) (ECX)

Seat 3 – **VACANT**
Seat 4 – **VACANT**
Seat 6 – **VACANT**
Seat 13 – **VACANT**
SFMTA MUNI – **INACTIVE**

- **Others present:** Jimmer Cassiol, SF Public Works; Peter Clark, SF Beautiful; Gregory Dillon, D8 resident; Alisha Whitt, SF Public Works; Amy Landgraff seat #17 applicant; Dan Fan, Owner 1AM
- **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 not quorum at this time.

- Public Comment:
 - Greg Dillon
 - The data report is only good if the information entered is correct
 - Reports are being closed out without graffiti being abated
 - We are using crime fighting tools to stop the graffiti with the cops and the courts
 - Last month we heard there is a limit to this, the judges are lecturing that they have more serious crimes that they need to deal with
 - Would like to challenge present board members to create about 50 reports so they can experience the app
 - “If we clean up Graffiti, that will reduce crimes”
 - Incentivize when people report Graffiti through the app that if the vandalism gets reported to SFPD and can eventually be used as evidence when the vandal/tagger is finally arrested
 - Public comment is closed
- **Review and approval of the draft November 2015 and January 2016 GAB minutes**
 - No Quorum – can’t vote on minutes
- **Chair’s Report:**
- **DPW stat report numbers:** For the period of January 2016 the number of calls for graffiti on public property from public and internal sources was 1,305. This number is up from the same time last year when 1,185 reports were received of public property graffiti vandalism. There were 563 non-reported tags abated on public property by Public Works staff in January 2016.
- In December 2015 Public Works staff issued 610 new private property graffiti NOVs (compared to 565 in December 2014), of which 90.2% have been owner abated.
- Of the new NOV cases in December 2015, districts 3 (Chinatown, North Beach, Fisherman’s Wharf), 5 (Inner Sunset, Haight, Western Addition), and 6 (Tenderloin, SOMA, Civic Center), received the most new NOV’s with 91 in D3, 101 in D5, and 165 in D6.
- DPW reports show that 59 cases of private graffiti NOVs have gone to blight in December 2015. This number is down considerable from the same time last year with 95 NOV to blight cases
- **Total number of graffiti cases reported to 3-1-1 in the last 60 days:** private – 3,855 and public 6,048
- **Membership update:** The revised ordinance, introduced by Supervisor Breed, changing the one SFMTA seat to an “At-Large (seat #18)” of Graffiti Advisory Board

passed through the full Board of Supervisors and should become effective by the end of March 2016. It will be at that time applications for that seat can be submitted.

- The SFDA's office has appointed Deputy District Attorney, Justine Cephas, to fill the SFDA seat. Justine could not make it to today's meeting but we look forward to her joining us next month.
- Vacant/inactive seats: seat #4, #6, #13, and SFMTA-MUNI (soon to be seat #18 "at-large")

- **Graffiti Watch training:**

- The next Graffiti Watch training is scheduled for February 24th.

- **16th Year Community Clean Team Update:**

- The next community Clean Team event will take place on Saturday, February 27th in district 1 and the kickoff will be Washington High School (flyers are on table) and in recognition of Chinese New Year. Gung Hay Fat Choy!
- Also on February 27th, in partnership with San Francisco Public Works, Recology and SF Clean City, we will be hosting four Gigantic 3 (G3 events in districts 1, 2, 8, and 9:

District 1 **Ocean Beach at Fulton Street (directly across from Beach Chalet)**

District 2 **Marina Green, East Parking lot (Marina Blvd. at Webster Street)**

District 9 **Fire Station #7 (2300 Folsom Street at 19th Street)**

District 8 **Diamond Street (between 28th and 29th Streets)**

- 2016 Community Clean Team calendar posters are on the table as well. Please be sure to grab one and mark your calendars
 - Huddle outreach will be done at Clean Team

- **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.

- The Huddle is scheduled for Wednesday, May 4, 2016

- 2016 HUDDLE subcommittee will be meeting monthly from 2:30 pm – 3:30 pm prior to our monthly GAB meeting. We are also going to need to add in a extra Huddle meetings as it is now February and the event 2 ½ months away.

- Larry suggested that as the Huddle approaches, meetings become more frequent. Previously, the board met once a week until the Huddle event.

- **The next meeting is Thursday, March 10, 2016.**

- **Old Business:**

- “No Tagging Sign” pilot program – Leonid Nakhodkin (seat 2) – update and discussion
 - No discussion as Leonid is not present at the meeting and will be moved to the March agenda
- Amendment to Administrative Code Section 5.170 adding one “at Large” seat to Graffiti Advisory Board- Jana Lord (seat 17) & Melorra Green (seat 5) – update and discussion
 - This item has been completed and the revisions shall be implemented by the end of March 2016
 - New “at Large” seat will be seat #18
 - Ok to remove item from future agendas
- **2016 Graffiti Huddle – *Fight the Blight* planning - (discussion and possible action item)**
 - a) Confirmed date – May 4, 2016
 - b) Project/team responsibility leads - updates
 - i. Fundraising/Budget – vendor and sponsorship letters
 - ii. Venue/logistics – cost and availability
 - iii. Program/speakers
 - iv. Web Site/ Logo – ZeroGraffitiSF.com
 - v. Participant/Vendor outreach

- **Recap of Huddle Subcommittee Minutes:**

1. Fundraising/Budget: (Rebecca, Larry S., Peter G., Doug H.)

- a. Sponsors (levels)

1. Platinum: \$5,000
 2. Gold: \$2,500
 3. Silver: \$1,000
 4. Bronze: \$500
 5. Vendor only: \$250

- Jimmer suggested the addition of a \$2,500 sponsor level, which would be renamed as Gold and the new arrangement would be: Platinum, Gold, Silver, Bronze, vendor only.

- b. Fundraising letters (sponsor & vendor) – drafted

1. Letters should be mailed week of ~~February 22~~, March 15, 2016 once web site with donor link are up and running
 2. Rebecca has 2 contact she will reach out to

- Jimmer mentioned he needs to update the two separate letters, add some more information to the vendor letter specifically. 2 things done before letters are mailed: Website with a link to SF Beautiful
- A special sponsorship request letter from Muhammad to Clear Channel will be requested

- c. Fiscal Sponsor: SF Beautiful – drafting MOU

- MOU needs to be signed

- d. Budget – \$14,500

- Jimmer stated the budget was slightly updated. The Initial Hilton invoice without tax was \$3,500 and after tax was around \$3,800-\$3,900
 - Revised the web portion as we will use internal resources for the web site as opposed to an outside vendor
2. Venue/Logistics: (Larry, Jimmer) – Day of: Jana and Eric
- a. Hilton – Financial District
 - b. Deposit: \$1,000 paid 2/5/16
 - 1. Deposit will need to be paid back once donations are received
3. Program/speakers: (Larry, Rebecca and Darcy)
- a. Introduction video (Rebecca)
 - Rebecca is working on obtaining a video used from the NEN awards
 - Michael Pawluk can help facilitate any outreach for video production
 - Larry suggests highlight the two programs that GAB has produced, and possibly Breed's legislation. (Where it Lives, Street Smarts, Blight within the City; **Fight the Blight**) show video of abatement in the video (Clean Team Days) & Graffiti shots
 - 10 minute long video - highlights
 - Introducing the board
 - Highlighting Where it Lives & Street Smarts
 - Touch on the Fight the Blight theme (Clean Team & Graffiti Watch and still highlight the challenges we still face) splice in AAU video
 - Add shots of locations still tagged (blight)
 - Video should be completed by April 15th
 - **Supervisor Breed award presentation (Jana to check with Breed's office on her schedule)**
 - b. Subcommittee presentations:
 - Committee leads to outreach and book speakers
 - 1. Abatement (Jann)
 - 2. Law enforcement (Marty) – possible speaker
 - 3. Education (Todd)
 - c. Discussion panel (TBD)
4. Web site:
- a. Domain: ZeroGraffitiSF.com (purchased)
 - Michael mentioned that the website can be repurposed after the event as a possible promotional/information/fundraising platform
 - b. Go live week of February 15th
 - Postponed to week of March 15th
 - Need donate button
 - Highlight **link** to video from first huddle and/or Conference
 - Two step launch of web site (see below)
 -
 - c. Buttons/links for:
 - 1. General Huddle information

1. Larry mentioned featuring the first Graffiti Huddle video as a link, video from the conference
2. Vendor information/donation
3. Sponsor information/donation
4. Links
 - Michael: 2-step launch process for website (will function on desktop and mobile phones)
 - Stage 1: Location, date, donation link, background, photos, videos, the website Jann's working on (**Jana will check in with Jann F. for update/status**), GAB webpage
 - Stage 2: Add donors to the website with their logos, thorough day of Agenda/Program
 - Once program is composed, the physical copy can begin to be designed
5. Logo:
 - a. To be finalized February 12, 2016
 - b. ~~Design ideas by AAU (unavailable)~~
 - c. ~~Design ideas by Clear Channel~~
 - d. Design ideas by M.P. – round 1 submitted
 - Michael is creating the Logo; input is very welcome.
 - Received the 2nd round – will chose 4 or 5 options to present to the board for a vote - LOGO finalized March 1
 - Alex asked if a billboard ad was possible
6. Participant outreach audience: (Dan and Dee Dee)
 - a. All members will assist with participant outreach
 1. Presentation about GAB and Huddle at SF Chamber forum - April 19, 2016 (12:00 – 1:00)
 2. Invite Mayor, Board of Supervisors, City Attorney, Police Chief and District Attorney
 1. Mayor Letter for proclamation has been sent – BOS copied
 2. Larry suggested inviting the local court Judges (Larry has address information on local court)
 - b. Materials (design and production)
 1. Program
 2. Takeaways (folder, pens, post-it pad, scratch paper, bags) -
 - Jimmer suggested bags as giveaways, no official quotes yet
 - T-shirts also suggested by Larry
 - suggested that GAB should try and get the giveaways donated that can feature the donors logo
 - Post-It pads can be used for round table discussion
 - Dee Dee has connection with Rickshaw Bagworks & will obtain a quote for 200 bags
 - c. Advertising/poster and ads – Clear Channel (Jana & Amy)
 - d. NEXTDOOR.COM (Jimmer to work with Dadisi)
 1. Post information about Huddle when information and web site is ready

7. Vendor outreach - tables: (Jann, Alex, Larry (Jimmer) and Amy?)
 - No registration tool will be used since the event is free but there will be a registration table
 - Eventbrite can be initial invitation to attend so a count can be taken
 - Email addresses from community members can also be included in the Eventbrite invitation
 - GAB members will submit email addresses for potential attendees
 - Eventbrite ticket holders will be eligible for the raffle drawing which includes the Marines' Memorial 2 night stay and \$50 gift card toward dinner.
 - Reach out to Drew with Graffiti Fighters to assist in outreach and link to web site (Jana Lord will reach out to Drew)
8. Google Docs: (Jana L.)
 - a. One page (draft) uploaded – finalized by Jana
 - b. Sponsor letter (draft) uploaded – revisions being made (mail W/O February 22nd)
 1. Mailing pushed to week of March 15th
 - c. Vendor letter (draft) uploaded – revisions being made - should include paragraph about market their product (mail W/O February 22nd)
 1. Mailing pushed to week of March 15th
9. Format of the Huddle
 - a. Duration:
 - Date: May 4, 2016
 - Location: Hilton – Financial District (ballroom)
 - Seating: round table – 125 – 150 attendees
 - Food & beverage: provided by Hilton \$28 per person
 - Load-in: begins at 11:00 am
 - 12:30 – 5:00 pm (4.5 hours)
 - 1 hour vendor area (12:45 – 1:45)
 - 2 hours of presentations (1:50 – 4:00)
 - GAB update presentation (25 minutes)
 - 3 presentation: 15 – 20 minutes ,5 - 10 minute Q&A and, 5 - 10 minute break
 - Abatement
 - Education
 - Law enforcement
 - 1 hour round table discussion (4:00 – 5:00)
 - Idea board
 - Supervisor London Breed award
10. Presentation at SF Chamber luncheon presentation: **April 19, 2016 (Jana Lord)**
 - a. GAB members need to create a 1-hour presentation and determine who the speakers will be.
 - b. Presentation (PowerPoint) should be all inclusive of
 1. All efforts/challenges the city has in abating graffiti vandalism
 1. DPW programs:
 1. Graffiti Watch
 2. Hardship program

2. Have Marty (SFPD) present on life as the “Graffiti Officer”
3. Provide information about the Graffiti Advisory Board – StreetSmARTS
4. Discuss the upcoming Huddle and encourage their attendance

11. Adjournment

- **END Recap of Huddle Subcommittee Minutes:**

- Precita Eyes Mural Center – Todd Berman (seat 9) (discussion and possible action item)
 - No further discussion needed request to remove from agenda
- Corporate graffiti vandalism – Todd Berman (seat 9) (discussion and possible action item)
 - No further discussion needed request to remove from agenda
- **New Business:**
 - Motion made to that the absence of a quorum recommendations made at the huddle subcommittee meeting be approved so this board can move forward on the 2016 Graffiti Huddle planning at the huddle
 - No vote could be taken but all those present agreed that in order to move forward with the 2016 Huddle planning, those who attend the subcommittee will be the voices of approval for the huddle planning
 - GAB members are encouraged to do what they can to attend and participate in the Huddle and full GAB meetings.
 - Larry requested that the board be provided with an update about the graffiti vandalism civil case that is going through the civil court as a result of the Breed Legislation.
 - **Update:** there was a default judgment in late January against the defendant of around \$217,000
 - The defendant did not show up for the court hearing regarding the case against her
 - There is a stay-away order attached to the judgment which states the defendant cannot ride MUNI unless it's in the course of going to work, school or place of worship and she has to register with the City Attorney's office or SFPD 5 days prior to riding MUNI otherwise she is in violation of the stay-away order

Adjournment: The meeting was closed at

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, March 10, 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 2:30 pm – 3:30 pm (just prior to the subcommittee meetings)