



SAN FRANCISCO
**GRAFFITI
 ADVISORY
 BOARD**

City Hall
 1 Dr. Carlton B. Goodlett Place, #248
 San Francisco, CA 94102-4645
 415.695.2003
 www.sfdpw.org/gab

Edwin M. Lee, Mayor

Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for January 14, 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
 SFRPD – Eric Pawlowsky
 Seat 7 – Peter Gleichenhaus
 Seat 9 – Todd Berman
 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

SFPD – Martin Ferreira
 SFUSD – Robert Sakurai
 SFMTA DPT – Virgil Arostegui
 MAYOR – Alex Popovics
 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 15 – Daniel Kling (EXC)

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

- **Others present:** Jimmer Cassiol, SF Public Works; Peter Clark, SF Beautiful; Gregory Dillon, D8 resident; Taylor Hill, SF Public Works; Alisha Whitt, SF Public Works
- **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 commented on the issue of the lack of timelines in abating graffiti by companies like AT&T and PG&E
 - Procedures of private graffiti SR's are labor intensive; involve site visits, sending certified mail
 - 19th and San Carlos and Lexington; February 2015, reported and closed a day later – 29 of these reports on same graffiti; March, April, June...
 - Frustrating that the reports are getting closed without being resolved
 - Suggestion: make pge & att close out the report once they have actually cleaned the graffiti
 - 3-1-1 states responsible agency for curbs is Public Works.
 - Public Works staff informed Greg that Public Works will be looking into the Service Request issue brought up by Greg with 311, ATT & PG&E
 - Follow-up note: the graffiti in these reports is located on a curb but it is not a street curd. The curb is actually located on PG&E property. Public Works did a courtesy abatement.
 - Public works staff will follow more closely if multiple reports of the same graffiti.
 - Public comment is closed
- **Review and approval of the draft November 2015 GAB minutes**
- **Chair's Report:**
- **DPW stat report numbers:** For the period of December 2015 are not yet available
- In November 2015 Public Works staff issued 509 new private property graffiti NOV's (compared to 460 in November 2014), of which 86.1% have been owner abated.
- Of the new NOV cases in November 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 77 in D5, 126 in D6, and 73 in D9.
- DPW reports show that 36 cases of private graffiti NOV's have gone to blight in November 2015. This number is down considerable from the same time last year with 89 NOV to blight cases
- **Membership update:** The revised ordinance, introduced by Supervisor Breed, changing the one SFMTA seat to an "At-Large (seat #18)" of Graffiti Advisory Board was heard today at the Rules Committee hearing and was passed and will go to the full board at the next board meeting
 - Vacant/inactive seats: seat #4, #6, #13, SFDA and SFMTA-MUNI

- **Graffiti Watch training:**
 - The next Graffiti Watch training is TBD.
- **16th Year Community Clean Team Update:**
 - The kickoff to the 2016 season of Community Clean Team events is taking place on Saturday, January 23rd in district 6 at Boeddeker Park located at the corner of Eddy and Jones Streets (flyer on table)
 - 2016 Community Clean Team calendar flyers are on the table as well. Please be sure to grab one and mark your calendars
- **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 3:00 pm – 3:30 pm prior to our monthly GAB meeting.
- **The next meeting is Thursday, February 11, 2016.**
- **Old Business:**
 - a) “No Tagging Sign” pilot program – Leonid Nakhodkin (seat 2) – update and discussion
 - No discussion; Update moved to February 11th agenda
 - b) 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
 - Went through the rules committee January 14th, 2015, moving on to the full board and getting approved
- **2016 Graffiti Huddle – *Fight the Blight* planning - (discussion and possible action item)**
 - **Confirmed date – May 4, 2016**
 - 1. Fundraising/Budget: (**Rebecca**, Larry S., Peter G., Doug H.)
 - a. Sponsors (levels)
 1. Platinum: \$5,000
 2. Gold: \$1,000
 3. Silver: \$500
 4. Vendor only: \$250
 - b. Fundraising letters (sponsor & vendor) – drafted
 1. Letters should be mailed week of February 15 22, 2016 once web site with donor link are up and running
 2. Rebecca has 2 contacts she will reach out to
 - c. Fiscal Sponsor: SF Beautiful – drafting MOU
 - d. Budget – \$14,500

2. Venue/Logistics: (Larry, Jimmer) – Day of: Jana and Eric
 - a. Hilton – Financial District
 - b. Deposit: \$1,000 due - paid 2/5/16
3. Program/speakers: (Larry, Rebecca and Darcy)
 - a. Introduction video (Rebecca)
 - b. Subcommittee presentations:
 1. Abatement (Jann)
 2. Law enforcement (Marty)
 3. Education (Todd)
 - c. Discussion panel (TBD)
4. Web site:
 - a. Domain: ZeroGraffitiSF.com (purchased)
 - b. Go live by ~~February 12th~~ week of February 15th
 - c. Buttons for:
 1. General Huddle information
 2. Vendor information/donation
 3. Sponsor information/donation
 4. links
5. Logo:
 - a. To be finalized February 12, 2016
 - b. Design ideas by AAU
 - c. Design ideas by Clear Channel
 - d. Design ideas by M.P.
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
 - b. Materials (design and production)
 1. Program
 2. Takeaways (folder, pens, post-it pad, scratch paper, bags)
 - c. Advertising/poster and ads – Clear Channel (Jana & Amy)
 - d. NEXTDOOR.COM (Jimmer to work with Mindy)
7. Vendor outreach - tables: (Jann, Alex, Larry (Jimmer) and Amy?)
8. Google Docs: (Jana L.)
 - a. One page (draft) uploaded – needs to be finalized by February 1st
 - b. Sponsor letter (draft) uploaded
 - c. Vendor letter (draft) uploaded - should include paragraph about market their product
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
- Larry suggested
 - meeting twice a month prior to the 2nd Thursday monthly graffiti huddle plus another day
 - huddle meeting at 2:30pm instead of 3:00pm
- **New Business:**
 - a) Precita Eyes Mural Center – Todd Berman (seat 9) - (discussion item)
 - Todd Berman stated:
 - Precita Eyes is facing eviction from the location where they have been for many years
 - They have been a champion of mural programs throughout the Mission and city
 - They have a strong youth arts program
 - They are a vandalism prevention organization
 - There are programs and efforts to raise money to help them purchase their building on Precita
 - Proposed GAB support or encourage that the city and others help support the effort of helping Precita Eyes remain in their location
 - A letter submitted by GAB member Office Ferreira (SFPD), who could not attend today’s meeting was read to the board.
 - The letter stated:
 - He supports freedom of speech and the first amendment but as a San Francisco Police Officer heading up the graffiti vandalism unit he does NOT support Precita Eyes
 - He submitted several screen shots from an Instagram account with the user name Precita Eyes
 - This account appears to promote graffiti tags that have plagued the city of San Francisco for many years
 - This account also feature various graffiti crews including “KHY”
 - Based on his experience as a San Francisco Police offers he has seen tens of thousands of dollars of graffiti vandalism caused by such vandals

- Stated that as long as Precita Eyes receives public funding their group should be transparent and member and associate held accountable
- Todd stated that there appears to be “guilt by association” and he will find out if this Instagram account is the official account of Precita Eyes
 - The Precita Eyes organization and its Youth Arts Program which is house in the Precita location is a program teaching you how to create murals
 - KHY is an anti-gentrification symbol and could be used by multiple various individuals and not necessarily associate with Precita Eyes
 - We should be encouraging the positive aspect of what Precita Eyes is doing and not build on this aspect of it
 - KHY graffiti sees this symbol as positive for the neighborhood whereas Precita Eyes does the same by way of putting murals up
 - whenever there is something positive being done we should recognize that aspect of it
 - the point here is that the building in questions is the home for the Youth Arts Program which teaches you how to accomplish putting up art through the process of getting permission
 - the goal of the program is to paint permitted murals in an effort to avoid or prevent graffiti vandalism and some of the taggers listed actually tag over murals and art which is not what Precita Eyes teaches
- It was brought up that when Precita Eyes holds its annual Urban Art Festival at Precita Park:
 - they are not asking people artist to wear protective gear such as face mask while spraying
 - they give away cans of spray paint
 - the area around the festival, public and private property, gets bombed with graffiti vandalism
 - as an organization, they should be teaching the individuals attending the Urban Art Festival right from wrong and respect for other people’s property
 - this body has reached out to Susan at Precita Eyes to come to the GAB meeting to discuss some of the issues pertaining to what the organizations does and how they fell about vandals who appear to be associated with the Precita Eyes organization
 - We would like Todd to reach out to Precita Eyes and ask Susan to come to the Graffiti Advisory Board to present soon as the Board has some concerns and we would like to hear from Precita Eyes before moving forward on any type of action

b) Corporate graffiti vandalism – Todd Berman (seat 9) - (discussion item)

- Todd stated in referring to the recent Justin Bieber that corporate graffiti is worse than an individual tagging something on a wall as an act of individual expression in a misguided way
 - Todd suggested that the City go after these corporate sponsored graffiti vandals with criminal charges instead of just a fine as this is more than \$400 in vandalism and felony vandalism

- Suggested that vandalism by advertisers is a greater affront to San Francisco than graffiti vandalism by individualism whose intent is to self expression rather than profit
- Members of the board expressed disagreement with Todd's statement that corporate vandalism is worse than individual vandalism.
 - member stated all graffiti vandalism is equally bad for San Francisco and there would be nothing to gain for this body to state that one type of graffiti vandalism is worse than another and the law should be applied equally
 - members did agree that we should continue hit the corporate vandals where it hurts and that is in the pocketbook through steep fines
 - the question would be could you bring a corporation to criminal court for felony graffiti vandalism

Adjournment: The meeting was closed at 4:45 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, February 11, 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)