



SAN FRANCISCO  
**GRAFFITI  
 ADVISORY  
 BOARD**

Edwin M. Lee, Mayor

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

**Larry Stringer**, Chair  
**Jana Lord**, Vice Chair

**Graffiti Advisory Board**

**Minutes for May 14, 2015**  
 30 Van Ness Avenue, 5<sup>th</sup> Floor  
 San Francisco, California

- **Call to Order:** 3:37 p.m., the meeting was called to order.

**PRESENT**

DPW – Larry Stringer  
 SFPD – Martin Ferreira  
 SFRPD – Eric Pawlowsky  
 SFMTA DPT – Virgil Arostegui  
 Seat 2 – Leonid Nakhodkin  
 Seat 6 – Mark Friend  
 Seat 7 – Peter Gleichenhaus  
 Seat 12– John Austin (youth)  
 Seat 15 – Daniel Kling (bus)  
 Seat 16 – Rebecca Delgado Rottman (art)  
 Seat 17 – Jana Lord (mta/shelter)

**ABSENT**

MAYOR – Alex Popovics (EXC)  
 SFUSD – Robert Sakurai (EXC)  
 SFUSD – Robert Sakurai (EXC)  
 SFDA – Karen Catalona  
 Seat 1 – Sam McCormick (EXC)  
 Seat 3 – Stephanie Greenburg (EXC)  
 Seat 5 – Melorra Green (EXC)  
 Seat 8 – Doug Hayward (EXC)  
 Seat 9 – Laura Putnam  
 Seat 10 – Jann Fitzgerald (EXC)  
 Seat 11 – Eric Mersch (EXC)  
 Seat 13 – Jonathan Goldberg (EXC)  
 Seat 14 – Dee Dee Workman (EXC)

Seat 4 – **VACANT**  
 SFMTA MUNI – **INACTIVE**

- **Others present:** Jimmer Cassiol, DPW; Judy Menzoff, SFAC; Liz Ozol, SFAC; Todd Berman; karla Jones; Tom Dioro; May Vaulin; Derek Chamberlain; Greg Dillon, D8 resident;
- **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 a quorum at this time.

- Public Comment:
  - Greg Dillon stated that graffiti vandalism is often located in concentrated areas
    - Looking at the 3-1-1- data reports there is more calls fro graffiti in supervisorial district than any other distinct
    - Looking at the data Greg motioned that there is more reports of graffiti on public property coming in – often more than twice as much as graffiti reports on private property
    - The private property owner appears to know that they need to abate graffiti vandalism quickly. The city must provide more resources to abate graffiti in a timely manner and focus more on proactive as well as reactive abatement
  - Public comment is closed
  
- **Presentation – StreetSmARTS and Where Art Lives presentation for FY 14 – 15 update by Judy Nemzoff, San Francisco Arts Commission (SFAC)**
  - Judy introduced herself to the board and explained that there is a two-prong approach in partnership with the San Francisco Arts Commission (SFAC) and San Francisco Public Works and they are the StreetSmARTS mural program and the Where Art Lives educational program
  - Tyra was not able to attend today’s meeting to provide the StreetSmARTS report, therefore that presentation/update will be presented at the August 2015 meeting with the final update for FY 14-15 (July 2014 – June 2015)
  - The focus today will be on the Where Art Lives (WAT) program
  - The WAT program was started five years ago and supported by San Francisco Public Works
  - The program is designed to teach young people the difference between graffiti vandalism and art
  - Judy introduced Todd Berman is the WAT lead teacher and Liz Ozol, program Officer at SFAC emphasizing on education programs
  - Judy will talk through the PowerPoint presentation and Liz and Todd will be adding and embellishing details of the presentation and then there will be time for Q&A
  - Under Todd’s leadership and knowledge as a teaching artist over the past few years we framed the program with a questions for the youth to focus on
  - This year’s question was “How should we decorate the public walls of our City?”
  - Judy and Todd showed samples of the images that the youth created in as a response to the question.
  - The program is set up so as a four week program. Todd is in a classroom or after school program once a week for four weeks
  - The program utilizes local teaching artists
  - The program focuses on areas of high instances of graffiti vandalism knowing that young people are seeing vandalism
  - This year the program focused on 10 sites with 15 classes

- The program is tailored age appropriately through multiple grade levels from elementary through high school
  - This year the program served 246 students
  - Last year Sunset Youth Services created a video for the program. This year a new group will be producing a new film expedited to be completed later this year
  - We continue to look for new ways of getting the WAT messaging out to the communities
  - This program curriculum meets the visual and performing arts standards of the state as well as Common Core. This program is in complete alignment with educational best practices
  - As far as evaluation of the program, last year the students were surveyed which was difficult process. This year survey will be completed by the teachers who are in the classroom, know the students, and will touch on what they noticed in the students before and after the program
- 
- **Review and approval of the draft April 9, 2015 minutes.** The minutes were not approved as there was not a quorum established for this meeting. This item will be moved to the June 11<sup>th</sup> meeting.
  - **Chair's Report:**
  - **DPW stat report numbers:** For the period of April 2015 the number of calls for graffiti on public property from public and internal sources was 864. This number is down from the same time last year when 933 reports were received of public property graffiti vandalism.
    - The total number of public graffiti abatement that took place, by Public Works staff, in April 2015 were 1,705, down from the same time last year with 2,568 public property abatement
  - In March 2015 DPW issued 748 new private graffiti NOVs (compared to 585 in March 2014), of which 94.9% have been owner abated.
  - Of the new NOV cases in March 2015, districts 3 (Chinatown, North Beach, Fisherman's Wharf), 6 (Tenderloin, SOMA, Civic Center), and 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 165 in D3, 162 in D6, and 114 in D9.
  - DPW reports show that 13 cases of private graffiti NOVs have gone to blight in March 2015.
  - **Graffiti Reported to 3-1-1 over the past 30 days:** private – 1,218 and public 2,582
  - **Membership update:** terms for seats 1 – 17 expired April 2015. Please start reapplying for your seats as we would like to keep all current members on board and active.

- Vacant seats: seat #4 and SFMTA-MUNI
- **Post Office (USPS):** We had our follow-up meeting with SF 3-1-1 and the San Francisco Postmaster Raj Sanghera (415) 550-5001 yesterday, May 13th. We are moving forward on testing the revisions to the process regarding reports of mailbox graffiti made to 3-1-1. Once the testing has been completed we will move into the training phase.
- **Graffiti Watch training:**
  - The next Graffiti Watch training is being scheduled for June 2015.
- **15<sup>th</sup> Year Community Clean Team Update:**
  - The May Clean Team event will be in District 1 and kicking off at Presidio Middle School on Saturday, May 16<sup>th</sup>
  - Gigantic 3 location for May 16<sup>th</sup> will be held at:
    - **D1:** 48th Ave (btwn Geary and Anza)
  - The next Community Clean Team event will be held on June 20, 2015 in district 8 and kicking off in front of Harvey Milk Civil Rights Academy on 19<sup>th</sup> Street (between Collingwood and Diamond)
- **Sub-committees** are meeting each month prior to the full GAB meeting. If you have not yet signed up for a sub-committee, please talk to Jimmer Cassiol and let him know which sub-committee you'd like to participate in - Abatement, Education, or Law Enforcement.
- 2016 HUDDLE subcommittee will be meeting monthly from 2:30 pm – 3:00 pm prior to our monthly GAB subcommittee meetings.
- **The next meeting is Thursday, June 11, 2015.**
- **Old Business:**
  - A) 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 spoke with Melorra and Melorra is going to contact Supervisor breed and there will be additional updates in June
    - Continue discussion and updates at June 11, 2015 meeting
  - B) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle
    - The Huddle group met today
    - Jimmer is going to look for the agenda from the last huddle to work off of
    - The group needs to start thinking about various activities and assign responsibilities

- Larry stated that he would like to see a new program come out of the Huddle as well as any legislation ideas – focus on goals or outcomes from the Huddle
  - Huddle should include round table discussions
  - Huddle members should also include StreetSmARTS and Where Art Lives updates as well as what GAB has accomplished
  - Discussion to be continued the June 2015 meeting
- C) Leonid Nakhodkin – letter requesting anti-graffiti day in San Francisco– discussion out of education sub-committee
- This item could not be voted on as there was no quorum
  - Rebecca Delgado Rottman (seat 16) will revise the draft with some edits
  - The revised draft will be emailed to members for input
  - Revised draft will be voted on at June 11 meeting
- D) Jana Lord (seat 17) update and research of Sweden anti-graffiti program
- No updates at this time
  - Move to June 2015 meeting agenda

- **Sub-committee Reports:**

- **ABATEMENT:**

- Subcommittee member Mark Friend (seat 6) reported
- A letter of introduction is needed for introducing GAB and the purpose for reaching out to companies interested in taking part in the graffitihelp.org web site – the subcommittee is putting together the letter which will need to be placed onto the GAB letterhead
- Asking Jann to make sure the businesses listed on the web site are continually rotated
- Discussion was had about having a document that will be provided when an NOV is sent providing them with information about the web site and services
- Need to discuss with Jann when the coding can be completed and go live

- **LAW ENFORCEMENT:**

- Subcommittee Chair Martin Ferreira (seat SFPD) reported:
- Disposition update is on hold as Karen Catalona (seat SFDA) may need to step down from the board as she has a schedule conflict
- The disposition item will be picked up once a replacement from the SFDA seat is appointed
- May 2015 graffiti arrests: 11 total, 10 adults, 1 juvenile
- As reported last month, there have been developments in the Hibernia Bank vandalism case
  - The first suspects John “Jack” Nelson and Mike Sullivan were arraigned yesterday in superior court. No new dates have been set
- The other case to note is the case of suspected vandal Andrew Yarbrough (AKA CRYST)
  - The DA is moving forward with this case
- The SFAC are moving forward on the modified 3-1-1 app used to better document vandalism on public property – this will now include public art as well -- joining other City departments such as DPW, MTA and SFPD

- All other agenda items will be discussed in June 2015
- **EDUCATION:**
  - Subcommittee member Jana Lord (seat 17) reported:
  - Rebecca Delgado Rottman (seat 16) discussed that presentation last month from the Art Academy was not in sink with the ad campaign this board was looking for and as a result they are going to refine their strategy gearing it more toward the ad campaign this board is looking for and com back with a revised presentation in the fall
  - The anti graffiti let was discussed earlier in the meeting
  - The “don’t tag signage” proposal by Leonid Nakhodkin (seat 2) was not discussed as there was not quorum therefore the item will be moved to next month
- **New Business:**
  - A) Jana Lord (seat 17) provided an update to the 3<sup>rd</sup> Zero Graffiti International Conference
    - Cameron Moberg presented at the conference and was very well received
    - Many of the attendees felt they were in this alone until they attended the conference and felt there are others committed to bringing an end of graffiti vandalism in their communities. They felt the conference provide them with a new outlook and felt empowered knowing that they are not in this alone.
    - Law enforcement officials and others expressed interested in avoiding graffiti vandalism up front and preventing it from happening
    - Graffiti tourism was also a hot point of the conference discussing how people are traveling the world with a goal of vandalizing other cities. There was discussion of having law enforcement communicate internationally
  - B) Leonid Nakhodkin (seat) proposed changing the name of the Graffiti Advisory Board

**Adjournment:** The meeting was closed at 5:07 p.m.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, June 11, 2015** at 30 Van Ness Avenue, 5th Floor, in DPW’s Department of Engineering Main Conference Room.

The three subcommittees will meet from 3:00 pm – 3:30 pm (just prior to the full GAB meeting)

The 2016 huddle subcommittee will meet from 2:30 pm – 3:00 pm (just prior to the subcommittee meetings)