



SAN FRANCISCO
**GRAFFITI
ADVISORY
BOARD**

Mark Farrell, Mayor

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Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for June 14, 2018 - **FINAL**

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

- **Call to Order:** 3:35 p.m., the meeting was called to order.

PRESENT

MAYOR – Alex Popovics
SFPW – Larry Stringer
SFPD – Martin Ferreira
SFDA – Thomas Ostly
SFMTA – Gretchen Rude
SFUSD – Kevin O’Brien
Seat 2 – Robert Bardell
Seat 4 – Cammy Blackstone
Seat 7 – Peter Gleichenhau
Seat 8 – Doug Hayward
Seat 10 – Howard Hsu
Seat 11 – Grace Breyley
Seat 14 – Alex Mitra
Seat 15 – Daniel Kling
Seat 18 – Gregory Dillon

ABSENT

SFRPD – Eric Pawlowsky (excused)
Seat 5 – Jana Lord (excused)
Seat 6 – Daniel Pan (excused)
Seat 9 – Todd Berman (excused)
Seat 1 – Jean Barish (excused)
Seat 13 – Darcy Brown (excused)

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

- **Others present:** Jimmer Cassiol, SF Public Works; Alisha Whitt, SF Public Works; Randell Scott, Union Square BID; Margeaux Casillas. Clear Channel; Michael Petricca, Academy of Art University (AAU); Jessica Cabrera, D3 resident; 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 a quorum at this time.

- **Public Comment:**

- Gregory Dillon (seat 18):
 - Commented on the success of the new StreetSmArts mural located at 2070 Mission Street (by 16th)
 - Spoke about the California Historical Society's' exhibit "[Murales Rebeldes](#)" taking place in the Mission from April 7, 2018 through September 16, 2018 located at 678 Mission Street (by 3rd)
- Jimmer Cassiol (GAB Facilitator/recording secretary):
 - Spoke about the current GAB vacancies and expired seats
 - Reminded the members about the GAB sunset clause coming up in March 2019
- Public comment is closed

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

- Gregory Dillon (seat 18) moved to approve as edited; Dan Cling (seat 15) seconded the motion. The **May 2018** minutes are approved as amended.

- **Chair's Report:**

- **Public Works Stat report numbers:** For the period of May 2018 the number of calls for graffiti on public property from public and internal sources was 1,732. This number is up from the same time last year with 1,626 reports received for public property graffiti vandalism. There were 349 non-reported graffiti tags abated on public property by Public Works staff in May 2018.
- In April 2018 Public Works staff issued 632 new private property graffiti NOVs (compared to 560 in April 2017), of which 94.9% have been owner abated.
- Of the new NOV cases in April 2018, 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 **180** in **D9**, **108** in **D6**, and **69** in **D3**.
- DPW reports show that **207** cases of private graffiti NOV's have gone to blight in April 2018. This number is up from the same time last year with **102** NOV to blight cases.
- **Membership update:**
 - Vacant/inactive seats: seat #3, seat #12 (Serving Youth), seat #16 (Private Schools/Art Schools) and seat #17 (Contracting Agency/Muni Shelters).
 - I'd like to welcome representatives from Clear Channel Margeaux Casillas and Academy of Art University Michael Petricca
 - 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.
- There is a sunset clause set for March 2019 on GAB and we need to start working with the City Attorney's office and either the Mayor or City Supervisor on drafting legislation to extend this Board for another 3 years.

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

- The next community Clean Team event will take place this Saturday, June 16th in District 9. The kickoff will be at John O'Connell High School (back lot), located at 2355 – Folsom Street (enter from Harrison Street at 20th Street (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 9 and 11:

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

District 7: On Brazil Ave, in front of June Jordan School – 325 La Grande Ave.

- **Love Our Streets:** Public Works is planning a citywide cleanup on Saturday, September 8, 2018. More details to come but this is an event asking people to come out on that day and clean up their sidewalk. This event is also an opportunity to educate property owners of their responsibilities.
- **Sub-committees:** Please check out the current subcommittee lists and decide if you want to remain on the sub-committee that you are on or if you want to switch to a different sub-committee. If you are not on any of the lists, please sign up for one of the sub-committees **abatement, education or law enforcement** today.
- There is no GAB meeting in July 2018 but we should schedule 1 or 2 Graffiti Huddle update meetings between now and the August 9th GAB meeting.
- The next GAB meeting is scheduled for Thursday, August 9, 2018.
- **Presentation:** How To Document Vandalism For Prosecution - Thomas Ostly, Assistant District Attorney and GAB Member
 - Thomas spoke about the importance of documenting
 - Social media is a great tool for tracking the vandals and building a case. It was pointed out if there are two vandals, one tagging and the other videotaping the act to post onto social media, both the tagger and the "videographer" will be held responsible.
 - When there is a strong vandalism case against prolific graffiti vandals, the plan is to take those to a grand jury bypassing a preliminary hearing and, if indicted, going straight to trial on the indictments.

- Recent indictments by grand jury resulted in 7 graffiti vandals on 52 felony counts which included:
 - Tyler Ross; 29 counts of felony vandalism
 - Jorge Coxa; 26 counts of felony vandalism
 - Connor Chavela; 9 counts of felony vandalism
- What needs to be proven in a vandalism case;
 - Defendant wrote the tag
 - The vandalism took place in San Francisco
 - The vandalism took place within the last three years
 - Damage was over \$400
 - Defendant does not own the property
- Examples were given on ways to streamline the process to prove the requirements mentioned above
- How the SFDA and SFPD can get help through the Business Record Exception writing which is not made inadmissible by the hearsay rule if:
 - The writing was made in the regular course of business
 - The writing was made at or near the time of the act, condition, or event
 - The custodian or other qualified witness testifies to its identity and the mode of its preparation
 - The sources of information and method and time of preparation were such as to indicate its trustworthiness
- The presenter concluded his presentation and took questions from the members
- **Presentation:** Keeping Up With Graffiti - Grace Breyley, Excelsior Outer Mission Merchants (EOMM) Graffiti Watch Team Lead and GAB Member
 - Grace began her presentation on when and why she and other members of OEMM joined the graffiti Watch program
 - Three questions often asked while they are out abating graffiti
 - Why don't police just arrest these people?
 - How do they keep up with abating the constant vandalism?
 - How does a person know if graffiti on their building is dangerous?
 - The group informs people to report graffiti tags to 3-1-1
 - The group "synchronize their watches" when a new tag appears and are able to focus on a timeframe and review any possible video footage.
 - Abating graffiti quickly (with-in) 24hours increases the chances of the tagger not returning. A tagger's goal is to have their tag up as long as possible.
 - The group has put together mini graffiti watch kits in order for them to be as mobile as the taggers are
 - They requested that the glass panel on the back of the MUNI shelters be removed.
 - Over 8 months they found a reduction in tags on walls behind the bus shelters
 - Grace showed examples of their mobile mini graffiti watch kits.
 - Grace provided images of different types of tags and what to watch for in tags to determine the type of graffiti (i.e. gang related)
 - Grace concluded her presentation and took questions from the members.



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

1. Fundraising/Budget: (Darcy B., Alex M.)
 - Sponsorship levels –
 - The members decided that these levels are OK for the 2018 Huddle
 1. Platinum: \$5,000
 2. Gold: \$2,500
 3. Silver: \$1,000
 4. Bronze: \$500
 5. Vendor only: \$250
 - Fundraising letters (sponsor & vendor)
 1. Letters should be drafted by week of June 11, 2018
 2. Final letters mailed week of July 16, 2018 (once web page with donor links are up and running)
 - Fiscal Sponsor: SF Beautiful – draft MOU requested
 - Budget – TBD, Jimmer Cassiol is working on pulling estimate for the budget
2. Venue/Logistics: (Larry, Jimmer) –
 - day of assignments: (TBD)
 - Koret Auditorium and Latino Room – San Francisco Main Library
 - Deposit: \$TBD; paid: \$TBD
3. Program/speakers: (suggestions)
 - Randall Scott and other members of the various CBD/BID's panel (Jimmer Cassiol)
 - A surveillance company (Alex Mitra)
 - SFPD (Officer Martin Ferreira and SFDA (Thomas Ostly)
 - SF Beautiful (Darcy Brown)
 - Graffiti Watch (Grace Breyley)
 - CALTRANS (?)
 - SFMTA (?)
 - Environmental Protection Agency (Jimmer Cassiol)
 - 3-1-1 (TBD) speaker and vendor show
 - SF SAFE (Grace Breyley) speaker and vendor show
 - Stop Urban Blight (Drew Lidner)
4. Web page:
 - Go live (Week of July 16, 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
5. Logo design: (due to be completed by July 12, 2018)

- Being designed by PW Communications staff
6. Participant outreach audience: (TBD)
- All members will assist with participant outreach
 1. Invite Mayor, Board of Supervisors, City Attorney, Police Chief and District Attorney
 - Materials (design and production)
 1. Program
 2. Takeaways (folder, pens, post-it pad, scratch paper, bags)
 - Advertising/poster and ads – Clear Channel? (TBD)
 - Flyer – updated one sheet with logo, photos and bullet points for posting and distribution
 - NEXTDOOR.COM (Jimmer to work with Dadisi)
7. Vendor outreach - tables: (all member's should provide contact information for prospective vendors to Jimmer by July 12th in order for them to be included in the mailing)
- See list from 2016
8. Google Docs: (Jana L.)
- One page – (draft)
 - Sponsor letter (draft)
 - Vendor letter (draft)
9. 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: TBD (Poets Library Café?)
 - 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/refreshments (11:45 – 12:30)
 - Keynote (12:45 – 1:00)
 - GAB presentation/update (1:00 – 1:15)
 - Presentation (the problem/how to address): (1:15 – 2:15)
 - Break/Vendor Show/Refreshments (2:15 – 2:45)
 - Presentation (how to address - part B/the solution): (2:45 – 3:45)
 - Panel discussion (3:45 – 4:30)
 - Awards/Closing Remarks/Raffle (4:30 – 4:40)
10. Raffle prizes: all members should try to get raffle prizes donated to the event
11. Next Steps

- Next two Huddle meetings will be scheduled for June 28th and July 12th

- **Old Business:**

- a) BSM News Rack Advisory Committee Letter Follow-Up (Alex Popovics):
 - Alex Popovics (seat Mayor) requested that this item be placed back on the agenda and continue
- b) Letter to journalist glorifying graffiti vandals (education subcommittee)
 - The member decided not to send a letter to MissionMission as the article was written back in 2015
 - The board recommended making slight revisions to the SFGate letter and send
 - Motion made by Doug Hayward to send letter as amended and seconded by Alex Popovics.
 - Motion passed
 - The letter should be sent to the editors of:
 - SFGATE in response to the article written by Alix Martochoux (January 29, 2018)
<https://www.sfgate.com/bayarea/article/San-Francisco-honey-bear-art-fnnch-street-artist-12534034.php>

- **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 to review current ordinance

Adjournment: The meeting was closed at 5:05 pm

- Daniel Pan (seat 6) moved to approve the motion to adjourn; Gretchen Rude (seat SFMTA) seconded the motion.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled for **3:30 pm** on **Thursday, August 9, 2018** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.