



SAN FRANCISCO
**GRAFFITI
ADVISORY
BOARD**

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Mark Farrell, Mayor

Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for May 10, 2018
30 Van Ness Avenue, 5th Floor
San Francisco, California

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

PRESENT

SFPW – Larry Stringer
SFPD – Martin Ferreira
SFMTA – Gretchen Rude
SFRPD – Eric Pawlowsky
Seat 2 – Robert Bardell
Seat 4 – Cammy Blackstone
Seat 5 – Jana Lord
Seat 6 – Daniel Pan
Seat 7 – Peter Gleichenhau
Seat 8 – Doug Hayward
Seat 9 – Todd Berman
Seat 10 – Howard Hsu
Seat 11 – Grace Breyley
Seat 14 – Alex Mitra
Seat 15 – Daniel Kling
Seat 18 – Gregory Dillon

ABSENT

MAYOR – Alex Popovics (excused)
SFUSD – Kevin O'Brien (excused)
SFDA – Thomas Ostly (excused)
Seat 1 – Jean Barish(excused)
Seat 13 – Darcy Brown (excused)
Seat 17 – Amy Landgraf

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

- **Others present:** Darlene Frohm, SF Public Works; Jimmer Cassiol, SF Public Works; Kim Stephens, SF Public Works (BSM); Devin 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:**
 - Larry Stringer (Chair-DPW) spoke about the tree that was planted in honor of the late Mayor Edwin Lee, located at Larkin and Grove Streets

- Public comment is closed
- **Review and approval of the draft of April 2018 GAB minutes**
 - Jana Lord (seat 5) moved to approve as edited; Alex Mitra (seat 14) seconded the motion. The **April 2018** minutes are approved as amended.
- **Chair's Report:**
 - **Public Works Stat report numbers:** For the period of April 2018 the number of calls for graffiti on public property from public and internal sources was 1,776. This number is up from the same time last year with 1,405 reports received for public property graffiti vandalism. There were 506 non-reported tags abated on public property by Public Works staff in April 2018.
 - In March 2018 Public Works staff issued 531 new private property graffiti NOV's (compared to 560 in March 2017), of which 93% have been owner abated.
 - Of the new NOV cases in March 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 **128** in **D9**, **109** in **D6**, and **97** in **D3**.
 - DPW reports show that **183** cases of private graffiti NOV's have gone to blight in March 2018. This number is down from the same time last year with **184** NOV to blight cases
 - The annual blight hearing will be going to the Board of Supervisors on May 25, 2018 and we currently have around 32 cases to be heard by the Board
 - **Membership update:**
 - Vacant/inactive seats: Seat #3 (district 3), Seat #12 (Serving Youth) and seat #16 (Private Schools/Art Schools).
 - 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 Saturday, May 19th in District 4. The kickoff will be at Sunset Elementary School, located at 1920 – 41st Avenue (flyers are on table)
 - Also on May 19th, in partnership with San Francisco Public Works, Recology and SF Clean City, we will be hosting two Gigantic 3 (G3) events in districts 4 and 7:

District 4: 37th Ave. between Ortega and Pacheco (enter from Ortega Street)

District 7: Lake Merced at Sunset Circle

- **SF BEAUTIFUL/AT&T Utility Box pilot program:**
 - As you have probably already heard, there is a call to artist to submit their art to be selected for this pilot program. The selected art will be used to wrap the utility boxes and beautify the neighborhoods -- as well as a tool for preventing graffiti vandalism.
 - This pilot program is taking place in districts #1, #8 and #11.
 - There is a “call to artist flyer” on the table for each of the three districts.
 - For more information or details, please feel free to ask GAB members Darcy Brown and/or Cammy Blackstone.
 - A big “thank you” to SF BEAUTIFUL and AT&T for moving forward with this program and we look forward to monthly updates on the progress and success of this program.

- **Graffiti Wipeout volunteer events:**
 - In partnership with Salesforce and the San Francisco Public Works Community Programs team there are two upcoming graffiti wipeout volunteer events scheduled for May 24th and June 1st.

- **Graffiti Watch:**
 - Graffiti Watch training will be taking place on Tuesday, May 15th in the Excelsior District adding to the number of volunteers committed to taking back their neighborhood from graffiti vandals

- **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.

The next GAB meeting is scheduled for Thursday, June 14, 2018.

- **Old Business:**
 - a) **Graffiti PSA:**
 - a. The PSA was being led by Rebecca, the board is asking to Larry and Jana to reach out to Rebecca and see if there is any way she can assist in this project and the contacts for producing as well as the radio station connection.
 - b. Also, Alex Mitra reached out to Michael Petricca, Vice President of Campus Safety and Lab Resources at the Academy of Art University, and Michael is planning on attending the June 14th meeting
 - c. The goal is to have the PSA ready for, and part of, the October 2018 Graffiti Huddle event.

- b) 2018 Huddle Event:
 - a. **Spotlight:** Each Huddle has a “spotlight” component and there year the plan was for it to be the PSA. The Board must decide what will replace the PSA “spotlight” if the PSA cannot be completed in time.
 - i. A suggestion was made to “spotlight” the AT&T/SF BEAUTIFUL pilot mural program.
 - ii. The award portion would also be a highlight
 - b. Another goal of the huddle is to introduce a policy type idea and Jimmer read the policy ideas mentioned in the April meeting.
 - c. **Legislative proposals:**
 - 1. Recology toters/bins
 - 2. Increased fines/penalties for difficult to abate services
 - 3. Revision to ordinance regarding graffiti on sidewalks
 - d. **Venue updates:** provided by Jimmer
 - i. The Koret Auditorium and Latino Room (vendor booths and snacks) in the SF Main Library are available in the afternoon (1:00pm – 5:00 pm) on Thursday, October 11th (GAB meeting day) and Wednesday October 17th
 - ii. The board agreed that October 17th would be the best option
 - iii. Jimmer will move forward on booking the venue for the October 1th date
 - e. **2018 Graffiti Huddle meetings:** must start scheduling huddle meetings to take place in addition to the monthly GAB meetings
 - i. The first Huddle meeting should take place this month (May)
 - ii. It was decided that the first Huddle meeting should be scheduled for Thursday, May 31st and Jimmer will book a conference room at 30 Van Ness
 - iii. Moving forward the sub-committees should be suspended and the half hour prior to full GAB meeting should be used for the Graffiti Huddle sub-committee
 - iv. At this first meeting, the attendees should solidify the basic run of show and presentations in order for them to be brought to the June 14th GAB meeting and voted on
 - v.
 - f. **Huddle Web page:** Jimmer will contact the communications office and work on getting a 2018 Graffiti Huddle page designed and added to the Public Works’ web site
 - g. **Budget/Expenses:** Jimmer review the budget (donations and expenses) from the 2016 Graffiti Huddle
 - i. Suggestion was made to have SF Beautiful be the 501 C3 Fiscal Sponsor of the event
 - ii. Need to send out fundraising letter
 - iii. Members should start thinking about possible donors and vendors
 - h. **Vendors:** Jimmer reviewed the vendors from the 2016 Graffiti Huddle event
 - i. Members should start thinking about possible 2018 Huddle vendors

- i. **Topics/special guests:** need to discuss the topics for the graffiti huddle and Jimmer re-read the suggestions/ideas from past meetings minutes:
 - i. City by City best practices
 - ii. Highlight former vandals who have transitioned
 - iii. Technology breakout session with 3-1-1 app developers to discuss improvements
 - iv. A 3-1-1 informational/training booth (features of the app, success stories from use of the app)
 - v. Information on camera network groups for businesses and property owners which can be used to capture a crime or clear image of vandals committing crimes which can assist in convictions
 - vi. Highlight the graffiti watch program and have the volunteers provide information about what they are seeing while out abating graffiti provided useful information on things they have learned in the process (exchange ideas)
 - vii. Preventive measures information
 - viii. Neighborhood networks

- c) BSM News Rack Advisory Committee Letter Follow-Up (Alex Popovics):
 - a. Alex Popovics (seat Mayor) was not in attendance at this meeting
 - b. Larry Stringer (Chair-DPW) stated that he heard back from Joseph at BSM who confirmed he will be scheduling another News Rack Advisory Committee meeting to take place after the Publisher's meeting
 - c. Jimmer Cassiol provided information he received from Alex Popovics stating that there he was informed that they are planning on having another committee meeting within the next two months

- d) Sidewalk Abatement Letter (abatement committee):
 - a. Larry Stringer (Chair-DPW) stated that this issue has been discussed at the Public Works monthly stat meeting
 - b. By the end of year Public Works will have a full year of data pertaining to request for sidewalk graffiti removal which should provide the need for additional resources

- e) Letter to journalist glorifying graffiti vandals (education subcommittee)
 - a. The education subcommittee is proposing the Graffiti Advisor Board send a letter to local journalists requesting that they not glorify graffiti vandals promoting illegal activity
 - b. This draft letter was not included in the meeting materials. Jimmer will email the draft letters this week and the item will be moved to the June 14, 2018 meeting
 - c. The letter should be sent to the editors of:
 - i. 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>

- ii. MissionMission blog in response to an article written by Allan Hough (posted May 12, 2015)

<http://www.missionmission.org/2015/05/20/san-franciscos-graffiti-hierarchy-and-the-case-of-the-honey-bear/>

- **Standing Committee Reports**

- Abatement committee:
 - The PSA letter status was discussed earlier in this meeting
 - The 2018 Graffiti Huddle was updated earlier in this meeting
 - Abatement subcommittee is working on the possibility of increasing fines on vandalism specific surfaces which are more difficult and costly for the owner to abate such as landmarks, marble, brick, art and murals etc.
 - The Abatement sub-committee would like to encourage GAB members, representing districts 1-11, to discuss possibilities/options with their District Supervisor's and/or their staff
 - This may require a change to state penal code
 - Suggestion was made to contact the City Attorney's office and inquire about or research the possibility of legislating a City level Municipal Police Code (MPC) or some type of local ordinance
 - This local MPC code, if possible, might be an item to target for the 2018 Huddle in October
 - This is also an item that could be put forth on both state and local levels
 - Possible to contact state parks to be included in the legislation as they too have difficulties with costly graffiti vandalism abatement
 - The subcommittee will continue this discussion and research
 - Starting in June 2018, through October 2018, the Abatement sub-committee members will be part of the newly formed 2018 Graffiti Huddle sub-committee
- Law enforcement:
 - There were 7 arrests made in **April 2018**; all arrests consisted of adults
 - All 7 are SF residents
 - There are a few prolific taggers in San Francisco which SFPD are keeping an eye on
 - Starting in June 2018, through October 2018, the Law Enforcement sub-committee members will be part of the newly formed 2018 Graffiti Huddle sub-committee
- Education:
 - The 2018 Huddle and PSA were discussed earlier in this meeting

- The subcommittee discussed creating a high school education program which would consist of a document sent to all high schools
 - This educational program would explain the difference between graffiti art and graffiti vandalism
 - Promote respect for your community
 - Ensure they have an understanding the graffiti vandalism is illegal and, when caught, comes with serious consequences
 - Starting in June 2018, through October 2018, the Education sub-committee members will meet briefly separately then join the newly formed 2018 Graffiti Huddle sub-committee
- 2018 Huddle Sub-Committee:
 - The first Huddle meeting will be scheduled for May 31st
 - The Law Enforcement and Abatement sub-committees will be suspended through October 2018 and the members will form the 2018 Graffiti Huddle sub-committee
 - The Education sub-committee members will meet briefly then join the 2018 Graffiti Huddle sub-committee members

- **New Business:**

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, June 14, 2018** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.