

City and County of San Francisco



Gavin Newsom, Mayor

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4645

Mohammed Nuru, Chair  
John Bitoff, Vice Chair

## Graffiti Advisory Board

### Minutes for August 12th, 2010 (DRAFT)

30 Van Ness Avenue, 5<sup>th</sup> Floor  
San Francisco, California

1. **Call to Order:** Chair Mohammed Nuru called the meeting to order at 3:34 p.m.

#### PRESENT

DPW - Mohammed Nuru  
SFUSD - John Bitoff  
MAYOR - Bob Paterson  
DA - David Burke  
DA - Lindsay Hoopes  
SFMTA - Robert Lim  
SFMTA - Daryl Robinson  
RecPark - Joe Padilla  
Seat 2 - Leonid Nakhodkin  
Seat 3 - Nafiseh Lindberg  
Seat 5 - Doug Diboll  
Seat 6 - Eric Dash  
Seat 7 - Dan Liberthson  
Seat 9 - Catrina Roallos  
Seat 10 - Joe Talmadge  
Seat 12 - Nino Parker  
Seat 17 - Jana Lord

#### ABSENT

Seat 1 - Kevin McInnis  
Seat 4 - Rene Ly (excused)  
Seat 8 - Justin Fichelson(excused)  
Seat 11 - Dioscaro Recio  
Seat 13 - David Crommie (excused)  
Seat 14 - Debbie Shea  
Seat 15 - Paul Giusti (excused)  
Seat 16 - Rebecca Delgado-  
Rottman (excused)  
SFPD - Christopher Putz (excused)

**Others present:** Tim Hines, DPW; Jonathan Vaing, DPW; Greg Crump, DPW; Alex Popovics, Got Graffiti?; Rick Stenberg, Evolution Surfaces; Michael Cane, Evolution Surfaces; Natalie Kamback, Van Gelder Enterprises.

2. **Welcome and Introductions:** Chair Mohammed Nuru welcomed Board members and other attendees. Each member and guest introduced themselves.

### 3. Public Comment:

- Alex Popovics (Got Graffiti?) reported that he has completed his project of collecting abandoned news racks around the City. In total, he picked up 92 news racks that were old and not in good condition. DPW is doing a good job with citations for abandoned and unkempt news racks, and has collected hundreds already.
- The Chair confirmed that there was a quorum.
- Public comment closed.

### 4. Approval of the draft June 2010 Graffiti Advisory Board Minutes: The minutes were accepted and approved without corrections.

### 5. Chair's Report:

- Havaianas Vandalism report: In July, DPW cleaned several sidewalk tags by a marketing company for Havaianas Sandals. Vigilant San Francisco residents and DPW staffers identified over 75 sidewalk tags in the form of chalk painted stencils in front of businesses and homes. DPW abated the tags and billed Havaianas, who agreed to halt all tags in San Francisco and in all cities around the country. There are new sidewalk tags by local company Zynga, in the form of glued on, fake \$25,000 bills that are being reported.
- DPW is seeing more and more advertising on sidewalks, and have had instances in the past. Jana Lord (Seat 17): Perhaps the way to go would be to send out a letter or bulletin to advertisers/PR firms. David Burke (D.A. Office): Advertisers may respond to costs versus criminal liability. Mohammed Nuru (Chair): The Board can start by developing a letter and sending it out to the firms.
- The SFAC will be at the meeting today at 4:30pm to give a presentation about the Where Art Lives and StreetSmARTs programs. DPW has tripled the funding. There should be twenty new murals this year. The StreetSmARTs program received press in the Wall Street Journal recently.
- Over 2,000 San Francisco residents have signed the Zero Graffiti Pledge.
- The Zero Graffiti video (from the April 2009 Huddle) has been reedited with a new soundtrack. It is now available for use on TV and for other educational purposes. It will soon be on YouTube for viewing.
- Update on Blight Ordinance: 717 notices were given out for blight in FY 2009-2010. 51% of them were abated by the owner. 184 have paid the \$250 fine. 347 properties are still in the process of abating or appealing. 42 properties have had liens placed on their taxes that have been approved by the Board of Supervisors. Those owners will pay the \$250 fee, plus charges incurred by DPW for abatement. In July 2010, there have been 93 blight notices handed out.
- The City has a need for hearing officers to help at blight hearings. The hearings are held every other Wednesday or so at City Hall. To get involved, talk to the Chair. It was clarified that hearing officers are not law officers, but representatives from all over the city.

- DPW's *Spruce Up by Sun Up* campaign will start on September 7<sup>th</sup>. DPW Inspectors will walk along the merchant corridors during the early hours of the morning and cite for specific deficiencies, including garbage service, litter, sidewalk maintenance, and graffiti.
- Clean and Green trucks update: Since the program began in March, DPW has painted 11 commercial vehicles and have 2 vehicles scheduled to get painted this month. Program evaluation and report is to follow.
- Dan Liberthson (Seat 7): There have been complaints of trucks whose owners cannot bring their trucks into the shop for the paintjob. Can the Clean and Green Trucks program go mobile? Mohammed Nuru (Chair): That is not something that DPW can do because the professional paint job needs to be done at the shop.
- Graffiti on private property report: Districts Three, Six, and Nine continue to have the largest number of 311 reports.
- **Graffiti Advisory Board Strategic Plan Introduction and Overview:**
  - Today we will review ideas for a new direction for the Graffiti Advisory Board. Although the Board has made many accomplishments in the fight against graffiti, the Chair is hearing from some members that the Board could be doing more.
  - Feedback from the Board is important. Please tell us what you think.
  - The mission and objectives of the Strategic Plan were reviewed, including the new proposed Vision, Networking, Promotion, Recruitment, and Goal Setting. The Chair outlined the proposed timeline and the need to set a process for measuring the Board's impacts.
  - Nafiseh Lindberg (Seat 3): Member raised the issue of "who would be the bodies assigned to accomplish these goals?" What is the role of the members? How do we educate the public? There has been progress but the problem is letting the community know. And will this work be done outside of these two hour meetings? Mohammed Nuru (Chair): The goal with this plan is to get some focus. Some Board members are feeling underutilized. We are a policy Board.
  - Robert Lim (SFMTA): Having a direction will gives the Board goals to reach for and gives us direction and the methods to do whatever it is we want to do. We are the eyes and ears for our appointers and elected leaders.
  - John Bitoff (SFUSD): The Board has a history with working outside of these meetings, as with the 2009 Huddle, for example. One concern is the question "Are the actions of this Board really on the Board of Supervisors' or the Mayor's radar?"
  - Eric Dash (Seat 6): This Board has made some impressive accomplishments in the last five years, but bad news often overshadows good deeds. Also, the Sunshine Ordinance makes it difficult for the Board to work outside of these meetings. These goals are extravagant and as a functional basis must go through DPW to get done.
  - Robert Lim (SFMTA): The Board has the ability to set these goals, and even accomplishing 85% would be good.

- Nafiseh Lindberg (Seat 3): Once again, what is our role as Graffiti Advisory Board Members? Mohammed Nuru (Chair): We represent our constituents. Even if the Board just talks about this new direction, or setting goals, that would be good. Jana Lord (17): As Board members, we can really make this role whatever we want it to be.
- Lindsay Hoopes (D.A. Office): If the Board is looking to increase visibility, we must set some goals and make a plan to accomplish those goals. The next step should be thinking about what the goals should be, talk to our communities and come back to discuss the goals. Also, note that for the Law Enforcement Subcommittee, the Chair Christopher Putz is out for August and finalizing the committee's goal may not be realistic by September. Mohammed Nuru (Chair): The timeline is open and this presentation is meant to start a conversation.
- Eric Dash (Seat 6): Should we make a motion to go down this path of establishing goals? Maybe DPW should send out a reminder email in two weeks, asking for thoughts on goals for the Board. Mohammed Nuru (Chair): DPW will send out the email to solicit ideas and thoughts to be reviewed at the next subcommittee meetings and then presented to the Board in September.

#### **6. Presentation by the San Francisco Arts Commission (Tyra Fennell)**

- *StreetSmARTs* program last year was very successful. It generated a lot of buzz in the community and received good press, like in the Wall Street Journal for instance. There is a panel discussion group coming up to highlight the murals painted last year and to promote the program. The program was featured on a Pirate Radio show. DPW and the SFAC have expanded the program to paint out 20 new murals and four property owners have already signed up.
- *Where Art Lives* is expanding this year and going deeper into schools. This year SFAC has identified lowest performing schools and met with administrators to reach the students who need the program the most. There will be posters along Market Street starting in September for the next three months that will promote the program.
- *Free Wall Program* is a work in progress and the SFAC and DPW are working together to finalize the details of a plan that can be successful. Mohammed Nuru (Chair): To clarify, the program will most likely partner with events in the City like Sunday Streets to start, with mobile, temporary walls for artists to paint on.

#### **7. Committee Reports:**

##### **Law Enforcement Committee:**

- Officer Christopher Putz is out this week.
- There have been some new Graffiti Rewards Applications.
- There are 11 new misdemeanor graffiti cases as of this month.
- Buses that have been repainted by the SFMTA, like the 14 Line, are retagged within a week. SFMTA is working with the SFPD to address the issue.

**Abatement Committee:**

- The idea to quantify and set some goals for the Board is a good idea and the Abatement Committee can support that. Committees should drive the focus.
- Do we have an updated map of the city that shows what areas are covered by the Graffiti Watch Program? If not, we should get one.
- One goal for the Abatement Committee will be to sign up more graffiti Watch members.
- One idea the committee has is to coordinate with DPW that when private property owners get a Notice of Violation for graffiti, that they should receive information on Graffiti Watch. A list of properties that have received NOV's would be helpful and perhaps the committee could strategize ways to get the information about graffiti watch to them.

**Education Committee:**

- Nothing to report at this time.

**8. Old Business**

**9. New Business**

**10. Adjournment:** Chair Mohammed Nuru adjourned the meeting at 5:00 p.m.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, September 9th, 2010** at 30 Van Ness Avenue, 5th Floor, DPW's Department of Engineering Main Conference Room.

Respectively Submitted,

Greg Crump  
Recording Secretary