

# East Oakland Beautification Council



Meeting date | time 3/3/2014 2:00 PM | Meeting location 8055 Collins Drive, Oakland

Meeting called by	Ken Houston
Type of meeting	Cleaning Up Oakland
Facilitator	Turner Group/EOBC
Note taker	Ericka Bruce
Timekeeper	Ericka Bruce/ Heather Ehmke

## Attendees:

Oakland Vice Mayor Larry Reid, Councilmember, District 7 | Desley Brooks, Councilmember, District 6 | Noel Gallo, Councilmember, District 5 | Paul Hora, Alameda County Assistant District Attorney | Kevin Dunleavy, Alameda County Assistant District Attorney | L. Karen Monroe, Associate Superintendent, Alameda County Office of Education | Dinah Benson, Community Member | Ken Benson, Budget Advisory Coordinator | Kirk Coleman, Oakland PD | Angelica Gums, Constituent Liaison to Nate Miley | Isabelle Mussard, JD, Safe Passages Policy Director | Debbie Hauser, Airport Area Business Association Executive Director | Maria Ramirez, Alexis Banquet Supply | Barmal Gran, President CEO, Afghan Media Broadcast Co. | Ken Epstein, Oakland Post | Teri Donnelly, Alameda County Social Services | Capt. Steven Tull, Oakland PD | Jazy Bonilla, Regional Director, International Union of Painters and Allied Trades, | Olive Behashti, New York Life Insurance | Aaron Forkash, Aaron Metals Co. | Isaac Wilson, Oakland Building Services Inspection Supervisor | Greg Minor, Oakland City Administrator's Office | Joe Chavez, Oracle Arena | Richard Fuentes, BART | Phebia Richardson, Sobrante Park Time Banking | Jacqueline Orpilla, Assistant to State Assemblymember Rob Bonta | Jorge Velasco, AC Transit | Safia Quinn, Lee Davis & Associates | Marilyn Ababio, Alameda County Healthcare Services Agency | Leticia Jauregui, California Waste Solutions | Leroy Stokes, Director of Buildings & Grounds, Oakland Unified School District | Jeff Simpson, President, General Supply Company | Jonathan Brumfield Program, Manager, Get Active Urban Arts Program, Safe Passages | Deacon Hellen Harvey, Community Reformed Church

## Topic: Mission Statement/ Objective (Tanya Hawkins)

- Overview of Last Meeting: Identifying Solutions to illegal graffiti, illegal tagging & illegal dumping, Commitments Overview
  1. Better lighting in areas
  2. Boost surveillance
  3. Proper reporting to District Attorney
  4. Increase Signage
  5. Corporate Sponsored Scholarships
  6. Graffiti Cove
  7. Punitive punishment for offenders ( including people coming to our city for illegal dumping and tagging)
- Mission Statement: To eradicate 50% illegal dumping & graffiti (using East Oakland as a footprint)
- Objective: To review status of commitments & assess next steps
- Use TGC Website to communicate with Council Members

## Topic: Personal Commitments/Deliverables (Ken Houston)

- Adopt-A-Spot : 77<sup>th</sup> , 105<sup>th</sup>/106<sup>th</sup> & San Leandro, Pippin, Railroad (These spots have been adopted by Ken Houston in conjunction with Public Works, Capt. K. Coleman from OPD, Councilmember Larry Reid & Mike Hester)

Before



After




- Future Goal: Facilitating meetings between “decision makers” & the community to encourage community members to come to the police & DA and report what they see happening

Topic: Personal Commitments/ Deliverables (Shelly Garza/Ken Houston/Safe Passages)

- Since the last meeting, through the efforts the committee , changes have been made within 90 days ( better lighting, increase surveillance, and reporting in adopt a spot areas
- In conjunction with Home Depot by placing dumpsters adjacent to its lot where people can dispose of trash properly, at the same time training people how to document dumping properly (most offenders are small contractors, landlords, etc.)
- Schedule future meetings: We want to be able to teach people what to look for to prosecute illegal dumping ( this will give the community the confidence they need to report the crimes)
- Increase Lighting and Signage : Public Works will put up lights (in 30 days) in the four Adopted A Spots that have been mentioned
- Corporate Scholarships: Krylon is backing the committee to bring a positive light to graffiti & the young people who express themselves through it
- Safe Passages Presentation : Isabelle, Nimrod, Alex, and Jonathan of Safe Passages has created a program called “Get Active” that educates young people on Urban Arts and the culture behind it (Social Justice & Expression). When young people see the graffiti murals it speaks to them it also helps to decrease illegal tagging because taggers respect urban artist. Urban Art allows young people express awareness of the history and the future of the community. The program teaches skill set such as: scaffolding, priming and also help students to achieve educational goals
- **We must embrace the culture because it’s not going anywhere**
- A lot of young people resort back to illegal tagging because they don’t get paid for their murals and there isn’t enough walls to use (Safe Passages has been able to combat that setback by paying artists with scrap books, spray paint and other tools needed.

Topic: Suggestions/Open discussion (Attendees)

- How can we help community members to understand the messages that are displayed In Urban Art?/ Although the Urban Art Culture may understand the messages steps need to be made so the community as a whole understands the vision of urban artist when they decide to put a mural up
- We won’t be able to stop illegal dumping and Illegal graffiti but we can make it a goal to cut it in half/It’s important that community learn how to report properly
- Lighting /Surveillance: Local offices need to be notified of these activities ( Create a checklist that people can use when they want to report an issue) 
- Help community to identify the difference between “tagging war” and urban art: most illegal graffiti isn’t from people of Oakland (when people come from other areas and they see tagging that doesn’t get removed it gives them the invitation to tag that area as “ their territory” (tagging war) Murals that are painted over these areas counter act these “wars”
- Multiple strategies must be implemented if we are going to combat the negative influences that tagging has on our community, especially if the tagging is taking place by people who are not from our area/ **Community Aesthetic must be taken into consideration.**

- What can we do post mortem \*to help vandalism? GRAFFITI COVE, HEALTHY COMPETITION, URBAN ART EXHIBIT/SHOW

Topic: Soil Dumping (Ken Houston)

- There has to be prosecution (This can instill fear in other offenders to help prevent the repetition of this issue)
- **Put a face to offenders**
- A federal case has been opened to prosecute some offenders thus far

Topic: Closing “Next Steps” (Tanya Hawkins)

- Future meetings w/ Community (Locations & Times)
- How to report illegal dumping with proper documentation
- Home Depot & City of Oakland collaboration for “Clean Up” Days
- Volunteers/Task Force/ Informational Report
- Graffiti Cove
- **Next Meeting April 7, 2014**
- EPA should be involved in next meeting
- PSA sponsorship –Home Depot
- Contractors need to be trained on how to dump legally; Perhaps they think the process is to difficult
- Contacting public waste companies to train people: When does it become *too much* trash? / When do we report? The local agencies cannot do anything if nobody reports
- Use as a model contracts after other counties that have agencies to pick up trash and implement those ideas here
- California Waste Solutions (Ready to help)
- Waste Management need to do a better job of communicating with people and other agencies about the services that they can offer and how to dispose of trash properly ( Social Media, newspaper)
- Use the resources that we already have available to get things done
- Cal-Trans Public Art Program
- **Make an outline of commitment that people would like to make and bring it to the next meeting**
- Have City Attorney’s to be at next meeting
- How can we get funding???

