

File No. 140134

Committee Item No. 4

Board Item No. 10

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Rules

Date February 20, 2014

Board of Supervisors Meeting

Date March 4, 2014

#### Cmte Board

- |                                     |                                     |  |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

#### OTHER (Use back side if additional space is needed)

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Completed by: Alisa Miller Date February 13, 2014

Completed by: Alisa Miller Date February 25, 2014

01  
1 [Appointment, Graffiti Advisory Board - Dee Dee Workman]

2  
3 **Motion appointing Dee Dee Workman, term ending April 10, 2015, to the Graffiti**  
4 **Advisory Board.**

5  
6 **MOVED,** That the Board of Supervisors of the City and County of San Francisco does  
7 hereby appoint the hereinafter designated person to serve as a member of the Graffiti  
8 Advisory Board, pursuant to the provisions of Administrative Code, Section 5.170 et seq., for  
9 the term specified:

10 Dee Dee Workman, seat 14, succeeding Debbie Shea, term expired, must represent a  
11 business that operates in San Francisco, for the unexpired portion of a two-year term ending  
12 April 10, 2015.



Board of Supervisors  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 244  
(415) 554-5184 FAX (415) 554-7714

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2014 JAN 24 PM 4:07

Ak

**Application for Boards, Commissions, Committees, & Task Forces**

Name of Board, Commission, Committee, or Task Force: Graffiti Advisory Board

Seat # or Category (If applicable): 14 District: \_\_\_\_\_

Name: Deedee Workman

Home Address: Genebern Way San Francisco, CA Zip: 94112

Home Phone: 415- [redacted] Occupation: Director of Public Policy

Work Phone: 415-352-8851 Employer: SF Chamber of Commerce

Business Address: 235 Montgomery St. #760 Zip: 94104

Business E-Mail: dworkman@sfchamber.com Home E-Mail: deedee.workman@ [redacted]

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes  No  If No, where registered: \_\_\_\_\_

Resident of San Francisco  Yes  No If No, place of residence: \_\_\_\_\_

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

As the Public Policy Director at the SF Chamber of Commerce, I will represent businesses and business owners of all kinds across the city. As a long-time resident of the city, mother who raised a child here (just one block off of Mission St.) and former Executive Director of SF Beautiful, I'm familiar with graffiti issues and have worked to address them in my professional capacity.

**Business and/or professional experience:**

1/2 years with the SF Chamber of Commerce.  
11 years as E.D. of San Francisco Beautiful.

**Civic Activities:**

Through my work at the Chamber I am involved in small business support activities, merchant groups and community-based organizations. I ran SF Beautiful's events program for many years and supported graffiti-removal efforts in the neighborhoods and at SFPD.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes  No

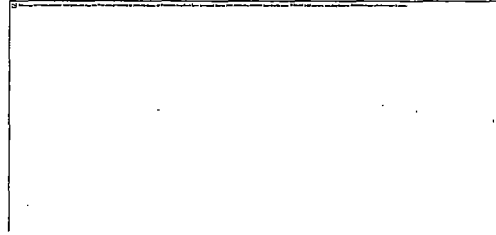
For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (Applications must be received 10 days before the scheduled hearing.)

Date: 1-24-14 Applicant's Signature: (required) DWol

**Please Note:** Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

**FOR OFFICE USE ONLY:**

Appointed to Seat #: \_\_\_\_\_ Term Expires: \_\_\_\_\_ Date Seat was Vacated: \_\_\_\_\_



## Dee Dee Workman Bio

Dee Dee Workman is the Director of Public Policy for the San Francisco Chamber of Commerce. Serving in this capacity since 2012, she collaborates with business owners, local merchants, civic organizations and community members to craft public policies that promote a strong economic climate benefiting all of San Francisco's employers, workers, residents and visitors.

Prior to joining the San Francisco Chamber, Ms. Workman directed non-profit organizations for 20 years. Most recently she served as Executive Director of San Francisco Beautiful, overseeing the venerable community-improvement institution for eleven years. As manager of SF Beautiful's Freidel Klussmann Grants Program, she directed grant-making to neighborhood groups and civic organizations for a variety of projects to improve the public realm. Graffiti abatement was a priority for the program and the organization, and funds were distributed for that purpose across the city, including a grant to the San Francisco Police Department to purchase cameras to document graffiti in order to create a data base of signature tags. Funds were also given to community groups to create murals to deter tagging, and for graffiti removal supplies. She also supervised the organization's Civic Engagement programs, and the annual Beautification Awards Program, honoring those who improve and protect the quality of life of their neighborhoods.

While at SF Beautiful Ms. Workman was appointed by then-City Administrator Ed Lee to the San Francisco Community Challenge Grants Advisory Board to distribute over \$1 million in city funds for improvements to the public realm each year. Ms. Workman served on the Advisory Board for three years.

In 2008 Ms. Workman launched her public affairs consulting firm, Workman Associates San Francisco. WASF has assisted local merchants, property owners, public agencies and non-profit organizations with services including community outreach, public meeting management and facilitation, coalition-building, permit problem resolution and press relations. WASF is a registered Small Business Enterprise (LBE) with the City and County of San Francisco.

Ms. Workman ran women's health care agencies for nearly a decade before joining SF Beautiful, including directing the Haight Ashbury Free Clinic's Women's Needs Center, a free health center for low income and homeless women on Haight Street. She holds a Masters Degree in Public Health (MPH, Community Health Education) from the University of California at Berkeley. Ms. Workman has lived and raised her family in St. Mary's Park, one block off of Mission Street in District 9, since 1998 and has lived in the City for twenty-eight years.

**Miller, Alisa**

---

**From:** Dee Dee Workman [dworkman@sfchamber.com]  
**Sent:** Tuesday, February 18, 2014 3:11 PM  
**To:** Miller, Alisa  
**Subject:** FW: Graffiti Advisory Board - BOMA Support for Dee Dee Workman for Seat 14

Fyi, for the Rules Committee. Thanks.

Dee Dee Workman  
Director of Public Policy  
San Francisco Chamber of Commerce  
235 Montgomery Street, Suite #760  
San Francisco, CA 94104  
Phone: 415 – 352 – 8851  
Cell: 415 – 533 – 8130  
Fax: 415 – 392 - 0485  
[dworkman@sfchamber.com](mailto:dworkman@sfchamber.com)  
[www.sfchamber.com](http://www.sfchamber.com)

---

**From:** Ken Cleaveland [<mailto:KenC@boma.com>]  
**Sent:** Tuesday, February 18, 2014 3:03 PM  
**To:** [Katy.Tang@sfgov.org](mailto:Katy.Tang@sfgov.org); David Campos; [Norman.Yee@sfgov.org](mailto:Norman.Yee@sfgov.org)  
**Cc:** Cassiol, Jimmer ([Jimmer.Cassiol@sfdpw.org](mailto:Jimmer.Cassiol@sfdpw.org)); Mohammed Nuru ([mohammed.nuru@sfdpw.org](mailto:mohammed.nuru@sfdpw.org))  
**Subject:** Graffiti Advisory Board - BOMA Support for Dee Dee Workman for Seat 14

**Good Afternoon, Supervisors:**

It is my pleasure to submit this support memo on the nomination of **Dee Dee Workman** for the Graffiti Advisory Board's currently vacant Seat 14, a seat reserved for a business community representative. Dee Dee has a long history of working with the city's small business community and now serves as the Director of Public Policy for the San Francisco Chamber of Commerce. As a former Executive Director of San Francisco Beautiful, she championed various initiatives to help beautify our city, and would bring that same passion, experience and intelligence to service on the Graffiti Advisory Board.

As someone who has personally served on the Graffiti Advisory Board in the past, I can say with confidence that she would be a terrific asset to that body, and would bring resources and information to the Board that would be extremely useful in helping to combat this perennial problem.

I hope you will recommend her appointment.

Thank you.

Ken Cleaveland  
Vice President, Public Policy  
[Building Owners and Managers Assn. of San Francisco](http://www.bomasanfrancisco.org)  
233 Sansome Street, 8<sup>th</sup> Floor  
San Francisco, CA 94104  
415-362-2662, ext 111 (office)  
415-828-7676 (cell)

<http://bomasanfrancisco.blogspot.com/>



RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2014 FEB 20 AM 9:33

*ML*

**SAN FRANCISCO COUNCIL OF DISTRICT  
MERCHANTS ASSOCIATIONS**

February 19, 2014

Ms. Alisa Miller  
City Hall, Legislative Chamber, Room 250  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

Re:  
Ms. Dee Dee Workman's application for Graffiti Advisory Board, Seat #14.

Dear Ms. Miller,

I am writing to you in support of the appointing of Ms. Workman to the Graffiti Advisory Body.

I have known her for quite some time and in her role as Director of Public Policy for the San Francisco Chamber of Commerce she has been a dedicated and strong advocate of the small business community. She has been instrumental in the improving of the quality of life in our City when she was the manager of SF Beautiful's Freidel Klussman Grants Program where she was responsible for the directing of grant-making to neighborhood groups and organizations. A large portion of the funding went to graffiti abatement and also to the purchase of cameras for the San Francisco Police Department to document graffiti in order to create a data base of signature tags.

While at SF Beautiful she was appointed by then City Administrator Edwin Lee to the San Francisco Community Challenge Grants Advisory Board, annually distributing over \$1 million in City funds for improvements to the City's realm.

She is excellent at organizing and communicating with merchants, property owners, public agencies and non-profit organizations and is very qualified for the position she has applied for.

I therefor urge her appointment.

Sincerely,

Henry Kamilowicz  
President • SFCDMA

San Francisco  
BOARD OF SUPERVISORS

Date Printed: February 12, 2014

Date Established:

February 9, 2007

Active

**GRAFFITI ADVISORY BOARD - 2007**

**Contact and Address:**

Jimmer Cassiol  
Public Works  
2323 Cesar Chavez Street  
San Francisco, CA 94124

Phone: (415) 641-2625

Fax: (415) 641-2630

Email: [Jimmer.Cassiol@sfdpw.org](mailto:Jimmer.Cassiol@sfdpw.org)

**Authority:**

Administrative Code Sec. 5.170 et seq.; Added by Ordinance 20-07, approved 2/9/07;  
Ordinance 353-93, approved 11/12/93; Resolution 241-02, approved 4/26/02.

**Board Qualifications:**

The Graffiti Advisory Board consists of 25 voting members who shall be appointed as follows: (1) The Mayor, or his or her designee; (2) Eleven persons appointed by individual members of the Board of Supervisors to serve a term of two years, at the pleasure of the appointing Supervisor. These appointments shall be effective when written notice of the appointment is received by the Clerk of the Board of Supervisors; (3) The Board of Supervisors shall appoint the following members, who shall serve a term of two years:

- (A) One member representing youth groups who provide services for juveniles involved in alternative programs for graffiti diversion,
- (B) One member representing nonprofit organizations who provide services related to the City's beautification and neighborhood cleanup programs,
- (C) Two members representing businesses who operate in San Francisco, one of which must be a property owner,
- (D) One member representing private schools or art schools who operate in San Francisco, and
- (E) One member representing the contracting agency for Municipal Railway shelters.

(4) The following officials and organizations shall each appoint one member to serve on the Advisory Board:

- (A) The General Manager of the Municipal Railway,
- (B) The Director of Public Works,
- (C) The Executive Director of the Department of Parking and Traffic,

"R Board Description" (Screen Print)



San Francisco  
BOARD OF SUPERVISORS

- (D) The General Manager of the Recreation and Park Department,
- (E) The District Attorney
- (F) The Chief of Police
- (G) The Board of Education of the San Francisco Unified School District may appoint one member. If the Board of Education fails to appoint a member within 60 days of a vacancy, the Board of Supervisors shall appoint a student, teacher, or member of the San Francisco Unified School District academic branch.

The Graffiti Advisory Board shall have the duty to:

- Reports: (a) Prepare and submit to the Board of Supervisors and the Mayor a report every six months on graffiti as it affects neighborhoods and the downtown area of San Francisco, which shall include a review and evaluation of the services and programs in place to respond to graffiti, prevention strategies, and recommendations and plans as to a consolidated program of public and private efforts;
- (b) Advise about the coordination of information, activities and goals among existing programs funded by the City and County and privately sponsored programs;
- (c) Advise about improving the efficiency in the provision of graffiti enforcement, prevention, and clean-up services.

Sunset Clause: None

