



MINUTES OF THE APRIL 23, 2012 MEETING

1 Dr. Carlton B. Goodlett Place
City Hall, Room 416
San Francisco, CA 94102

CALL TO ORDER

Commission President Saritzky called the meeting to order at 2:00pm.

ROLL CALL

Commissioners Present:

Denise Bradley-Tyson
Jon Rubin
Villy Wang
Debbie Brubaker
Marlene Sharon Saritzky
William Adams
Lorrae Rominger

Commissioners Absent:

Robert Morales
Melanie Blum
Don Canady
Peter Bratt

APPROVAL OF THE MINUTES FROM THE MARCH 26, 2012 MEETING (ACTION ITEM)

Commissioner Brubaker made a motion to approve the minutes of the March 26, 2012 meeting. Commissioner Bradley-Tyson seconded the motion. Commissioner comment and public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

The California Academy of Sciences hosted a show & tell event for location managers and film makers the evening of Thursday, April 12 during one of their Thursday evening nightlife events. This was a very successful evening, as location managers and filmmakers were able to see the vast filming opportunities offered by the California Academy of Sciences. This is the second year the Academy of Sciences has hosted such an event with the Film Commission. More than 40 location managers and filmmakers attended. She thanked Susannah and the staff for helping arrange and support this.

Commission and public comment was taken.





STAFF REPORT (DISCUSSION ONLY)

The Executive Director gave her report. The Executive Director noted the following filming statistics as follows:

March 2012: 86 days, 55 permits

April 2012: 70 days, 40 permits

April 2011: 99 days, 41 permits

Executive Director Greason Robbins stated she is working with Supervisor Mark Farrell on the extension of the rebate program. The program sunsets June 30, 2012 and she would like to have it extended for another two years. Originally, \$1.8million was allotted to the program. She is going to ask for \$2 million for the two year program, \$1million for each year. Supervisor Farrell will introduce legislation to the Board tomorrow. It will then go to the Budget and Finance Committee then off to the full Board of Supervisors. When it goes to the Budget and Finance Committee, she will be asking members of the film community to attend the meeting. She had asked for a wage rebate for the program; however, at this time, it was determined that it was too costly to the City. It will be an extension of the original program with possible modifications in the future.

Commissioner Bradley Tyson asked if there is any risk the extension would not go through.

Executive Director Greason Robbins said the Board of Supervisors is supportive, pro-film and understand filming brings jobs to the City.

Executive Director Greason Robbins then announced that Director Woody Allen will be making his next film in San Francisco. She met with his Producer this morning to discuss the rebate program which they will be applying for. Most of the film will be shot in San Francisco with only two weeks shooting in New York. It will shoot in the later part of summer (August) for about 3 weeks. The Producer is looking to hire locals.

Executive Director Greason Robbins will be going to Los Angeles on Wednesday, April 25 to meet with various companies such as Lionsgate, HBO, Showtime and Relativity Media. She will then attend the California Film Commission breakfast on Friday, April 27. Over 150 Producers will be attending the event. This year there will be a panel discussion featuring key crew from Hemingway and Gellhorn. The whole focus will be that they shot the film in San Francisco. She will be there to answer questions about the rebate program and filming in the City.

President Sartizky asked for Commissioner comment.

Commissioner Bradley Tyson said congratulations regarding the Woody Allen film. She asked at the Producer's breakfast and if Executive Director Greason Robbins be able to meeting the Producers and will she





bring additional staff.

Executive Director Greason Robbins said there will be a table outside the Producer's breakfast with informational material. There will not be extra staff attending. However, the crew from Hemingway and Gellhorn will be there too to answer questions about San Francisco.

Commissioner Bradley Tyson asked about the meeting with the City Controller Ted Egan and the direct spend coming back to City.

Executive Director Greason Robbins said she didn't have the number but said it was interesting to notice the additional jobs that are created outside of the film community when looking at the direct spend. She said the Controller's Officer cannot guarantee future jobs so the formula they used was for every 1% decrease in costs to a production, there is a 2% increase in hiring. Using this formula, the end result didn't create impressive enough numbers to propose the wage rebate.

President Saritzky asked for Commission and public comment.

SF FILM COLLECTIVE AT 134A GOLDEN GATE AVENUE

President Saritzky presented the next item as a discussion and possible action authorizing the Executive Director, in consultation with the City Attorney's Office and subject to any required City and landlord approvals, to include funding in FY 12/13 proposed budget for the SF Film Collective at 134A Golden Gate Ave, to negotiate, finalize and execute a lease extension of up to 1 year for such facility in order to help maintain low cost film production office space for local independent filmmakers, and further authorizing the Executive Director to guarantee up to \$5000 per month towards rent of 134A Golden Gate, in case of a difference in the amount of rent owed to 134A Golden Gate, LLC, (Landlord) and rents taken in from SF Film Collective tenants.

President Saritzky asked Susannah to explain the item. The landlord, Craig Larsen, has said he will extend the lease for another year provided a guarantee of a rent total of \$5,000 per month. In the past, he said he would any amount would be fine while the Collective was gaining tenants. As of April 1, all of the office spaces have been filled except the large open space in the front of the building. After adding all the rents minus expenses, there would still be a shortage of \$1,062.50 per month - \$12,750 per year. All of the remaining filmmakers are interested in staying at the Collective so she is asking the Commission to authorize a lease extension and guarantee up to \$5,000 a month to pay for the rent. She thinks it would be very unlikely the entire amount would need to be paid. Furthermore, she explained that there would be enough to pay for all of the rent, and for her to be able to visit Los Angeles to visit contacts at the studios at times and to pay for the \$2,000 per month for a film space grant on the agenda today.

Executive Director Greason Robbins explained that Dina from the Community Benefit District said that having the Collective there has greatly improved the neighborhood and brings positive change to the street.





Executive Director Greason Robbins said she is also looking into finding an organization that could be the guarantor of the \$5,000 a month rent and having their name on the Collective.

President Saritzky asked for a motion. Commissioner Brubaker made a motion. Commissioner Rominger seconded.

President Saritzky asked for Commission comment.

Commissioner Rominger asked how long they have left on their lease.

Executive Director Greason Robbins said the lease is up July 1 of this year. She said all of the tenants are interested in staying at the Collective for the next year.

President Saritzky thinks it's been a great experiment and is glad to know that the Community Benefit District Organization likes it and supports the project.

Commissioner Wang asked how much per month has the landlord received.

Executive Director Greason Robbins said each month has been different. This April, he was given about \$3,300 per month, the most it has been.

Commissioner Wang asked about the landlord's expectation in increasing rent in the future.

Executive Director Greason Robbins said for the next year it is \$5,000 per month and she doesn't expect it to increase after this time since the landlord is very supportive of the Collective.

Commissioner Wang added that if anyone is donating to the space, this should be noted as adding to the value of the space. She is supportive of the space and would like to see it continue but wants to ensure the entire value of the space and all the costs are considered now and in the future.

Executive Director Greason Robbins said all the tenants are interested in staying on for another year and the rents for this next year would remain the same.

Executive Director Greason Robbins said the back space would be difficult to break-up since they do not have a ceiling and there is less privacy and security.

President Saritzky asked for more Commission comment and public comment.

Dina Hilliard, the Executive Director of the Tenderloin Community Benefit District, said she is very grateful the





Film Commission supported this program. She said the neighborhood in that immediate area has changed for the better. She likes that the City has taken a chance on coming to the neighborhood bringing more art and culture to the forefront. She urges you to consider supplementing the rent since there have been so many positive changes in the neighborhood.

Alexa Fraser Heron, the Manager of Scary Cow (a film co-op at the Collective) approached the podium. Scary Cow has two offices at the Collective. She said they are fully committed to staying at the Collective. She thinks it has the potential for the Collective to evolve in ways she cannot even imagine at this time.

Tim Kaye, tenants in office F at the Collective, thanked the Commission for their support and stated this brings much value to the film community and to the filmmakers. He hosts writing sessions and emphasized the strong collaborative spirit at the Collective. He said the networking has been incredible as well.

President Saritzky called for a vote. All were in favor. The motion passed.

SAN FRANCISCO FILM COMMISSION FILM SPACE GRANT

President Saritzky present the next item which is a discussion and possible action to authorize the Executive Director of the Film Commission to issue a call for applications for a Film Space grant for up to \$24,000 to help provide low cost film production and office space to filmmakers in San Francisco for FY 2012-2013, consistent with the proposed Film Space grant guidelines, to convene a three person panel (including the Executive Director) to review grant applications, to review such grants as part of the panel, award and execute a final grant in consultation with the City Attorney's Office and the Controller's Office.

Executive Director Greason Robbins explained that the Commissioner used to support Film House by providing the rent for their space. The space itself was a city owned space so it kept the money within the city. Film House has chosen a location that is not city owned. Therefore, the Film Commission is unable to give them the money for rent.

City Attorney Adine Varah said that the funds previously went to a City department. In order to support an organization that is not at a city facility, one way to deal with the issue was to create a grant program in which qualified non-profits organizations could apply. The money previously used to pay the rent would be the source of funding for this grant program.

President Saritzky added that any organization that meets the criteria could apply.

Executive Director Greason Robbins said the organizations that apply will be reviewed by her as well as two Commission members. The grant would be for up to \$24,000 a year although there isn't a set point at this time.

Commissioner Rubin made a motion. Commissioner Brubaker seconded the motion.





President Saritzky asked for further Commission comment. President Saritzky added that there are other organizations other than the Film Society that may apply for the grant. President Saritzky is excited to know the Commission has the resources to extend the Collective as well as being able to partner with other existing organizations.

President Saritzky asked for more Commission comment. President Saritzky asked for public comment.

President Saritzky called for a vote. All approved. The motion was passed.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Saritzky asked for public comment.

ADJOURNMENT (ACTION ITEM)

President Saritzky asked for a motion. Commissioner Rubin made a motion; Commissioner Adams seconded. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:35pm.

