



## **MINUTES OF THE FEBRUARY 25, 2013 MEETING**

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

### **CALL TO ORDER**

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

### **ROLL CALL**

Commissioners Present:

Villy Wang  
Debbie Brubaker  
PJ Johnston  
Marlene Sharon Saritzky  
Lorrae Rominger  
Jon Rubin

Commissioners Absent:

Don Canady  
Robert Morales  
Denise Bradley-Tyson  
Melanie Blum  
Peter Bratt

### **APPROVAL OF THE MINUTES FROM THE JANUARY 28, 2013 MEETING (ACTION ITEM)**

Commissioner Canady made a motion to approve the minutes of the January 28, 2013 meeting. Commissioner Brubaker seconded the motion. Commissioner comment and public comment was taken. The minutes were unanimously approved.

### **PRESIDENT'S REPORT (DISCUSSION ONLY)**

President Saritzky stated that she and Executive Director Robbins met with heads of the ports, parks and recreation, real estate, and redevelopment agencies in order to identify spaces that could be used for upcoming projects. Steve Kawa, Chief of Staff, organized this meeting. There was an issue with a feature film that needed to shoot at SFO airport, which later gained approval.

Season's Pass will support the SF International Film Festival (April 29-May 10). The city will hopeful be part of presenting one or two films. President Saritzky asked for public comment.





## STAFF REPORT (DISCUSSION ONLY)

Executive Director Robbins announced that the city had had 56 shooting days and \$8,650 in permit fees this month. This shows a 36% increase from this time a year ago, when there were 41 shooting days. Two of the city's biggest filming projects were a Jeep commercial and a Chrysler commercial, in addition to two print ads. One of these was for Vanity fair and shot in the Board of Supervisors' chambers with Kamala Harris and a "Got Milk" print campaign. Two productions applied for the rebate program since the last meeting, an HBO program that will be shooting April 1-9 and estimates hiring 456 San Francisco employees, and a Wilma TV Inc. show filming in mid-March and mid-June to July for 43 days total and estimates hiring 42 San Francisco employees. The latter show is similar to the show Myth Busters, where children come up with a dangerous toy and the show hosts perfect the production of the toy.

Executive Director Robbins reported that the rebate program is attracting more interest and that filming for an independent film, *SaltWater*, a production that applied for the rebate program in November, is beginning next week. She also reported that two other independent films were looking at the rebate program for a time between June and August.

Executive Director Robbins stated that she had met with First Source Hiring Program due to the fact that some producers had said they were not happy with the program. She said that she had spoken with Lily Ellison, the go-to person for the program, two weeks before and that she was interested in improving the program. She had focused on the airport as a shooting location in the past and was surprised on hearing about dissatisfaction. Ellison and Executive Director Robbins talked about connecting with BayCat in order to get entry level positions filled with people who are interested, dedicated, and well-trained in order to create a better experience for productions who work with them.

Executive Director Robbins reported that she had but Ellison in contact with Commissioner Wang, who then spoke about her meeting with Ellison. She stated that Ellison had gotten some exposure to the city's training in its social media program and its 20 interns who BayCat will hire upon graduation. Commissioner Wang said that Ellison enjoyed making these contacts and meeting the interns, and that she is interested in making sure that they are paired correctly when they are hired and sent out on productions.

Executive Director Robbins added to President Saritzky's comments about the meeting organized by Chief of Staff Kawa, saying that a representative from the redevelopment office mentioned that a building that the Film Commission had been interested in in Hunter's Point might be available in the next 6-8 months. Executive Director Robbins then met with the developers for the area, who were open to using the area for stage space. It was used in the past for *Howard the Duck*. Executive Director Robbins will visit the location soon in order to determine what would need to be done in order for the space to be used for production. She also mentioned that there was a warehouse space, on the North end of Treasure Island, which was being considered for stage space for smaller and independent films. She is waiting to hear back about the availability of power and sewage at this location. The owner of the space plans to ultimately take down the building, and does not want to be seen as





taking away jobs when that happens if the film community is accustomed to using this space. For this reason, they are considering allowing filming here but have not decided. Executive Director Robbins mentioned that she would be happy to have the space for even a limited time, and also that she is looking elsewhere. She also reported that she considered the idea of future space in areas that are now being occupied by America's Cup related activities. She stated that she is also looking at commercial spaces for filming as an option for productions that are interested in the rebate program at a time when public spaces are not available. In this case, the Board of Supervisors could be asked to make a reimbursement for privately-owned stage space, and Executive Director Robbins is going to speak with Supervisor Farrell about this possibility.

President Saritzky asked for Commission comment.

Commissioner Johnston added that he understands the concerns of the owners of the Treasure Island space, but that he believes this will not be a significant issue with the film community because it is accustomed to these changes.

Commissioner Brubaker commented that an announcement that the shooting space is temporary will help the situation. She continued that she knows of crews that would be interested in this space.

President Saritzky asked for public comment.

A member of the public stated that he is a resident of Alameda Island and suggested the area be used for productions. Executive Director Robbins replied that this was a different filming jurisdiction and that thus it is not part of the rebate program.

President Saritzky thanked the Commission and staff for their work over the last year as she served as President. She enjoyed the position and serving the Film community.

### **SAN FRANCISCO FILM COMMISSION FILM SPACE GRANT**

President Saritzky announced that the grant was approved last year, authorizing Executive Director Robbins to issue the call for applications for these grants that provide low cost space for film makers in San Francisco for fiscal year 2013-2015, consistent with the guidelines. President Saritzky brought to the attention of the attendees that they have a copy of the Film Space Grant Guidelines.

Executive Director Robbins reported that she only received one application, from the Film Collective, which met the requirements and was accepted. She recounted that the program has been successful, and that \$2,000 a month has been paid per month for the total rent for office spaces for Film House recipients. Film House offers free working space to filmmakers and provides a collaborative environment with script reviews, peer-to-peer workshops, works-in-progress screenings, and more. The most recent group of residents included a recipient of





the rebate program, a local filmmaker who did a project about HIV positive dancers in San Francisco.

Executive Director Robbins stated that they were looking at repeating the Film Space Grant program. They would announce the program on March 15, applications would have to be in by June 1, and the winners would be announced by June 30. The proposed difference between this program and last year's is that it would be a two-year program because it is tedious and time-consuming to do the program on a yearly basis.

President Saritzky asked for a motion to approve the San Francisco Film Commission Film Space Grant for fiscal years 2013-2015. Commissioner Brubaker made the motion, and Commissioner Rubin seconded it.

President Saritzky asked for Commission comment. She added that she believes that the combination of the Film Space Grant and the Film Collective was a positive one because they show commitment to local filmmakers.

Commissioner Wang questioned the eligibility requirement for the grant of having a budget of at least \$100,000, asking if this amount was worth reconsidering in order to open the possibility of having more applicants. Executive Director Robbins answered that the grant is based on the activities of the Arts Commission and used their guidelines. Commissioner Johnston agreed that the change to a two-year program is helpful, and also commented that the Art Commission has many grants and that perhaps the grant from this commission that the Film Space Grant was based upon was meant for a project that had to be large enough to support a number of smaller entities. He continued that it is important to know that a project is stable before giving it a grant. Commissioner Wang proposed holding off on changing the budget requirement for this cycle in order to see whether there are more grant applications this year or else if there are people who would like to apply for the grant but inquire about the budget requirement. President Saritzky asked if there were any further Commission comments. Commissioner Rubin also recommended keeping the \$100,000 budget requirement for this cycle. It was decided that this question would not be dealt with at this time but that the Commissioners would consider throughout the next grant cycle whether the budget requirement should be changed.

President Saritzky asked for public comment.

President Saritzky called for a vote on issuing the San Francisco Film Commission Film Space Grant. The motion was passed unanimously. Commissioners Marlene Saritzky and Lorrae Rominger volunteered for the committee to review the grants.

### **GENERAL PUBLIC COMMENT (DISCUSSION ONLY)**

President Saritzky asked for general public comment.

A member of the public asked if *Red Widow* was shot in San Francisco. Executive Director Robbins replied that most of the film was shot in Vancouver and that only a few shots were from San Francisco. Commissioner





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Brubaker said that she worked on the series, and that they only a few days of plate shots in San Francisco. The member of the public asked about the specific filming locations, but Executive Director Robbins stated she did not have permission to disclose that information.

**ADJOURNMENT (ACTION ITEM)**

President Saritzky asked for a motion. Commissioner Rubin made a motion; Commissioner Brubaker seconded. The meeting was adjourned at 2:40pm.

