



MINUTES OF THE DATE MEETING – MARCH 28, 2016

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

CALL TO ORDER

President Wang called the meeting to order at 2:02pm.

ROLL CALL

Commissioners Present:
Denise Bradley-Tyson
Marlene Sharon Saritzky
Villy Wang
Jon Rubin
Peter Bratt
Mark Fishkin
Melanie Blum
Jim Beaumonte
Belle Taylor-McGhee

Commissioners Excused:

Matt Stiker
Jonathan Moscone

APPROVAL OF THE MINUTES FROM THE DATE MEETING (ACTION ITEM)

President Wang asked for a motion to approve the minutes of the February 22nd, 2016 meeting. Commissioner Rubin made the motion and Commissioner Fishkin seconded the motion. President Wang asked for comments and none was given. The minutes were approved.

PRESIDENT’S REPORT (DISCUSSION ONLY)

President Wang began by welcoming two new Film Commissioners, Belle Taylor-McGhee and Jim Beaumonte. She shared biographies of both new Commissioners.

Commissioner Taylor-McGhee comes to us from the Public Health Commission and has been a leader in Women’s Reproduction Health. She was also an investigative news reporter with more than a dozen years of broadcast journalism experience.

Commissioner Beaumonte is the President of the International Alliance of Theatrical Stage Employees, Local 16



which represents the stage craft and motion picture technicians in the San Francisco Bay Area. He has over 30 years of experience on productions in the area and is the delegate for the North Bay Labor Council.

President Wang continued her report by giving an update on the meeting between Executive Director Robbins and Steve Kawa, the Chief of Staff to Mayor Ed Lee, about the Film Commission's five year plan. The feedback about the plan is coming from both the Mayor and the senior staff/advisors. The plan will be eventually adopted into the City's plan. One of the question Mr. Kawa asked is how the Film Commission is involved in the City's Art community. He is interested in the Film Commission collaborating with other Commissions and Agencies within the City or even regionally. He also wanted us to not only focus on promoting the rebate program but the renewal of the program. The take-away message is to think big – how can we get others involved and how can we expand and think outside the box.

President Wang finished her report with an update on the Commission Retreat. The date for the retreat is set for June 10th, 2016 from 9am-1pm. Commissioner Blum was generous enough to offer a space for the retreat and we do have a final facilitator recommended by Commissioner Stiker – Dan Gold's Consulting. President Wang asked for input from the Commissioners about any specific goals for the retreat. President Wang ended her report and asked for Commissioner comments and questions.

Commissioner Blum asked if there were any thoughts about having joint meetings with the Arts and Entertainment Commissions. President Wang answered that this is a possible opportunity and it would be wise to look at their plans.

Commissioner Saritzky commented that we would have to look into any guidelines of different Commissions meeting together and looking into their plans would be a great idea. President Wang agreed.

Commissioner Blum suggested that we should look over the other Commissions' plans before our retreat so we know what to discuss.

Commissioner Bradley-Tyson added that we should find out about their marketing budget and if we can collaborate with them in terms of marketing.

EXECUTIVE DIRECTOR REPORT (DISCUSSION ONLY)

Executive Director Susannah Robbins began her report by giving an update on the number of recent film permits and notable productions. We've had 52 permits and 119 shooting days since last month, with \$19,650 in permit fees. This is comparable to the previous month, with 58 permits, 118 shooting days, and \$21,250 in permit fees.

Notable productions include *The Etruscan Smile* which completed principal photography on March 18th and is now doing a few days of 2nd unit shooting. We had multiple Pottery Barn Teens Catalog days, Cake Masters and Random Acts, a new reality show filming random acts of kindness.

Executive Director Robbins continued by reporting on upcoming productions slated to shoot in Winter/Spring/Summer 2016.

The Hulu show *Chance* are in their stage now building sets. They are set to shoot their pilot beginning April 21 – May 8 – they will be back for the rest of the season in June-October. They'll be shooting quite a bit in the Tenderloin and South of Market.

TNT's *Murder in the First* is shooting April 25th – 30th and we are not sure of the locations yet.

When We Rise, an ABC mini-series about the history of the Gay Rights Movement in San Francisco, is filming from April 27th – May 8th. They will be shooting in City Hall Friday, April 29th and Sunday, May 8th. They will also be shooting in the Castro April 27, 28, and May 7. We will be attending the Castro Merchants Association meeting on

Thursday, April 7th to speak to the merchants and neighbors. We are also inviting Eureka Valley Neighborhood Association and Duboce Triangle Neighborhood Association because of the impact.

Netflix's *Sense8* is returning for season 2. They will be filming May 7th – 23rd. We do not know their locations yet but they are also filming in City Hall for a possible 2 days.

The pilot episode for the *Cruel Intentions* TV show will be shooting from April 6 & 7th.

We will have 1 – 2 weeks of a new Netflix series called *GirlBoss* between May & October.

Fairyland, the independent film with Sophia Coppola will be coming. We are waiting to hear their dates but could possibly be in August and/or September.

Lastly, there are 2 films which received the California Tax Credit have plan to shoot here. One is for two weeks on a film called *Get it While You Can* about Janis Joplin possibly in late summer and one week of a film called *A Beautiful Boy* possibly in May.

Our office is aware that there could be a lack of crew in the area for all of these shoots so we want to try and connect newcomers who want a foot in the door to help with the possible shortage.

Executive Director Robbins moved on to report about Film SF's participation in the upcoming San Francisco International Film Festival. Film SF will be participating in the festival and will support the film *Radio Dreams*. The screening will be on Thursday, April 28 – 9:00 pm at the Victoria Theater. Prior to that, we will be hosting a SFIFF Festival Lounge Happy Hour for film makers from 5-7pm. This is a great opportunity to highlight our rebate program to the independent filmmakers participating in the festival. This is the first time we will be doing this and it will be similar to what we do with the Film Society at Sundance. The location for the happy hour lounge is yet to be determined.

Executive Director Robbins then shared the summary of the film.

Executive Director Robbins next reported on Film SF's previous film mixer. We hosted a wonderful mixer on March 10th at Utopia Café in Chinatown. We chose this location because we've had so much filming in Chinatown in the beginning of the year and thought it would be nice to invite some of the community and the film production people. It was a really rainy night, so the turnout was small, but it was a very intimate setting with lots of good conversations.

Executive Director Robbins ended her report by explaining the plan to honor City Employees who assist with filming permits at our next film mixer in June. Our next mixer will be June 9th and we plan to use this mixer to honor many of the City Employees from the various agencies which make it possible for all of the shoots we have in San Francisco happen. We've invited the staff we work with daily on permits from SFPD, SFFD, PORT, SFMTA, DPW, Real Estate, SF Rec & Park and the City Attorney's office. We couldn't do the work that we do without help from each of these departments so we want to acknowledge all of the people that make filming a success in San Francisco. Executive Director Robbins asked the Commissioners to put the date of this mixer in their calendar so that they can attend to help us thank and acknowledge them. Executive Director Robbins ended her report and President Wang asked for Commissioner comments and questions.

Commissioner Bradley-Tyson stated that she was curious what kind of outreach the office would do to get entry-level production positions out to the public. She suggested that we reach as many diverse communities as possible. Executive Director Robbins answered that so far, we have only outreached to current programs that train for production work like BAYCAT, BAYVAC and the film schools in the City. She added that if Commissioners have any suggestions to please send them to her.

Commissioner Bratt commented that for his film, he reached out to San Francisco State University to get 4 interns who were great – one of which is getting a higher credit in the movie and is now coordinating productions. The professors they contacted were Brian Benson and Debbi Brubaker.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Wang asked if there were any additional public comments. Mr. Frank Simeone, representative for SAG-AFTRA and DGA, thanked the Commission for their work and shared that the Center for Asian American Media (CAAM) Film Festival was sold out and wonderful – it was great to see the theater in the Mission activated again. In the last 30 days, the City helped to employ 1,140 SAG background actors – it’s been great and very busy.

Commissioner Blum commented that the San Francisco International Film Festival is also going to be using the theater in the Mission as well as other locations which have not been used before. She hopes to see everyone there.

President Wang commented that one of the BAYCAT graduates is being hired for the Hulu TV show.

Commissioner Blum added another comment stating that Fiona Ma is appointed to the California State Film Commission and would like to attend one of our Commission meetings. She has offered to get help in any way and want to get familiar with what we are doing. We should make sure to reach out to her for any future meeting she can attend. Executive Director Robbins added that she is already in contact with Ms. Ma and had invited her to the last mixer in Chinatown. She will invite Ms. Ma to the next one.

ADJOURNMENT (ACTION ITEM)

President Wang asked for a motion to adjourn the meeting and the meeting was adjourned at 2:37 pm.