



MINUTES OF THE MAY 23, 2016 MEETING - DRAFT

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

CALL TO ORDER

President Villy Wang called the meeting to order at 2:17pm.

ROLL CALL

Commissioners Present:
Marlene Sharon Saritzky
Villy Wang
Melanie Blum
Matt Stiker
Jim Beaumonte
Belle Taylor-McGhee

Commissioners Excused:

Denise Bradley-Tyson
Jon Rubin
Peter Bratt
Mark Fishkin
Jonathan Moscone

APPROVAL OF THE MINUTES FROM THE APRIL 25, 2016 MEETING (ACTION ITEM)

President Wang asked for a motion to approve the minutes of the April 25, 2016 meeting. Commissioner Stiker made the motion and Commissioner Blum 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 thanking the Commissioners who have already spoken with the retreat facilitator Dan Goldes. Once he has spoken to every Commissioner about their plans and goals for the retreat, he will craft an agenda which President Wang, Vice President Stiker and Executive Director Robbins will refine.

As a reminder, the purpose of the retreat is to discuss priorities in the five-year plan and to define roles in executing the plan. President Wang thanked Commissioner Blum for volunteering a space for the retreat. The schedule of the retreat will be:

- 8:30-9am: Breakfast



- 9am-1pm: Retreat

President Wang ends her report by reminding everyone about the next quarterly mixer that will be held at Clift Hotel on Wednesday, June 8th which will honor City employees.

President Wang ended her report and asked for Commissioner and public comment – none were given.

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 which have shot in San Francisco. The office had 48 permits and 97 shoot days, for a total of \$16,650 in permit fees. Last year at this time, the office had 41 permits with 71 shoot days and \$10,900 in permit fees. The numbers are up 6.6% in the number of permits, 36% in the number of shoot days, and 52% in the amount of permit fees.

Notable productions for last month include ABC's TV mini-series *When We Rise*, Hulu's *Chance* and Netflix's *Sense8*:

- **When We Rise** filmed a total of 12 days and had a lot of impact in the Castro neighborhood. In the future, the office would encourage productions to not shoot on a weekend, as some merchants feel that it's not good timing for them. There was also an issue with damage to the Rainbow Crosswalks which the production is committed to repairing. The material they had used to cover the crosswalks, when trying to depict an earlier time period, adhered in places to the crosswalk. Despite two separate attempts to have street cleaners clean them, once with a cold water pressure wash and once with a non-corrosive cleaner as instructed by the original installer, the residue did not come off completely. The production is arranging and paying to have 2 of the crosswalks re-installed before Pride.
- **Chance** also filmed for 12 days for the first episode of the series. They return to film again beginning June 6th and will shoot 9 more episodes for this first season. They shot in the Tenderloin, Duboce Triangle area, South of Market, UN Plaza, North Beach, the Presidio and the Inner Richmond.
- **Sense8** wrapped production Friday, May 20th after 8 days of filming. They filmed in many locations all over San Francisco including the Castro, the Mission, City Hall, Telegraph Hill, Chinatown, Russian Hill, Alamo Square, Corona Heights, Grace Cathedral and more. This production was significant for our office as they had three UAS requests, all of which were approved. They only actually did two of the approved UAS shoots, one in Mission Creek and one in Chinatown at Washington & Spofford Alley - both went very smoothly.

Executive Director Robbins continued her report by giving a summary about the successful mixer and film presented by Film SF at the SF Film Society International Film Festival. The office had a mixer and were presenters of the film *Radio Dreams* during the SF Film Society's International Film Festival. Executive Director Robbins thanked Commissioners Blum, Stiker, Wang, and Beaumonte for coming to those events. The turn-out at the mixer was good and it was held in a storefront in the Mission.

Executive Director Robbins then reported about Film SF's recent attendance at the Film in California Conference in Los Angeles. Film Coordinator Manijeh Fata just returned from attending the Film in California Conference held at CBS Studios on Saturday, May 21st. Hosted by the California Film Commission and Film Liaisons in California Statewide (FLICS) - a network of 40-plus film commissioners from throughout California, this conference attracts over 500 industry professionals from all facets of the film, TV, commercial and digital production industry. Each commission has a table and panels were going on all day.

Executive Director Robbins asked Film Coordinator Manijeh Fata to talk a bit about her experience. Ms. Fata noted that the conference had a good turn out and the table for San Francisco was very popular because of our City film incentive as well as free goodies donated by Ghirardelli's and Treasure Island Wines.

Executive Director Robbins ended her report by extending an invitation to the Film Commissioners to attend the San Francisco State Final Film Presentations/Awards night at the Kabuki Theater on May 24th, 2016. The Film Finals are the annual event of the San Francisco State Cinema Department where they show a selection of the best films made by students in the past year. At times they honor faculty who are retiring and give out awards to some of the most talented students. They are giving out the Robin Eickman Award this year and it would be great for Commissioners to go and represent.

The reception will start at 6pm and a roughly 2-hour program will begin at 7pm.

Executive Director Robbins ended her report and President Wang asked for Commissioner questions and comments.

Commissioner Stiker asked, based on the increase of permits per year, does it mean that the permit fees have gone up? Executive Director Robbins said no, the fee has been the same.

Commissioner Blum asked if any of the other Film Commissions in the state handed out materials that was more substantive, something useful that would be interesting for us to replicate. Film Coordinator Manijeh Fata answered no, our office had the best incentives that was offered at the conference.

Commissioner Stiker asked if others had better giveaways. Film Coordinator Manijeh Fata answered no, other booths had similar things or had things like pens and mugs.

President Wang commented that the office has a new postcard. Executive Director Robbins added that the postcards were given out at the conference as well to help people learn about the rebate program. The booth also had a small tabletop banner with the same image as the postcard as well as a one-sheet of facts about the program.

President Wang thanked Film Coordinator Manijeh Fata for representing the San Francisco Film Commission at the conference. She then opened up the floor for public comments on the Executive Directors report.

Mr. Frank Simeone, representative for SAG-AFTRA and DGA, reported that in the last 30 days, 84 SAG principle actors were hired and 1,140 SAG background actors were employed. The members of SAG are very pleased. Even though there was some controversy among crew and cast for some of these shows, when he talked with producers, they were very happy with the local cast and crew here.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Wang asked if there were any additional general public comments. Ms. Audrey Moy, a San Francisco native, had a few questions:

- Where does the budget come from for the San Francisco Film Commission?
- Does the Commission sponsor most of the film festivals in San Francisco, for example, Film Noir or the British Film Festival? What does a sponsorship mean or entail?
- Do Commissioners attend the major film festivals in San Francisco?
- Do you have volunteers working at the Film Commission?

President Wang thanks Ms. Moy and asked if there were more public comments – there were none.

ADJOURNMENT (ACTION ITEM)

President Wang asked for a motion to adjourn the meeting and the meeting was adjourned at 2:38 pm.