



MINUTES OF THE JUNE 22, 2009 MEETING

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

CALL TO ORDER

Commission President Rominger called the meeting to order at 2:04pm.

ROLL CALL

Commissioners Present:

Denise Bradley
Don Canady
Maurice Kanbar
Robert Morales
Lorrae Rominger
Marlene Sharon Saritzky

Commissioners Absent:

Melanie Blum
Peter Bratt
Joan Chen
Villy Wang

APPROVAL OF THE MINUTES FROM THE JANUARY 26, 2009 MEETING (ACTION ITEM)

Commissioner Canady made a motion to approve the minutes of the January 26, 2009 meeting. Commissioner Morales seconded the motion. Public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Rominger told the Commission that the Board of Supervisors had improved the *Scene in San Francisco* rebate legislation. She informed the Commission that the cap had been expanded to rebate all city costs up to \$600,000 per production as proposed by Supervisor Alioto-Pier. President Rominger explained that the Board added two amendments to the proposed legislation. One amendment required that productions make a good faith effort to hire local residents in accordance with the City's First Source Hiring program and the other prevents projects already in production from taking advantage of the programs changes. President Rominger noted that the second amendment would preclude *Trauma* from benefitting from the change in the program cap for their pilot episode.

President Rominger went on to inform the Commissioners that while the legislation had passed it had not yet been amended to extend beyond its original expiration date of June 30, 2009. President Rominger thanked all of the Commissioners for their outreach to the Board members and urged them to reach out one more time to





ensure that funding for the extension of the program was included in the upcoming budget.

Commissioner Canady asked if there was anyone specific President Rominger felt the Commissioners should reach out to. President Rominger suggested Commissioners contact the members of the Budget and Finance Committee about this final portion of the legislation. She also urged the Commissioners to attend the Budget and Finance hearing.

Public comment was taken.

STAFF REPORT (DISCUSSION ONLY)

Executive Director Coyote told the Commission that there were 19 projects consisting of 38 film days in February 2009 in comparison to 36 projects for 69 days in February 2008. In March 2009 there were 22 projects that produced 74 film days in comparison to March of 2008 when 48 projects produced 113 days of filming. April 2009 produced 28 projects for 53 film days in comparison with 63 projects for 112 days in April of 2008. May 2009 consisted of 25 projects with 38 film days while May of 2008 consisted of 38 projects for 80 days of filming. Finally, the Film Office has permitted 24 projects for 62 filming days so far this month in comparison with 39 projects resulting in 80 days of filming in June of last year. The large projects filming over the 5 months included a music video for the Yeah, Yeah, Yeah's, commercials for Subaru, Bud Light, Comcast, Kia, the San Francisco Giants, and Travelers Insurance, a Bollywood film entitled *My Name is Kahn*, the television series *Anthony Bourdain: No Reservations* and *Parental Control*, and the NBC television pilot *Trauma*.

Executive Director Coyote told the Commission that the Office's primary concern over the past few months has been ensuring that NBC base production of *Trauma* in San Francisco. She explained that after a meeting with the Mayor, NBC decided to film the pilot in San Francisco. The pilot completed filming on April 17th and NBC committed to bringing the series to San Francisco for the production of 12 episodes on May 11th. The filming of pilot episode involved a complicated scene requiring a 5 day partial closure of the King Street Exit of I-280. This scene involved massive interdepartmental coordination including the Department of Emergency Management, SFPD, SFFD, MTA, Caltrans, the State Fire Marshall, the California Film Commission and others.

Executive Director Coyote explained that other than facilitating the filming of *Trauma* the Film Office's other major concern has been the rebate legislation. The Executive Director told the Commissioners that she had attended the Small Business Commission meeting on Monday February 9th and that the SBC had voted unanimously to support the legislation and urge its passage by the Board of Supervisors.

Executive Director Coyote went on to discuss Opening Night of the San Francisco International Film Festival on April 24th. She noted that for the first time in over a decade the opening night film was a film shot in San Francisco by a San Francisco film maker. This resulted in immense support and enthusiasm for Peter Bratt's





wonderful film *La Mission* and a crisp energy that permeated the festival. In other Film Society related business Executive Director Coyote noted that the SFFS had created a Film Commission position on the FilmHouse Residencies Review Board. Commissioner Bradley assumed this position and participated in the selection of the next round of residents at the June 19th meeting.

Finally, Executive Director Coyote told the Commission that she and Christine Munday had attended the Locations Tradeshow in Santa Monica April 16th – 18th. The Film Commission had a booth and continued to distribute materials related to the rebate program (with some information adjustments) despite the uncertain future of the program.

Public comment was taken.

DISCUSSION OF LEGISLATIVE HEARINGS ON FILM PRODUCTION REBATE PROGRAM (ACTION)

Executive Director Coyote gave the Commission a timeline of the actions taken by the Board of Supervisors on File No. 090024/Ord. 64-09:

- March 18th - The Budget and Finance Committee voted unanimously to split the legislation into 2 pieces; approving revisions to the programs cap and postponing consideration of the program's extension until the budget process.
- March 24th - The Board voted 10 to 1 to approve the new cap while amended the legislation to include First Source Hiring requirements to rebate qualification requirements.
- March 31st - Supervisor Avalos amended the legislation to include a provision precluding projects already in production from taking advantage of the revised program. This amendment was passed by a 7-4 vote with dissensions from Alioto-Pier, Dufty, Chu, and Elsbernd.
- April 14th - Legislation passes its second reading.
- April 23rd - Mayor signs the legislation into law.
- May 19th - Supervisor Alioto-Pier (with Supervisor Dufty as a co-sponsor) introduces legislation to extend the rebate program to June 30, 2012. (File No 090262)
- File No. 090262 is scheduled to go before the Budget and Finance Committee on June 24, 2009 at 11am.

President Rominger asked the Executive Director what she thought the legislation's chances of passage were. Coyote said that she was getting mixed messages from Supervisors. While the commitment of money with San Francisco's current deficit concerns them they acknowledge that money is not spent until after it has been collected.

Commissioner Canady asked if the Executive Director had met with the Supervisors about the programs extension. She informed him that she had.

Commissioner Bradley asked how producers were receiving the two amendments added to the legislation.





Executive Director Coyote explained that every jurisdiction has its own priorities and restrictions and that she doesn't believe these amendments will concern filmmakers. Coyote also stated producers seem excited to work with individuals from underserved communities but are facing a reality of very few non-union positions on set.

President Rominger stresses to the Commissioners and the public that they contact the members of the Budget and Finance Committee and asked the Film Office to send out the committee members' contact information.

Public Comment was taken.

David Fine, SAG, encouraged the Commission to extend their outreach to more film groups in the community to ensure that everyone had the opportunity to lobby their Supervisors. Executive Director Coyote assured him the office would be sending out a notification to the Commissions extensive email list.

Commissioner Morales asked how many Supervisors sit on the Budget and Finance Committee. Executive Director Coyote informed him that there are currently 5 committee members.

Commissioner Morales made a motion that the Film Commission urge the Board of Supervisors to pass File No. 090262. Commissioner Canady seconded the motion. Public comment was taken. The motion passed unanimously.

DISCUSSION OF FILMING FOR NBC UNIVERSAL TELEVISION SERIES *TRAUMA* **(DISCUSSION)**

Executive Director Coyote informed the Commissioners that *Trauma* had been picked up for 12 episodes and that staff from *Trauma* have been in San Francisco since June 1st. The Film Commission and TIDA have been working together to negotiate a sublease for the Buildings 3, 180N, and a portion of the office space in the Administration Building. This sublease will be through November 30th with an option to renew through June 30, 2009. The Film Office anticipates filming to begin around July 20th.

Public comment was taken.

David Fine, SAG, thanked the Commission for their hard work to get commitments from NBC to work in San Francisco as he has already directly benefited from their filming by being cast in the pilot episode.

FILM COMMISSION BUDGET UPDATES FY 2009-2010 (DISCUSSION)

Executive Director Coyote referred the Commissioners to the Film Office budget. She explained that this had been proposed to the Board and that while the budget looked bleak, in relation to city wide budget cuts the Film Commission had been very fortunate to see such minimal impact. Executive Director Coyote acknowledged that while the Commission's commitment to provide production space to *Trauma* left room for little other spending it is her opinion that the value of the exposure San Francisco gets as a destination for filmmakers by having a major network television series based here is greater than any advertising the Film Commission could do.





Commissioner Canady stated that during a budget season like this one, he felt that there needed to be give and take and acknowledged that the Film Commission had fared well in relation to the circumstances.

Public Comment was taken.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

David Gleason asked if the Film Commission had considered including post production in a rebate program. President Rominger explained that the Commission hoped that an increase in local filming would result in greater business for the local post production facilities.

Commissioner Canady expressed concerns about the attendance records of his fellow Commissioners.

ADJOURNMENT (ACTION ITEM)

Commissioner Canady made a motion to adjourn the meeting. Commissioner Kanbar seconded it. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:43pm.

