



MINUTES OF THE SEPTEMBER 2, 2010 SPECIAL 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 9:00am.

ROLL CALL

Commissioners Present:

William Adams
Melanie Blum
Denise Bradley
Peter Bratt
Debbie Brubaker
Don Canady
Joan Chen
Lorrae Rominger

Commissioners Absent:

Robert Morales
Marlene Sharon Saritzky
Villy Wang

APPROVAL OF THE MINUTES FROM THE AUGUST 27, 2010 SPECIAL MEETING (ACTION ITEM)

Commissioner Canady made a motion to approve the minutes of the August 27, 2010 special meeting. Commissioner Blum seconded the motion. Public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Rominger told the Commissioners that Jennifer Entine Matz had been appointed to Director of the Office of Economic and Workforce Development. She congratulated her on her new position and said that the Commission looked forward to continuing to work with her in her new capacity.

Public Comment was taken.





REVIEW PROPOSED CHANGES TO SECTION 311 OF THE TRANSPORTATION CODE AND FORWARD A RECOMMENDATION TO THE MUNICIPAL TRANSPORTATION AGENCY BOARD OF DIRECTORS REGARDING ADOPTION OF THESE CHANGES (ACTION ITEM)

President Rominger told the Commission that the Municipal Transportation Agency Board of Directors was considering the placement of an amendment to Section 311 of the Transportation Code on their next meeting agenda. She explained that this proposed agenda item would call for the MTA to begin charging fees for parking meters within street closures. She explained that this would have a negative impact on the Commission's ability to attract filming to San Francisco due to the increased costs it would represent to production companies. (Commissioners Bratt and Chen arrived to the meeting at 9:05a).

Commissioner Brubaker said that she believed a charge like this could be a pivotal factor in a production company's decision to base in San Francisco or elsewhere.

Commission Blum agreed and pointed out that the proposed fees would also impact non profits that work with the Film Commission such as the San Francisco Film Society. She also expressed concern that this fee is misplaced because while it may generate income on the short term it will likely drive filming and events which bring money to the local economy out of San Francisco.

Commissioner Brubaker motioned that the Film Commission strongly urge the MTA not to adopt these changes to Section 311 of the Transportation Code. Commissioner Bradley seconded the motion. Public comment was taken. The motion passed unanimously.

DISCUSSION AND DEVELOPMENT OF SHORT TERM AND LONG TERM STRATEGY FOR THE FILM OFFICE (DISCUSSION ONLY)

President Rominger asked the Commission to discuss items that they wanted placed into the short term and long term strategy for the Film Commission. She said that based on today's discussion she would work with the Film Office to bring a formal strategy to the Commission for adoption at a future meeting.

Commissioner Canady proposed that the Commission schedule regular performance evaluations of the Office based on this strategy. Commissioner Bradley agreed and said she believed that the development of this strategy was key as it would give the Commission clear benchmarks for evaluation.

The following items were proposed for possible inclusion in a short term strategy:

- Continue to simplify the permitting process.
- Be proactive in attracting business to San Francisco.
 - Familiarization (FAM) Trips
 - Los Angeles sales trip
- Investigate possibility of Film Commission leasing space from City Departments to ensure we have hangar space available for use by interested productions.
 - Treasure Island





- Pier 80
- Work closely with the Office of Economic and Workforce Development to evaluate the mechanisms already in place that productions can benefit from
- Work with the Convention and Visitor's Bureau (CVB) to utilize their resources.
 - Formalize a relationship between the Commission and CVB
 - Investigate CVB's ability to share in marketing efforts with the Commission
- Identify events/tradeshows that the Commission should have a presence at.
- Develop allies with local businesses.
- Staff should travel to cities that are successfully increasing filming and study what they are doing.
- Do better with public relations. Reframe the discussion so people see that supporting filmmaking is supporting the arts.
- Increase the Commission's profile.
- Get testimonials from executives.
- Ensure long term success of FilmHouse Residencies. Make finding a new home for the residents a priority.

The following items were proposed for possible inclusion in a long term strategy:

- Form a committee and break into smaller groups to research specific long term goals such as infrastructure. Commissioners Brubaker, Bratt, Bradley & Chen expressed interest in participating in this.
- Ensure that the Board of Supervisors and press are aware of economic impact of filming
 - Highlight productions while they are taking place so people can see how many locals are actively working
- Work to ensure locals that see that rebates are not a give away to big corporations but rather a way to encourage employment amongst their neighbors.
- Become a model. Historically strong Commissions have been on a state level. We should pilot a program to become a strong city commission.
- Seek out unique partnerships like the FilmHouse residencies program which has been so successful.

Commissioner Adams suggested that the Commission have reception to introduce Susannah Greason Robbins as the new Executive Director of the Film Commission. The Commission agreed. Commissioners Blum, Adams, Brubaker and Rominger said they would begin planning an event.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

General public comment was taken.

ADJOURNMENT (ACTION ITEM)

Commissioner Canady made a motion to adjourn the meeting. Commissioner Bratt seconded it. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 9:38am.

