



MINUTES OF THE SEPTEMBER 27, 2010 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 2:03pm.

ROLL CALL

Commissioners Present:

William Adams
Melanie Blum
Debbie Brubaker
Lorrae Rominger
Robert Morales
Marlene Sharon Saritzky

Commissioners Absent:

Denise Bradley
Peter Bratt
Don Canady
Joan Chen
Villy Wang

APPROVAL OF THE MINUTES FROM THE SEPTEMBER 2, 2010 SPECIAL MEETING (ACTION ITEM)

Commissioner Brubaker made a motion to approve the minutes of the September 2, 2010 special meeting. Commissioner Adams seconded the motion. Public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Rominger welcomed the new Executive Director, Susannah Greason Robbins, and said that the Commission was looking forward to working with her.

President Rominger informed the Commission that the Municipal Transportation Authority's Board of Directors had tabled the proposed changes to section 311 of the Transportation Code that were discussed at the previous meeting.





President Rominger announced that she had asked Commissioner Brubaker to chair an informal advisory body in order to develop a long term strategic plan for the Commission. She also asked Commissioners Bradley, Bratt and Chen to participate in this advisory body.

Public Comment was taken.

STAFF REPORT (DISCUSSION ONLY)

Executive Director Susannah Greason Robbins informed the Commission that the Office had issued 29 permits for 44 days so far in September. She said that notable projects that filmed included commercials for Bank of America and Hyundai and a still photo shoot for Toyota.

Executive Director Greason Robbins informed the Commission that in her first two weeks she had met with various department heads and key players that she will be working with to facilitate filming in her new position. Two of the people she met with were Trish Hofmann and Philip Kaufman to discuss HBO's filming needs at Pier 80 for 2011. Additionally she announced that she had a meeting scheduled with the Convention and Visitors Bureau in order to explore collaboration opportunities to attract filming to San Francisco.

Finally, she told the Commission that she would be attending the Association of Film Commissioners International's Cineposium in October. She explained that she would be attending classes designed to educate Commissions on marketing, budgeting and best practices while also having an opportunity to hear from various industry veterans about the changing global market and how commissions can best take advantage of these changes. Executive Director Greason Robbins told the Commission that the trip would end with a networking event with local independent producers where she will have an opportunity to promote the *Scene in San Francisco* Rebate Program.

Public comment was taken.

APPLICATION PROCESS FOR SCENE IN SAN FRANCISCO REBATE PROGRAM (ACTION ITEM)

Executive Director Greason Robbins explained to the Commission that as the sunset date of the rebate legislation (June 30, 2012) approaches it has come to the Office's attention that large projects with extended shoot days may not be able to apply for the rebate as it could expire before filming is complete. In order to continue to have an opportunity to attract these productions to San Francisco she suggested that Commission amend the rebate process to allow for productions with more than 150 days of principal photography to apply for rebates on a rolling basis. She further explained that in order to protect the City's interest and ensure that these projects do in fact film in San Francisco she was suggesting a requirement that a minimum of 30 days of principal photography be completed before the first rebate installment can be requested. The proposed changes would then allow rebate applications on a rolling basis every six months. Finally, she suggested a simple clarification to the language explaining the City's ability to withhold sections of the application from public





disclosure.

Commissioner Morales asked if the Office had any other departments review the proposed changes to the application. Executive Director Greason Robbins said that both the City Attorney's Office and Controller's Office had reviewed the proposed changes.

Commissioner Adams made a motion that the Commission approve the proposed changes to the *Scene in San Francisco* Rebate Application. Commissioner Blum seconded the motion. Public comment was taken; the motion passed unanimously.

SHORT TERM STRATEGY FOR THE FILM OFFICE (DISCUSSION ONLY)

President Rominger told the Commission that she had drafted the proposed strategy based on the items discussed at the September 2nd Special Meeting. She said that she was hoping the Commissioners could review the proposal and offer suggestions to improve the proposed strategy for approval at the next Commission meeting.

Commissioner Brubaker told the Commission that she had distributed a DVD of potential promotional spots that she would like to explore including in the strategy and asked that a discussion of this DVD be added to the next meetings agenda.

Commissioner Saritzky expressed her belief that this strategy is a great start and will allow every Commissioner to find a role to play in the future. Commissioner Adams agreed and said that he looks forward to working on it.

Public Comment was taken.

Curran Engle, Producer and Instructor at the Academy of Art University, told the Commission that the DVD distributed by Commissioner Brubaker included 5 commercials produced for the Police Department and spot called Neighborhood Watch Guy which was created as a Public Service Announcement to educate filmmakers and local communities on how they can better work together to ensure successful location filming. He expressed his desire for the Academy of Art University to collaborate with the Film Office in order to help the Film Commission attract more filming to San Francisco.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

General public comment was taken.

ADJOURNMENT (ACTION ITEM)

Commissioner Brubaker made a motion to adjourn the meeting. Commissioner Blum seconded it. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:18pm.

