



MINUTES OF THE SEPTEMBER 28, 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 2:03pm.

ROLL CALL

Commissioners Present:

William Adams
Denise Bradley
Peter Bratt
Don Canady
Robert Morales
Lorrae Rominger
Villy Wang

Commissioners Absent:

Melanie Blum
Don Canady
Joan Chen
Marlene Sharon Saritzky

APPROVAL OF THE MINUTES FROM THE JUNE 22, 2009 MEETING (ACTION ITEM)

Commissioner Wang made a motion to approve the minutes of the June 22, 2009 meeting. Commissioner Bratt seconded the motion. Public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Rominger welcomed Commissioner William Adams to the Film Commission. She asked him to say a few words. Commissioner Adams stated that he was happy to be on the Commission and looked forward to furthering the Commission's goals to promote filmmaking in San Francisco.

President Rominger thanked the office for their hard work on the new television series *Trauma* and encouraged everyone to watch the premiere.

Public comment was taken.

Richard, who identified himself as an observer of government, expressed his belief that San Francisco should work to attract more projects like *Trauma*. He said that he enjoyed seeing film crews on "skid row" and said that it brings a positive experience to him and his fellow residents in the Tenderloin.





STAFF REPORT (DISCUSSION ONLY)

Executive Director Coyote told the Commission that there were 23 projects consisting of 37 film days in July 2009 in comparison to 41 projects for 96 days in July 2008. In August 2009 there were 41 projects that produced 82 film days in comparison to August of 2008 when 44 projects produced 77 days of filming. September 2009 produced 26 projects for 48 film days in comparison with 34 projects for 76 days in September of 2008. The large projects filming over the 3 months included *Trauma*, *Holidate*, *What Would Brian Boitano Make*, a commercial for VW, a German fashion catalog and a short film titled *Kilo*. Executive Director Coyote acknowledged that there had been a significant downturn in the number of filming days as a result in a dramatic decline in still photography days.

Executive Director Coyote told the Commission that on June 30th the Board extended the rebate program for three years with \$1.8 million dollars of funding. They allocated \$400,000 to the program for the 09/10 budget.

The Commission was informed that *Trauma* began filming the first of 12 episodes on July 24th and is currently filming their 7th episode. Executive Director Coyote encouraged the Commissioners to tune in to the show's premiere at 9pm on NBC.

Executive Director Coyote was excited to inform the Commissioners that the Film Office launched the new Film Commission website in July and that much positive feedback had been received from our clients. Executive Director Coyote expressed her appreciation to Marco Bruno and Scott Tyler from the Department of Technology who were instrumental in the design of the new website.

Finally, Executive Director Coyote told the Commission that the Film Society would be holding their inaugural Cinema by the Bay festival designed to celebrate the passion, innovation and diversity of Bay Area filmmaking. Executive Director Coyote encouraged Commissioners to attend the FilmHouse Presents portion of the festival on October 25th at 11:30am at Landmark's Clay Theatre. She told the Commissioners this would be a unique opportunity to get a preview of some of the dynamic work being created by residents of the San Francisco Film Society's FilmHouse program. In conjunction with this event Executive Director Coyote told the Commission that she was proud the Film Commission would have the honor of being one of the hosts of the Cinema by the Bay Opening Night reception honoring the filmmakers and FilmHouse Residents.

Public Comment was taken.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

John Lancell, a professional musician, informed the Commission that he is a member of the Local 6 Recording Committee which was organized 2 years ago to bring more local recording opportunities to their members. He asked if the Commission could link to their website focused on local recording services in order to help them get the word out. Executive Director Coyote asked him to contact the office with the Committees web address.





Commissioner Wang invited everyone to the upcoming premiere of the short film *The Grind* which is a BAYCAT intern driven graduation project shot entirely in San Francisco.

Commissioner Bradley asked if the Film Office had seen an increase in filming inquiries as a result of the newly improved rebate program. Executive Director Coyote said that there has been an increase in questions about the feasibility of filming in San Francisco but no filming had yet resulted from these inquiries. She also expressed her dismay that the new statewide incentive program had not created greater opportunities outside of the LA basin.

Commissioner Morales asked what incentives New York offered filmmakers. Executive Director Coyote said that including state and city rebates filmmakers in New York City can get up to 30% of their below the line budget rebated.

Commissioner Bratt reminded the Commissioners that California's incentive was not passed and San Francisco's incentive was not improved until after the economic downturn. The low budget programs these incentives are designed to target are having greater trouble than before getting funding so we may need to give the program more time to work.

ADJOURNMENT (ACTION ITEM)

Commissioner Morales made a motion to adjourn the meeting. Commissioner Bradley seconded it. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:22pm.

