



MINUTES OF THE FEBRUARY 24, 2014 MEETING - DRAFT

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

CALL TO ORDER

President Marlene Sharon Saritzky called the meeting to order at 2:00pm.

ROLL CALL

Commissioners Present:
Marlene Sharon Saritzky
Don Canady
Matt Stiker
Mark Fishkin
Jon Rubin
Villy Wang
Peter Bratt
Melanie Blum
Robert Morales

Commissioners Excused:
Denise Bradley-Tyson
PJ Johnston

APPROVAL OF THE MINUTES FROM THE JANUARY 27, 2014 MEETING (ACTION ITEM)

President Saritzky made a motion to approve the minutes of the January 27th, 2014 meeting. Commissioner Rubin seconded the motion. Commissioner comment and public comment was taken. The minutes were approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

Diary of a Teenage Girl will be wrapping production this week. This film stars Kristen Wiig, Alexander Skarsgard and Margarita Levieva. It's a coming of age film about a young girl who grows up in San Francisco in the 70s, who gets involved with her mother's boyfriend. The film has been shooting since January 20th and will shoot for a total of 25 days, all on location. The crew is all Bay area locals, as are the background extras. They've shot in the Haight, Potrero Hill, Nob Hill, Tenderloin, Presidio, Ocean Beach, and the Mission. We are very happy to have had this production here, as it has provided a lot of local jobs, and will once again put the focus on San Francisco, which benefits us in so many ways.

President Saritzky is also excited that Noah Cowan joined the San Francisco Film Society as Executive Director. She and the other commissioners look forward to meeting and working with him. Commissioner Blum informs the



commissioners that it is planned for Noah Cowan to join next month's meeting.

President Sartizky asked for commissioner comment. There was none.

President Sartizky asked for public comment. There was none.

EXECUTIVE DIRECTOR REPORT (DISCUSSION ONLY)

Director Susannah Robbins began her report by updating the Commission on permits in the Film Office. From January 27, 2014 to February 25, 2014, we have had 40 permits with 90 shooting-days and permit fees of \$19,450. It has been a busy month. We are up 8% in the number of permits, 21.6% in shooting days, and 77% in permit fees from the same time last year. The numbers are up largely due to having this independent feature, *Diary of a Teenage Girl*, here. As always, we have a lot of commercials filming here and still photo shoots, so our office has been very, very busy.

For productions coming to San Francisco, as I mentioned in our last meeting, we have a busy spring, summer, and fall potentially ahead of us. We have portions of 3 blockbusters coming in July, August and October. President Saritzky jokes that they are hopefully not all filming at the same time. Susannah said that she has notified the different productions that they will need to keep in contact with each other to avoid location conflicts. It will require a lot of coordination between the Film office and SFMTA and the Port – we are already holding meetings to figure out the coordination of potential street closures and re-routing of MUNI. There will be scenes with bus crashes and police and a lot of exciting things. Two of the films will probably be here for about a week, and the third is looking like it will be here for up to 3 weeks.

We have gotten queries from two other independent films to film in the spring. We won't know if they will come here until they take out a permit. One of them is a feature that is coming from Italy.

We also will have a portion of the Steven Bochco new series, "Murder in the First", coming twice to film between now and the spring. Unfortunately they are filming most of it in Georgia. We have another pilot by NBC for ABC called "Exposed" which will be filming 4 days here within the next few weeks. We are in talks with a Netflix series which should shoot about 2 episodes here in June. It may qualify for our rebate program. Also, the show "Parks and Recreation" is shooting here this week! San Francisco is busy.

President Saritzky asked about the technicalities of the Netflix series receiving a rebate since it is a web series. Susannah said that it was focused on the number of shooting days rather than it being a web series. Netflix is working on getting its schedule together in order to see if they qualify. Susannah said that the series is also in talks with the SF Pride Parade because the show would like to film some of it.

Susannah reported back on the progress made with the two ad agencies regarding the campaigns to educate San Franciscans about the value and importance of filming in SF and another to help bolster the amount of production in San Francisco. We want to work on this in anticipation for the summer productions when we can have Muni bus ads running in August. Commissioner Stiker, Commissioner Wang, and I attended a meeting with the two agencies which are interested in working on the pro bono campaigns to target our local San Franciscans to improve the perception of filming in SF, as well as a new campaign to help attract more filming to San Francisco. I'd like to invite Commissioner Stiker to elaborate on our meeting and have Commissioner Wang to comment, too.

Commissioner Stiker said that he would like everyone to be able to have the opportunity to participate in the creative briefs. An email was sent out about a week after the January meeting informing the commission. Some commissioners did not receive this email, and President Saritzky suggested they check their spam folders. She also asked Commissioner Stiker to resend the email, which he agrees with.

He informs the commission that he, Commissioner Wang, and Susannah met with the ad agency Hub Strategy. It is a great group with plenty of energy and enthusiasm for the project. They are effectively an advertising agency that

bridges tremendous production company skills as well, so they really get the need. The assignment they requested was to try and entice outside companies to film in San Francisco. The conversation was very conceptual, and we did not leave with any definitive ideas of what to do yet. The second meeting was with a firm called TEAK Digital which is another hybrid of a production company and advertising agency. They also create a lot of film content, and they were interested in the assignment of helping residents better understand the value of film industry and economic impact in the city. There were a lot of ideas, and it was a great brainstorming session. That being said, because it is pro bono, they are weaving this into the rest of their workflow. They understand the deadlines we are working against for the SFMTA ad space and will come back to us soon with a calendar of when we can expect to see the concepts. As we do, we will share that with the broader group.

Commissioner Wang said that in the meetings, they were really focusing on who these ads were targeting in order to be the most effective within budget constraints that we have.

Susannah thanks both commissioners for their report. She feels that both agencies are really exciting groups and will provide something effective to use. Part of the meeting with TEAK about the local ad campaign was about doing some sort of research to help figure out where we are currently with resident understanding about filming and how it will change after the ad campaign to measure its success. We are still hoping to find an organization which will do this pro bono. The cost currently to do this is about \$28,000 which would include 400 phone calls before the campaign and 400 calls after. We are wondering if there is another way we can do this research if we cannot find a company pro bono because it is a rather large chunk of money in the budget we have to work with. Susannah suggests that maybe we could measure success based on the number of complaints we receive. We don't receive many, but we do get some, and there are some neighborhoods that get more impacted than others. Perhaps we can see if there are fewer complaints sent in after the campaign, and if there is a complaint, talk to the person to see how the ad affected them.

Commissioner Rubin asked if the research phone calls are focused calls. Commissioner Stiker said that they will be calling random San Francisco residents. Rubin clarified that they are polling and asked if they had thought of focused calls. Stiker said it is a possibility, but he believes that a mass random survey before and after the ad campaign will show if there was any impact in the community. As for a focus group, he thinks it would be a good idea to bring a focused group in, set the campaign ads in front of them, and receive feedback on their responses.

Commissioner Rubin believes the focus group work can be done fairly cheaply and can be done at their end of the campaign. Commissioner Stiker asked if Rubin knows of any companies who would be willing to do the focus group work inexpensively, to which Rubin replies that he knows a few. If it does come fairly cheaply, he suggested that they do the focus group in addition to the phone call survey.

Moving on, Susannah states that one of the things the office is looking into is updating the look of our annual report. Having to provide one for the Mayor's office and another for the rebate program at the end of the year, it would be a nice time saver to create a template to do the annual report on and make it more dynamic. TEAK Digital, the company doing our outreach to SF neighbors, is also looking at our annual report to see how we can make it more vibrant. Commissioner Stiker spoke to them about this, and showed them how SF Travel does theirs. They are going to see if they can come up with a template I can use which will make it easy to use, but make the annual report more dynamic, and more compelling to read. I took a look at the NY Film Office's annual report, and also realized how dry ours is, so I am very interested in seeing what Teak can do to help with this. Their report is on a digital basis, and they have clips and stills within the report.

Commissioner Fiskin said that perhaps the Film Commission could apply for a grant in order to receive the money to work towards the annual report. Susannah asked Deputy City Attorney Adine Varah if we would qualify to submit an application for a grant. Attorney Varah stated that it would depend on what the grant guidelines are. It is difficult to say without the guidelines, but she is happy to look over them for the Film Commission. Susannah learned from Commissioner Stiker that we might be able to get a discount with United Airlines for productions scouting or filming in SF, adding to our Virgin America discount. Commissioner Stiker was speaking

with his contact at United Airlines, and she asked if he was aware of the discount program United has that allows for film offices to provide discounted fares to people visiting for scouting/shooting purposes. This would be another great offering on our Vendor Discount Program to help lower the cost of production in San Francisco.

Lastly, as we have discussed in the past, we are interested in updating the look of our website to make it more dynamic and more in line with the reputation SF has as an innovation hub. The IT department is going to be revamping the city's websites this June. This might be an opportunity to see how we can make some changes, either through the IT department, or consider using some of our budget to have an outside firm make it more dynamic. One of the issues with going to an outside company is that we will not be able to call the IT people here when there is an issue with the website. We are having a meeting today with Jay Nash, the City's Chief Innovation Officer, along with Commissioner Saritzky, Commissioner Wang, Commissioner Stiker and our office to begin to discuss our options. We will report the findings in the next meeting. if there are any final Commissioner comments. There was none.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Saritzky asked if there was any public comment and there was none.

ELECTION OF COMMISSION PRESIDENT AND VICE PRESIDENT

President Saritzky announced that the nomination and voting for the Film Commission president and vice president will begin. She thanked the commission for their support during her two-year term as president and expressed how much she enjoyed working with everyone. Susannah thanks Commissioner Saritzky for all the work she has done for the office. Deputy City Attorney Adine Varah supervises the voting process.

President Saritzky made a motion to nominate Vice President Bradley Tyson for President. Bradley Tyson has served as vice president for two years and has been an active member of the Film Commission for many years.

President Saritzky asks the commission if there are any other nominations for president. There are none. She asks if there is any public comment. There is none. Everyone voted unanimously for Commissioner Denise Bradley Tyson for President.

President Sartizky opened the floor for commission vice president nominations. Commissioner Blum nominated Commissioner Villy Wang for commission vice president. Blum believes that Wang's business experience and her success with building the nonprofit BAYCAT has been vital to our community. She believes that Wang will continue to do good work and bring productions to San Francisco. Commissioner Morales seconded the nomination.

Former President Saritzky asks the commission if there are any other nominations for president. There are none. She asks if there is any public comment. There is none. Everyone voted unanimously for Commissioner Villy Wang for Vice President.

President Saritzky asked if there were any additional commissioner comment. There was none. She asked if there was any public comment. There was none.

ADJOURNMENT (ACTION ITEM)

Commissioner Saritzky asked for a motion. Commissioner Canady made a motion; Commissioner Rubin seconded. The meeting was adjourned at 2:28 pm.