



MINUTES OF THE JANUARY 28, 2013 MEETING

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:

Denise Bradley-Tyson
Villy Wang
Debbie Brubaker
Don Canady
PJ Johnston
Robert Morales
Marlene Sharon Saritzky

Commissioners Absent:

Lorrae Rominger
Melanie Blum
Peter Bratt
Jon Rubin

APPROVAL OF THE MINUTES FROM THE SEPTEMBER 24, 2012 MEETING (ACTION ITEM)

Commissioner Canady made a motion to approve the minutes of the September 24, 2012 meeting. Commissioner Johnston seconded the motion. Commissioner comment and public comment was taken; the minutes were unanimously approved.

Filming Coordinator Lauren Machado presented two commercials that recently filmed in San Francisco.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Saritzky stated that Ryan Coogler's *Fruitvale* just won the Grand Jury Prize and the Audience award at Sundance this weekend. *Fruitvale* is the story of the 2009 the murder of Oscar Grant by a BART officer on New Year's Eve. She added that Director Ryan Coogler made an extraordinary directorial debut. The film was supported by the SF Film Society and the Kenneth Rainin Foundation. *Fruitvale* filmed two days in San Francisco in 2012. She congratulated him and stated that this is the second year that a film associated with the Film Society that received such acclaim as last year's *Beasts of the Southern Wild* was also a hit.

She encourages everyone to follow Ted Hope's blog (San Francisco Film Society) as he wrote a





post the night prior about all the energy and exciting things happening in film in the Bay Area. She met with Ted Hope for a couple hours and was excited to hear his enthusiasm about working with the Film Commission. She added that he brings an extraordinary talent and background to the Film Society. She added he is open to any and all ideas about working with the Film Commission.

President Saritzky recently met with Executive Director Robbins to discuss 2013 goals. They talked about possibly including commercials in the Rebate Program to see if that would increase commercial productions. President Saritzky said she is speaking with a couple of ad agencies who referred her to production contacts. President Saritzky and Executive Director Robbins agreed they have more research to do.

The other item they discussed was a possible premiere in San Francisco of the Woody Allen film. She stated Executive Director Robbins will add more details about this in her report. They also discussed approaching Mayor Lee to make a trip to Los Angeles to make some direct pitches to studio contacts.

President Saritzky added that she will join Executive Director Robbins for a meeting in early February that would involve representatives from Rec and Park, Real Estate, the Port, the new Redevelopment group as well as Steve Kawa (Mayor's Chief of Staff) to discuss available real estate space for the productions to use. She's hoping that this will lead to streamlining this process of finding and using available real estate.

President Saritzky asked for Commission comment.

Commission Johnston added that he ran into Steve Kawa on his way to the meeting. Steve Kawa mentioned the meeting President Saritzky discussed attending. He said it was good the Mayor's Office was thinking about the needs of the Film Commission.

Commissioner Bradley-Tyson said she thought it was great that such a tragic event yielded a positive outcome in the film *Fruitvale*. She said that these are the young filmmakers that need encouragement and support in order to make films in San Francisco.

President Saritzky asked for public comment.

Kevin Barrett asked how much commercials bring financially into the City.

Executive Director Robbins said one example is an AT&T commercial that brought in over \$1,000,000 for a nine day shoot. She added that commercials bring in the bulk of the money to the City (film production-wise). She added that productions spend money on local hires, hotel rooms, food and other production related expenses.

Commissioner Bradley-Tyson asked if other markets include commercials in their Rebate program.





Executive Director Robbins said other markets do include commercials in their respective Rebate programs.

STAFF REPORT (DISCUSSION ONLY)

Executive Director Robbins and Local 16 representative, Jim Beaumont, travelled to Los Angeles in October to meet with studio heads to let these contacts know that the union is very willing to negotiate with them on rates. They met with representatives from 20th Century Fox, CBS TV, Sander Moses and Tanenbuam Productions to inform them about the rebate program. She added it was good for both Jim and studio contacts to hear what the other would need to base any future productions in San Francisco.

Executive Director Robbins said the holiday party was a great success. The party was held at Hotel Monaco and was very well attended. Commissioners Johnston, Brubaker and Rominger attended. The Sales Manager Chad Chad Schyvincht was very pleased with turnout and the connections he made. Executive Director Robbins said Director Billy August attended along with his producer. They are looking to film at Laguna Honda sometime in Spring. They also met various folks from the industry.

Executive Director Robbins said she is making efforts to improve the experience of the First Source Hiring Program. Woody Allen's Producer Helen Robin said she was not happy with the program and the experience she had working with the program. Executive Director Robbins asked Helen Robin to write a letter of her experience. The letter stated that she thought it would be helpful for the City to train these employees on working in production. Executive Director Robbins thinks connecting First Source to BayCat would be a good idea since BayCat has so many well trained people in production. She spoke with the First Source Hiring representative and she is excited about this process as she would like productions to be pleased with working with the program.

Executive Director Robbins reported HBO is doing a pilot in San Francisco. The show is about three gay men and their experiences in San Francisco. They are moving into offices in March and will shoot for approximately nine days in April. If the series is picked up for a series, they want to shoot the series in San Francisco. Executive Director Robbins said if it is picked up for a series, they will shoot it between August and November.

Other productions that will likely apply to the rebate are Saltwater which is slated to shoot for 16 days in the next couple months. Two other smaller independent film productions will also be applying to the program. The Clint Eastwood produced film 'Need for Speed' is coming to town in April and will involve a big car crash and chase scene on city streets. The *Planet of the Apes* sequel will be filming sometime in July for a few days. Executive Director Robbins found two other pilots, "Murder in the First" and "Gang Related" in the Studio System program. Both are supposedly set in San Francisco. She contacted both productions and is supposed to have a phone meeting with the Vice President of Finance about one of the pilots and the rebate program.

Executive Director Robbins learned that due to the re-opening of the new Bay Bridge on Labor Day, Hangar 3 on Treasure Island will not be available and would be impossible for productions to use because of sound





concerns. She has been looking for stage space for HBO and upcoming productions and thinks the meeting with all of the representatives from the various departments will be helpful to find more stage space. There is a 30,000 square foot warehouse on Evans/Toland that the Examiner has been using and this might be an option for HBO if it can be sound proofed enough.

Commissioner Morales mentioned a privately owned, very large warehouse on Bayshore that he will give Executive Director Robbins contact information about to follow-up.

Executive Director Robbins would like to form a Committee to look into other warehouses that could be used for stage space. Commissioner Canady supported this proposal. Commissioner Bradley-Tyson said she would like to volunteer. Executive Director Robbins will check with the City Attorney to see what would constitute a committee.

Commissioner Canady asked if they are involved in the community and know about it.

Executive Director Robbins said the Location Manager has been bringing them around but that is the extent of this knowledge. She offered for him to have a meeting with them once they are in San Francisco.

Filming Coordinator Lauren Machado added that the writer is from San Francisco and has spent much time in the community.

Executive Director Robbins asked the producers of Woody Allen to host the premiere in San Francisco. Woody Allen is supportive of it but it needs to go through Sony Pictures Classic. She is going to call them tomorrow to see if this can happen. Executive Director Robbins also reached out to Ted Hope of the Film Society to see if they want to partner with them on this project.

Executive Director Robbins said she and Filming Coordinator Lauren Machado went to the Sundance Film Festival recently. They attended with a few other Commissioners from Berkeley, Monterey, Tulare and San Mateo County. They are all sharing the contacts they made since they attended different events and screenings. Executive Director Robbins met with a few Producers who said they were interested in the Rebate program.

Commissioner Morales said he would like the California Film Commissioner to be invited to one of the meetings.

Executive Director Robbins said she talks with the Director of the California Film Commission quite often. The Governor did extend the CA State tax incentive program. Executive Director Robbins said she recently went before the City's State Legislative Committee to ask for their future support for the CA State Tax incentive. They agreed that the Board and the Mayor would be able to support any efforts to extend the State tax incentive.





Commissioner Morales asked Commission Johnston about funding from the State for the SF Film rebate program.

Commissioner Johnston said it's important the City is on record via letters from the Mayor in support of State incentives but also to track the lobbyist who supports city causes at the State level. He says there are creative ways through the senate members to fold into a bill to increase incentives. He thinks it's tougher for rebates though.

Commissioner Bradley-Tyson asked if there is a way to be more proactive with getting this in front of the Legislature ahead of time.

Commissioner Johnston said it's most important to have the lobbyist in Sacramento and DC to have this on their agenda as a letter from the SF Board of Supervisors to the California State Legislature would not be as effective.

Commissioner Brubaker thinks there is a lot of State property (Cal Trans, etc) that can be examined and used.

Executive Director Robbins added the following permit numbers. All were up 34%.

Oct/Nov/Dec 2012
Days: 264
Permit fees: \$50,200

Oct/Nov/Dec 2011
Days: 195
Permit fees: \$36,800

Significant shoots: Toyota commercial, Acura commercial, Motorola commercial, PG&E commercial, BMW commercial, Scion commercial, Silicon Valley television series, Internship film

President Saritzky thanked the Commission and staff for their work over the last year as she served as President. She enjoyed the position and serving the Film community.

NOMINATION AND ELECTION OF COMMISSION PRESIDENT (ACTION ITEM)

Vice President Bradley-Tyson asked for nominations for the Commission President for the next year. Commissioner Wang nominated Commissioner Saritzky because of all her past work and recognized all the behind the scenes meetings she has attended to move agendas forward. She added that her leadership has been fantastic.





Commissioner Brubaker seconded the nomination.

Commissioner Canady asked each nominee to explain his/her role and participation in the Commission for next year.

President Saritzky stated she can assist the Commission by moving along agendas related to film productions and pursuing further research on commercial productions being in the Rebate program.

Commissioner Johnston said he supports the nomination and thinks the Commission is lucky to have Commissioner Saritzky and Bradley-Tyson as leaders.

A vote was called. All voted unanimously to elect President Saritzky to be re-elected to position of the President of the Commission.

NOMINATION AND ELECTION OF COMMISSION VICE PRESIDENT (ACTION ITEM)

President Saritzky asked for nominations for Vice President of the Commission. Commissioner Wang nominated Commissioner Bradley-Tyson to the position of Vice President. She added that Commissioner Bradley-Tyson supported the Commission and staff throughout the year by being a strong advocate for all.

Commissioner Brubaker seconded the nomination.

Commissioner Canady added that Commissioner Bradley-Tyson fills in when President Saritzky is unable to attend and he greatly appreciates this effort. He supports her serving another term of Vice President.

President Saritzky asked for any more nominations. President Saritzky asked for Commissioner and public comment.

A vote was called. All voted unanimously to re-elect Denise Bradley Tyson as Vice President of the Commission.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Saritzky asked for general public comment.

Kevin Barrett said he is trying to understand how productions benefit the City. He refers to \$11,000,000 that was in the previous meeting's minutes and would like clarification.

Executive Director Robbins said she didn't have numbers but to contact her at her office and she will share with





him the information he is requesting.

President Saritzky said Executive Director Robbins provides numbers related to permit fees and shooting days at each meeting. President Saritzky said productions hire locals and spend money on transportation, food, hotels and other items that generate revenue for the City.

Commissioner Johnston added that there is a great importance to location shooting. He added that there are direct fees to the City for permits. However, it is the economic activity such as spending on hotel, restaurants, shops, jobs, etc that is generated from film productions that is most important. He added that hospitality and tourism are of great importance to San Francisco and having images of the City shown around the world in a variety of ways is extremely important.

ADJOURNMENT (ACTION ITEM)

President Saritzky asked for a motion. Commissioner Canady made a motion; Commissioner Johnston seconded. The meeting was adjourned at 2:50pm.

