



## **MINUTES OF THE FEBRUARY 27, 2012**

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

### **CALL TO ORDER**

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

### **ROLL CALL**

Commissioners Present:

Jon Rubin  
Marlene Sharon Saritzky  
Villy Wang  
Don Canady  
Lorrae Rominger  
Debbie Brubaker  
Melanie Blum

Commissioners Absent:

Denise Bradley-Tyson  
Robert Morales  
Peter Bratt  
William Adams

### **APPROVAL OF THE MINUTES FROM THE JANUARY 27, 2012 MEETING (ACTION ITEM)**

Commissioner Canady made a motion to approve the minutes of the January 27, 2012 meeting. Commissioner Brubaker seconded the motion. Commissioner comment and public comment was taken; the minutes were unanimously approved.

### **PRESIDENT'S REPORT (DISCUSSION ONLY)**

Commission President Saritzky noted that the San Francisco Film Commission will once again be supporting the upcoming San Francisco International Film Festival. The interim Executive Director at the San Francisco Film Society is Melanie Blum, who is also a Commissioner of the Film Commission. Commission President Saritzky is encouraging all to support the film festival this year which runs April 19 – May 3.

Commissioner Blum thanked all for sympathy for Bingham Ray, the former Director of the Film Society who passed away in January. She would appreciate a great attendance at the festival and said that it would mean a lot to staff since they have had such a difficult time in the last year.





Commission President Saritzky will eventually provide information on the advertising the Commission will be doing and what the Film Society will provide to the Commission to all the Commissioners.

Commission President Saritzky asked for Commissioner comment.

Commissioner Canady said he was glad there is support for the festival and it is always a wonderful event.

Commissioner Blum said the festival line-up includes films that were funded through the Film Society's 360 program as well as another one which received a Sundance award and was picked up by Fox Searchlight for distribution.

Public comment was requested. None was heard.

#### **STAFF REPORT (DISCUSSION ONLY)**

Executive Director Robbins said there are now nine tenants at the Film Collective. The newest tenant is Claire Williams, who is making a web series called "The National." She has moved into Office H. She is filming at the Bridge Theater on Geary and Blake.

Scary Cow has moved into office (G). They are awarding the office to one of its Collective members.

There will be a screening at the Collective on Thursday, March 15<sup>th</sup>. The film is documentary by Jeanne Marie Hallacy called "Into the Current: Burma's Political Prisoners" about Burma's political prisoners who are serving sentences for exercising their most basic universal freedoms. Bo Kyi, a former political prisoner, will be speaking at this event. Amnesty International will co-sponsor this screening which will begin at 6pm.

Executive Director Robbins discussed a trip to Los Angeles on February 15 -17 to meet with producers and heads of physical production at various studios in LA. She brought Dean Jones, Producer of "Trauma" and Executive Producer of "The Help." Many of the studio contacts knew Dean. Dean confirmed that San Francisco is a one crew deep city and that Local 16 will negotiate on rates if people come to San Francisco and do a meet and greet. However, they will not negotiate over the phone.

Executive Director Robbins learned from the studio executives that productions are being based where the biggest rebates can be obtained. Louisiana, Georgia and New York are getting most of the productions because of their rebates.

Executive Director Robbins reported that the best meeting was with Sally Harvey at NBC Universal who was also a Producer on Trauma. Ms. Harvey mentioned the great crews, the ease of filming in San Francisco and that the rebate was an added bonus. Executive Director Robbins will ask her to write a letter stating these things for future advertisements.





Executive Director Robbins also met with the following: Andy Given, a Senior Vice President of Feature Production at Sony, Ed Lammi, Executive Vice President of Sony TV, Michale Walbrecht, a VP at Warner Brothers, Karen Fouts, a VP at Warner Brothers film, Drew Brown, a Producer at Warner Brothers TV, NBC Universal TV Sally Harvey, CBS TV Liz Miller, VP Production and Kevin Berg, Exec VP TV Production, FOX Joe Hartwick, President of Physical Production and Ted Gagliano, head of Post production at FOX, Eileen Ige-Wong, Senior VP of Finance at FOX TV, Jerry Kelineer at Plan B Productions, Mary Ann Hughes, VP of Film & TV Production Planning at Disney, Manager Budget and Financial Analysis Features, Jarin Rossiter, Dave Watson, Director Production Finance, ABC.

Ted Gagliano said he would soon be scouting San Francisco for his own personal project. He hopes to film in San Francisco this Spring.

Executive Director Robbins added that there is still a perception that it is difficult to film in San Francisco and that incentives in other places are more appealing. However, most were happy to hear Local 16 would negotiate if there are face to face meetings.

Commission President Saritzky said this was a good use of her time. She encouraged her to do it as much as she can because she can change the perception.

Executive Director Robbins will be attending the breakfast for Producers in Los Angeles in April and will add a day on then to meet with more studio reps. She will also be attending the Produced By Conference in June.

Commissioner Canady asked what is being done make San Francisco more appealing for film productions. He asked if there is something she is working on to eliminate the perception about the difficulty in filming in San Francisco.

Executive Director Robbins responded by saying her trips down to Los Angeles help decrease this perception. She is also working with Supervisor Farrell about making the rebate more attractive by expanding it. She also added that rebates are driving where productions go. She also mentioned trying to eliminate the 14.7% fee added onto police fees. She stated she is working on various ideas and proposals.

Commissioner Rominger recommended that Executive Director Robbins asked various Producers of past shoots and get quotes about the experience they had working here. She suggested sending out an email blast, mailing it to folks and doing various things to get the word out.

Commissioner Rubin asked if the money that is spent in San Francisco is tracked in order to encourage the private sector to be more involved in the film industry.

Executive Director Robbins discussed extending the rebate program to another four years. To do this, she





needed to collect data on the success of the rebate. She discovered that \$1.5 million was spent in rebates since 2006, and the eight companies that received the rebate spent more than \$40 million locally. She is trying to figure out how much of that \$40 million comes back into the City coffers. However, the Controller's office has given a formula to figure this out but the missing component is the amount of sales tax and hotel tax each rebated production had. These lines have been added to the rebate application for future analysis.

Executive Director Robbins is going to be talking to the Chamber's Small Business Group next Tuesday, March 6 at 9:30am and the Hotel Council next Friday March 9. The Restaurant Association has also said they will forward information about the rebate program in their newsletter which goes out every two weeks. They are supportive of the program and the industry.

Commission President Saritzky asked if Executive Director Robbins has contacted the Committee on Jobs.

Executive Director Robbins said the Committee on Jobs was not interested. However, she will look into it more.

She will meet with Supervisor Farrell next week. Supervisor Farrell said it was not the best time to expand the rebate amount since it is budget time.

Executive Director Robbins met with a Chinese production company called FuFengda, which is interested in doing co-productions with American Filmmakers. FuFengda does conversions from 2d to 3d and special effects projects. They are considering opening an office in either San Francisco or Los Angeles and wanted to learn about the Film Commission to see about a partnership. Commissioners Bradley and Brubaker attended the meeting. They will probably return in 3-6 months.

The next Mixer will be at Tosca on Tuesday March 13 at 6pm (cash bar). Another mixer is scheduled at the California Academy of Sciences on Thursday, April 12.

Commissioner Canady encouraged the other Commissioners to attend the mixers to meet the film community and hear feedback.

The following were the permits statistics for the indicated time frames:

33 permits 73 days from this month; 28 permits 48 days from last month; 34 permits 69 days last year at this time.

Commissioner Wang appreciated the advertisements and articles in the packet. She mentioned reading the recent SF Examiner article and would like to know how much of the articles are pursued by the Executive Director or do the writers contact the office. Commissioner Wang said Executive Director Robbins did a great job stating the facts and plugging information on the rebate in the article.





Executive Director Robbins said the Examiner writer contacted her but she normally sends out press releases on a regular basis. She thinks there will be more interest once a feature comes to town.

Commission President Saritzky asked for further Commission comment. Commission President Saritzky asked for public comment.

**SF FILM COLLECTIVE LEASE – OFFICE MOVE AND LEASE EXTENSION OF NORTH OF MARKET/TENDERLOIN COMMUNITY BENEFIT DISTRICT OFFICE AT 134A GOLDEN GATE:**

Executive Director Robbins wants the North of Market /Tenderloin Community Benefit District (TNBD) to move to Office J. If the Collective continues past July this would allow the TNBD to remain as a tenant. Office J is 22 x 34 foot. The space could be rented for \$1,000 per month to TNCD which would allow the more desirable office B to be available. There is one current filmmaker who wants to move to office B and a potential new tenant to take office E. Office I would be available to the last interested candidate.

TNDC is also interested in doing screenings of documentaries portraying life in the Tenderloin. They have several in mind at this time.

Commissioner Rominger asked about original lease and what it states regarding tenants.

Commission President Saritzky said it was at the discretion of the Film Commission.

Dina, Executive Director of the North of Market /Tenderloin Community Benefit District (TNBD), attended and said the TNBD were the only tenants for awhile and they like the energy of all the new filmmakers. They would commit to supporting screenings if they could stay. They just need a larger space since they just hired a new staff member.

Commission President Saritzky asked for a motion to have the North of Market /Tenderloin Community Benefit District (TNBD) to move within the building at at134A Golden Gate to Office J and remain a tenant of the SF Film Collective. They would remain a tenant on a month to month basis after July 1, 2012 provided the master lease is extended for the Collective.

Commissioner Canady made a motion. Commissioner Brubaker seconded the motion.

Commission President Saritzky asked for Commission comment. Commission President Saritzky asked for public comment. President Saritzky asked for a vote. All agreed. Motion passed.

**GENERAL PUBLIC COMMENT (DISCUSSION ONLY)**

Commission President Saritzky asked for public comment.





Commissioner Canady asked if these meetings could be broadcast on SFGOV.tv. Executive Director Robbins said she would look into the costs.

**ADJOURNMENT (ACTION ITEM)**

President Saritzky asked for a motion to adjourn. Commissioner Rubin made a motion; Commissioner Brubaker seconded. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:52pm.

