



MINUTES OF THE FEBRUARY 28, 2011 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
Denise Bradley-Tyson
Peter Bratt
Debbie Brubaker
Robert Morales
Lorrae Rominger
Marlene Sharon Saritzky
Villy Wang

Commissioners Absent:

Don Canady
Joan Chen

APPROVAL OF THE MINUTES FROM THE SEPTEMBER 27, 2010 MEETING (ACTION ITEM)

Commissioner Bradley-Tyson made a motion to approve the minutes of the September 27, 2010 meeting. Commissioner Brubaker seconded the motion. Public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Rominger congratulated the Film Office on their successful facilitation of the filming of *Contagion* and *Alcatraz*.

President Rominger told the Commission about the holiday party hosted by the Fairmont Hotel for the Film Commission and thanked Jessica Smith of the Fairmont for putting on such a wonderful event. She also told the Commission about the quarterly mixer held at the California Academy of Sciences. She thanked the Cal Academy, Best Beverages and Knights Catering for all donating items to make the event a success.





Finally, President Rominger informed the Commission of the introduction of AB1069 which would extend California's Film & Tax Credit to 2019. She said that the Office would keep the Commission up to date on proposed hearings for the legislation.

Public Comment was taken.

STAFF REPORT (DISCUSSION ONLY)

Executive Director Susannah Greason Robbins informed the Commission of the number of permits issued, the number of days filmed and how they compared to the previous year.

October 2010	October 2009	November 2010	November 2009	December 2010	December 2009
47 Permits	26 Permits	27 Permits	18 permits	33 Permits	25 Permits
102 Days	59 Days	54 Days	64 Days	52 Days	65 Days

January 2011	January 2010	February 2011	February 2010
39 Permits	25 Permits	26 Permits	25 Permits
100 Days	65 Days	62 Days	67 Days

She told the Commissioners that the projects that filmed over this time period included *Amalfi*, *180*, *American Idol*, *Rose Wedding*, *On the Road*, *Trattoria*, *Colbert Report*, *Clean House*, *Flipping Out*, *Lidia's America*, and commercials for Franklin Templeton, Amazon Kindle and the SF Giants.

Executive Director Greason Robbins then outlined her accomplishments since the last meeting:

- Successfully secured Pier 80 and Shed D for HBO's Hemingway production.
- Rolled out *Scene in San Francisco Vendor Discount Program* in January
- Created database for Mayor Newsom's DataSF Project listing locations filmed in SF by various films.
- Attended AFCI Cineposeum where she took a class on Marketing the Film Commission and was able to speak with producers about the incentive program.
- Investigating ways to focus on San Francisco's strengths: Commercial Production and TV Series'
- Reaching out to production and post production houses to investigate short term rental opportunities for visiting productions.
- Collecting quotes about SF's strengths from producers of past productions
- Working to coordinate post production houses to establish a discount for Commercials etc filmed in SF to do their post production in San Francisco.
- Working on outreach to the production community
- Increase advertising presence and in industry publications including LA411 and P3 Update





- Got BBDO to create new ads pro bono.
- Participated in Fire Safety Seminar hosted by the California Film Commission and Cal Fire.
- Attended Sundance Film Festival and educated filmmakers about the incentive program.
- Participated in Variety TV Summit.
- Met with heads of physical production and financial investments of Disney and Warner Brothers to market San Francisco's incentives and Vendor Discount Program.
- Added financial tracking components to the Use Agreement.
- Continued to research a new home for the FilmHouse Residency program.
- In talks with a number of producers to demonstrate the financial feasibility of basing their projects in San Francisco.
- Researching additional warehouse space in San Francisco for use by future projects.

Executive Director Greason Robbins concluded her report by informing the Commission that she was planning to go to the California Film Commission breakfast on April 1st where she will meet with 150 producers, attend the California Only Locations Trade Show and that she will attend the AFCI Locations trade show in June.

President Rominger suggested that the Office send out email blasts or post cards highlighting the quotes that are being collected along with our incentive information.

Public comment was taken.

NOMINATION AND ELECTION OF COMMISSION PRESIDENT (ACTION ITEM)

Commissioner Blum nominated Commissioner Saritzky to the position of President. She cited Commissioner Sartizky's extensive background in film not only locally but in her role as Film Commissioner of Texas under Governor Richards. Commissioner Brubaker seconded the nomination. Public Comment was taken.

A roll call vote electing Commissioner Saritzky to the position of President was taken:

- Commissioner Adams – Yes
- Commissioner Blum – Yes
- Commissioner Bradley-Tyson – Yes
- Commissioner Bratt – Yes
- Commissioner Brubaker – Yes
- Commissioner Canady – Excused
- Commissioner Chen – Excused
- Commissioner Morales – Yes
- Commissioner Rominger – Yes
- Commissioner Saritzky – Yes
- Commissioner Wang – Yes





Commissioner Saritzky was elected unanimously to the position of President of the Commission.

President Rominger congratulated Commissioner Saritzky on her election and thanked the Commission for affording her the honor of serving as President for two terms.

NOMINATION AND ELECTION OF COMMISSION VICE PRESIDENT (ACTION ITEM)

President Rominger nominated Commissioner Bradley-Tyson to the position of Vice President. Commissioner Adams seconded the nomination. Public Comment was taken.

A roll call vote electing Commissioner Bradley-Tyson to the position of Vice President was taken:

- Commissioner Adams – Yes
- Commissioner Blum – Yes
- Commissioner Bradley-Tyson – Yes
- Commissioner Bratt – Yes
- Commissioner Brubaker – Yes
- Commissioner Canady – Excused
- Commissioner Chen – Excused
- Commissioner Morales – Yes
- Commissioner Rominger – Yes
- Commissioner Saritzky – Yes
- Commissioner Wang – Yes

Commissioner Bradley-Tyson was elected unanimously to the position of Vice President of the Commission. Commissioner Bradley-Tyson said that she looked forward to serving as Vice President and supporting President Saritzky and Executive Director Greason Robbins.

TICKET ACCEPTANCE POLICY (ACTION ITEM)

President Rominger told the Commission that as required by State ethics laws government agencies are required to have a ticket acceptance policy to help ensure that tickets offered to public servants do not pose a conflict of interest in future matters that may come before the Commission while creating a uniform disclosure policy. The Film Office staff in consultation with the City Attorney's office and other various departments developed the attached policy. Commissioner Saritzky made a motion that the Commission adopt the proposed policy. Commissioner Adams seconded the motion.

Public Comment was taken. The motion passed unanimously and the Ticket Acceptance Policy was adopted.





SHORT TERM STRATEGY FOR THE FILM OFFICE (ACTION ITEM)

President Rominger reminded the Commission that the strategy was drafted during the September 2, 2010 special meeting. Commissioner Brubaker moved that the Commission adopt the Short Term Strategy. Commissioner Wang seconded the Motion.

Public comment was taken. The motion passed unanimously and the Short Term Strategy was adopted.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

General public comment was taken.

Tom King, Amending Angel President and Founder, commended the Commission on their efforts to bring more filming to San Francisco but questioned their lack of local promotion of the local film community. He noted that the average Commission meeting seems to last thirty minutes and suggested that the Commission work on outreach to filmmakers to increase discussions at meetings. Additionally he stressed that diversity of content created in San Francisco is as important as the Commissions efforts to increase the diversity of crews working in San Francisco. Finally, he suggested the Film Commission increase its local exposure by hosting a short film contest.

ADJOURNMENT (ACTION ITEM)

Commissioner Morales made a motion to adjourn the meeting. Commissioner Bratt seconded it. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:44pm.

