



MINUTES OF THE MAY 23, 2011 MEETING

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:

William Adams
Denise Bradley-Tyson
Debbie Brubaker
Robert Morales
Jon Rubin
Marlene Sharon Saritzky

Commissioners Absent:

Melanie Blum
Peter Bratt
Don Canady
Lorrae Rominger
Villy Wang

APPROVAL OF THE MINUTES FROM THE MARCH 28, 2011 MEETING (ACTION ITEM)

Commissioner Morales made a motion to approve the minutes of the March 28, 2011 meeting. Commissioner Brubaker seconded the motion. Public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Saritzky informed the public that Commissioner Chen had submitted her resignation from the Commission to Mayor Lee. President Saritzky thanked Commissioner Chen for her years of service to the Commission. President Saritzky welcomed Commissioner Rubin to the Film Commission.

Public Comment was taken.

STAFF REPORT (DISCUSSION ONLY)

Executive Director Susannah Greason Robbins informed the Commission that as of the meeting date 35 permits had been issued for 67 days in comparison to 35 permits for 61 days being issued in May 2010. She told the Commission that 39 permits had been issued for 108 days in April. This compared to April 2010 where 36





permits for 88 days were issued. The projects that filmed in April and May included the feature film *Big Sur*, the television series *World of Jenks* and commercials for Chrysler and Fiat.

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

- Met with the Chronicle's Features Art & Entertainment Editor, Leba Hertz, and the Executive Datebook Editor, David Weigand, to talk about filming in SF. She noted that the meeting resulted in a article by Jesse Hamlin highlighting incentives on the front page of the Friday movies section.
- Spoke at March's SAG membership meeting about the state of filming in the Bay Area and the Commission's efforts to attract more filming.
- Spoke to SF Travel Association's Pow Wow group. The group consisted of 25 journalists from around the world.
- Purchased advertising in the Creative Handbook, the new "go to" guide in the film industry.
- Researched Studio Systems, an online tool which would allow the Office to track productions in development and be more proactive about attracting productions to San Francisco.
- Has been working with the Northern California Production Coalition to get production service companies to offer discounts to productions filming and San Francisco.
- Established a 5% discount with Virgin America Airlines for film professionals traveling to San Francisco.
- Got a promotional quote from Trish Hofmann, a Producer of *Hemingway & Gellhorn*, about working in San Francisco to post on the website and use in future promotional pieces.

Executive Director Greason Robbins updated the Commission on the SF Film Collective. She explained that the Department of Real Estate had been working with the property owner to draft a lease and that once that was complete the language for the subleases for the tenants would be finalized. Executive Director Greason Robbins showed the Commission the one sheet and application and said that Filming Coordinator Christine Munday was hosting tours of the space and invited Commissioners to attend.

Executive Director Greason Robbins informed the Commission that she would be attending the AFCI/PGA *Produced By* conference to promote the rebate program and filming in San Francisco. She told the Commission that this tradeshow was a new partnership between the PGA and AFCI to enhance the Locations Tradeshow making it a more valuable tool for both producers and film commissions. The conference will take place on the Walk Disney Studios lot and will feature more than 300 film commissions from around the world.

Finally, Executive Director Robbins informed the Commission that the independent feature film *Knife Fight*, starring Rob Lowe, would begin filming in June and *Hemingway and Gellhorn* had wrapped filming.

Commissioner Morales asked Executive Director Greason Robbins for an update on the status of the rebate program. She responded that she was still calculating the revenue from *Trauma* to justify additional funding for the program.





Vice President Bradley-Tyson suggested that Executive Director Greason Robbins collect promotional materials from other Commissions to use for ideas and comparisons with our collateral.

President Saritzky asked Executive Director Greason Robbins to investigate other production listings while at the tradeshow before entering an agreement with Studio Systems to ensure that the Commission was using the best project.

Commissioner Brubaker informed the Commission that another feature film would be filming in Sonoma.

Vice President Bradley-Tyson asked how the Office was promoting the SF Film Collective. Executive Director Greason Robbins said that the Office was using the website, Facebook, Twitter, the Film Society and various message boards to get the word out.

Public comment.

Ed Lynch, business agent for Local 2785, informed the Commission that the project would have 5 total days of filming 3 of which would take place in Sonoma.

Nick Pasquariello, location scout, asked how he could visit the Collective space. Executive Director Greason Robbins told him to call the office to find out about the scheduled tours or to set up an individual tour.

DISCUSSION AND POSSIBLE ACTION AUTHORIZING THE EXECUTIVE DIRECTOR, IN CONSULTATION WITH THE CITY ATTORNEY'S OFFICE AND DEPARTMENT OF REAL ESTATE, TO ESTABLISH A TEMPORARY SUBLEASE FROM THE CITY (NOT TO EXCEED 6 MONTHS) WITH THE CURRENT TENANT OF 134A GOLDEN GATE. (ACTION ITEM)

Executive Director Greason Robbins explained to the Commission that the North of Market Community Benefit District had been leasing a portion of the space that would be utilized by the SF Film Collective. She explained that they were having trouble finding a new office and suggested that the Film Commission authorize her to sublease the space to the CBD to allow them more time to find replacement office space.

Vice President Bradley-Tyson asked if the North of Market Community Benefit District was OK with moving. Executive Director Greason Robbins assured her that they were happy to move and just needed additional time to find a suitable space.

Commissioner Adams made a motion that the Commission authorize the Executive Director, in consultation with the City Attorney's Office and Department of Real Estate, to establish a temporary sub lease from the City (not to exceed 6 months) with the North of Market Community Benefit District. Commissioner Brubaker seconded the motion.

Public Comment was taken; the motion passed unanimously.





GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

General public comment was taken.

ADJOURNMENT (ACTION ITEM)

Commissioner Brubaker made a motion to adjourn the meeting. Commissioner Morales seconded it. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:21pm.

