



MINUTES OF THE JUNE 24, 2013 MEETING - DRAFT

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

CALL TO ORDER

Vice President Denise Bradley-Tyson called the meeting to order at 2:05pm.

ROLL CALL

Commissioners Present:

Villy Wang
Jon Rubin
Denise Bradley-Tyson
Melanie Blum
Peter Bratt
PJ Johnston

Commissioners Absent:

Lorrae Rominger
Marlene Sharon Saritzky
Don Canady
Robert Morales

APPROVAL OF THE MINUTES FROM THE APRIL 22, 2013 MEETING (ACTION ITEM)

Commissioner Wang made a motion to approve the minutes of the April 22, 2013 meeting. Commissioner Johnson seconded the motion. Commissioner comment and public comment was taken. The minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

Vice President Bradley-Tyson announced that a Steven Bochco television pilot called "Murder in the First" is being filmed this week. The show is a crime drama which will dissect a single murder case over an entire season, from the commitment of the crime through the investigation, arrest and trial. They will be filming for two (2) days in North Beach, Chinatown, at the Hall of Justice and in Bernal Heights. Tommy Schalmme is the director, who also did The West Wing and Parenthood.

There was also a BMW Still photo shoot, a Mercedes and a Verizon commercial and there will be four (4) days of filming in July for the upcoming new Planet of the Apes film. They will be transforming City Hall for a portion of the film. She then asked for Commission comment and public comment.



STAFF REPORT (DISCUSSION ONLY)

In the past month, there have been 49 permits/77 days of filming/\$13,892 in permit fees. The previous month, there were 49 permits/89 days of filming/\$14,000 in permit fees.

Projects included commercials by Infinity, Jaguar, Levi's an episode of House Hunters International, The Great Food Trucks Race (which applied for the rebate) and Brewdogs.

HBO is slated to begin production on its series, The Untitled Michael Lannan Project, in San Francisco. They plan to begin building sets the beginning of August, filming is slated to begin Sept. 9th. They plan to film through mid-November for seven (7) episodes. The Executive Director is still looking for stage space. The Executive has reached out to the Neighborhood Services and Mayor's Office regarding filming in neighborhoods since the Film Office would like filming to go smoothly and to welcome HBO to their neighborhood.

There has been an increase in the number of productions applying for the rebate program – up from three (3) applicants in FY 11/12 to eight (8) in 12/13. Included in those eight (8) is Test, an independent film which screened on Saturday, June 29th at the Castro during the Frameline Film Festival. Test is about friendship and hope in a time of crisis, set in the San Francisco modern dance scene of 1985 in the early years of the AIDS epidemic. Other projects that will receive the rebate are: Blue Jasmine, SF Noir the Film, Quitters, Saltwater, Untitled Michael Lannan project Pilot, Great Food Trucks Race and Dangerous Toys.

There is legislation before the Board of Supervisors to amend the rebate program to allow the Director of Property of the Department of Real Estate, in consultation with the Executive Director of the Film Commission, to lease property and then sublease property to film companies for film-related activities. This would expand the production costs eligible for the Film Rebate Program to include rent payments for such property. Supervisor Farrell introduced this legislation to the Board. Executive Director Robbins is going before the Government and Audit (GAO) Committee Thursday, June 27 to discuss it. If it is approved, it will go before the Board of Supervisors for a vote on Tuesday, July 9th and then for a final vote on Tuesday, July 16th. There is not city property currently that can be rented out to productions. The stages at Treasure Island used to be rented out but they are currently in use and will be unavailable for an unknown duration. Therefore, this legislation would allow for private spaces to be used.

Commission Rubin asked if the stages at Treasure Island are in use.

Executive Director Robbins explained that Hanger 3 used to be available but a company has rented it indefinitely.

The Film Office had a very successful mixer at the Marriott View Lounge at 4th & Mission Street on Wednesday, June 19. The Marriot provided great appetizers for the more than 60 attendees. Commissioner Wang attended the mixer; Executive Director Robbins thanked her for attending.

Vice President Bradley-Tyson asked for Commission comment.

Vice President Bradley-Tyson mentioned creating a task force for finding stage space for future productions in order for San Francisco to be competitive.

Commissioner Johnston asked about how much space is available that is privately owned.

Executive Director Robbins responded by saying there is very little private space that is available since the real estate market is doing very well right now and space is in need from various sectors. The available space that she

has seen didn't work because they were in areas that are noisy and would not be good for recording sound. She is working with a private real estate agent who is continuing to look for space for this purpose.

Executive Director Robbins is looking to have a meeting with the head of the Port soon to discuss what is available after America's Cup is done.

Commissioner Johnston supports creating a group or task force to come up with ideas about available space. He supports the change in the legislation.

Commissioner Rubin asked if Executive Director Robbins about the specs needed for the warehouse.

Executive Director Robbins says she needs a warehouse with about 30,000 square feet, 20 foot high ceilings and if there are columns, to have 30-40 feet in between these. HBO was willing to do 15,000 square feet and 15 feet high ceilings since warehouse space was limited.

Commissioner Bratt said for the long term, a public/private partnership like what they have in New Mexico would be best. This would support the whole infrastructure of film production. He said a previous Commissioner put together a plan to find investors for such a project.

Commissioner Johnston added that the public/private partnerships are occurring in the City such as the 6th and Market location where there will be residents on the top and arts space in the bottom.

Vice President Bradley-Tyson added it would be good to review the strategic plan that was created years ago to see what is still relevant.

Executive Director Robbins said she is really interested in the Palace of Fine Arts space. Requests for Proposals will be accepted beginning in Fall 2013.

Commissioner Johnston said there are many parties that are interested in the space.

Executive Director Robbins needs to check in on the City Attorney's office regarding the creation of a committee.

Commissioner Johnston added that he thinks one staff member as well as outsiders might be good to add to this group that might have some good ideas and feedback.

Vice President Bradley-Tyson asked Executive Director Robbins why there is more interest in filming in San Francisco.

Executive Director Robbins responded by stating that she thinks it is the marketing of the rebate program and that the economy is improving so that helps productions.

Vice President Bradley-Tyson asked for Commissioner comment.

Vice President Bradley-Tyson asked for public comment.

Jane Dyer approached the microphone. She lives in West Portal, is a SAG Actor and is in the West Portal neighborhood Association. She said the Association wanted to relay that they neighborhood is very film friendly. They loved having the Woody Allen film there in the neighborhood. They want more filming in San Francisco. She mentioned a beautiful, old bank at West Portal/Ulloa that has been empty for years. She says filming brings a lot of money into the City and also requested that other neighborhoods be used for filming besides North Beach and Pacific Heights. She added that Realtor Karen Tarantola knows the area very well and should be contacted. She added that productions are given much higher discount at hotels in New Orleans than in San Francisco. She

said to check Next Door Neighbor – West Portal for information on the neighborhood. She thinks the reputation of filming in San Francisco is bad but thinks things are turning around.

Kevin Barrett asked to clarify the legislation. Executive Director Robbins said there is a certain amount of money allotted to the rebate program and this pool of money would essentially be used to pay for rent for production space. Kevin Barrett asked about the needed space. Executive Director Robbins said these are just warehouse spaces. Kevin Barrett asked about Vancouver subsidizing film production that is supposedly set in other places like San Francisco and shot in Vancouver. Executive Director Robbins said this has to do with the other incentives that are offered in places like Vancouver. Executive Director Robbins added San Francisco is one of the few cities that offers incentives. He added there is an old closed bank at Jones/MacAllister that might be worth looking into.

Commissioner Johnston said the bank is owned by a private developer and being developed at this time.

Vice President Bradley-Tyson added if the public has ideas about available warehouse space that might work, please contact the Film Office.

Vice President Bradley-Tyson asked for more public comment.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

Vice President Bradley-Tyson asked for general public comment.

ADJOURNMENT (ACTION ITEM)

Vice President Bradley-Tyson asked for a motion. Commissioner Rubin made a motion; Commissioner Johnston seconded. The meeting was adjourned at 2:45pm.