



MINUTES OF THE JUNE 25, 2012 MEETING

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

CALL TO ORDER

Vice President Bradley Tyson called the meeting to order at 2:00pm.

ROLL CALL

Commissioners Present:

Denise Bradley-Tyson
Jon Rubin
Villy Wang
Debbie Brubaker
Melanie Blum
Robert Morales

Commissioners Absent:

Lorrae Rominger
Marlene Sharon Saritzky
Don Canady
Peter Bratt
William Adams

APPROVAL OF THE MINUTES FROM THE APRIL 23, 2012 MEETING (ACTION ITEM)

Commissioner Brubaker made a motion to approve the minutes of the April 23, 2012 meeting. Commissioner Rubin 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 the recipient of the Film Space Grant is the SF Film Society FilmHouse program. She added that the Film Space Grant was designed to provide financial assistance to nonprofit organizations that assist independent filmmakers by providing low cost office and film production space in San Francisco in order to facilitate film production activities in San Francisco. The Film Commission put the word out on various sources, including Facebook, Twitter, Film Bay Area yahoo groups and Film Proposals.com, a website geared towards independent filmmakers.

The deadline for application was June 1st, 2012. The Film Society was the only applicant so the Film Space Grant will be awarded to them for the FilmHouse program.





Film House will provide 4,800 square feet of production office space available free of charge to local independent filmmakers actively engaged in various stages of film productions. They will have 10 offices as well as community space. Vice President Bradley-Tyson said she looks forward to seeing the work the Film House residents create and hopes this encourages local independent filmmaking possibilities with this grant.

Vice President Bradley-Tyson asked for Commissioner comment. Vice President Bradley-Tyson asked for public comment.

Michele Turnure-Salleo, Director of the Film Society's Filmmaker 360 program, hopes to open Film House doors in early August. She will notify the Commission when this occurs. She thinks the next few years will be very exciting for the program. She thanked the Commission for awarding the grant to them. Michele Turnure-Salleo clarified that Film House is at Fillmore and Eddy near Yoshi's. The Film House space is on the third floor with windows on two sides, 10-12 offices all with doors, communal space for script readings and other events, communal eating area, a space for interns to work and an area where mentorship can occur for emerging filmmakers. She added that there are many restaurants and cafes in the area and the local community seems to be excited about their presence. Public transportation is also readily available and security is also very good at the building.

STAFF REPORT (DISCUSSION ONLY)

The Executive Director gave her report. Executive Director Robbins announced Lauren Machado as the new Filming Coordinator for the office. Lauren interned with the office for six months so was familiar with office processes. Executive Director Robbins added she is very resourceful and is well versed in social media.

Executive Director Robbins announced that she will be showing a clip from the HBO film Hemingway and Gellhorn which was released in May. The clip shows how the production transformed present day locations to the time frame in which the film was set.

Executive Director Robbins said the event at the Castro screening for the film was a great event. She added it was fun to see how the Bay Area in the film was transformed. She added that there has been a lot of press about the film which helps advertise the rebate program as well as show that the Bay Area can stand in for many different places and time frames.

She then reported on the latest permit numbers:

Last month: Permits: 52 Days: 92

This month: Permits: 49 Days: 72

Last year this time: Permits: 33 Days: 95

She expects the summer to be busy with the Woody Allen project as well as a film production group from





Southern India that will film a rock and roll love story. The film will feature many of the San Francisco icons. Another feature called The Test has applied for the rebate program and will be shooting in San Francisco for the next 17 days. The film is about a ballet dancer. Also, a reality show from Bravo called Silicon Valley about entrepreneurs is also filming here.

The Board of Supervisors unanimously voted to extend the Rebate program for two more years. The program will sunset in June 30, 2014. Supervisor Farrell was instrumental in getting this passed as well as all the members of the business and film community who came to speak at the meeting about the importance of the program. She thanked the Local 16, Local 2785, Sag/Aftra, Teamsters, San Francisco Travel, the Chamber of Commerce and all the individuals who spoke on behalf of the extension. She added a special thank you to Vice President Commissioner Bradley-Tyson for coming and speaking at the meeting.

Executive Director Robbins travelled to Los Angeles June 7 – 10 to meet with a number of Producers and to attend the Produced By Conference. She met with representatives from Sony Screen Gems (American Idol, X Factor) and Lakeshore Entertainment. She received a script from a Producer with Sony Screen Gems for a film. She worked with Commissioner Brubaker to review the script and let the contact know the project was doable in San Francisco.

The Produced By Conference was attended by 300-400 producers. She met with many and handed out Rebate program information and made several contacts to visit on future trips to Los Angeles. The feedback she received from Producers included that San Francisco is a difficult place to film and that the neighborhoods do not want filming. Executive Director Robbins suggested having an event with the neighborhood associations to meet all of them, get their feedback and hear their concerns. Then she would create a letter signed by all the reps from the neighborhoods stating that they support filming in San Francisco. This letter could be distributed to Producers as a way of promoting San Francisco as a film friendly place. The letter could also serve as an ad in one of the industry magazines. She added that shifting this perception is the key to getting more filming.

The Woody Allen Project (Untitled at this point) has applied for the rebate program and has been accepted. Filming begins August 2. Another one called The Test has applied and been accepted as well.

The film The Internship with Owen Wilson will film in San Francisco in September for about a week. She is meeting with the Director of the Planet of the Apes next Tuesday. The Director has stated he would like to film more in San Francisco this time.

Executive Director Robbins will be going to Sacramento on Wednesday to support the Bill SB1167 which is the extension of the California tax incentive program.

Vice President Bradley-Tyson asked for Commissioner comment.





Commissioner Morales said the Commissioners used to meet with the neighborhood associations to discuss filming. He thinks production parking does impact the neighborhood businesses and suggests working with SFMTA.

Executive Director Robbins said if a production is taking significant amount of parking, they need to find alternative parking for the residents or customers.

Commissioner Brubaker added that on Alcatraz, many city streets were used for the filming and much parking spaces were reserved. However, she added there wasn't a problem with the neighborhood since they worked with the residents and associations.

Vice President Bradley-Tyson welcomed Lauren Machado. She asked if the office is now formalizing the internship program.

Executive Director Robbins said the office isn't necessarily formalizing the internship program. However, Filming Coordinator Lauren is reaching out to various contacts and schools to get people to apply for the internship.

Filming Coordinator Lauren Machado added she is holding interviews with possible interns and looking for the right fit with regards to projects.

Vice President Bradley-Tyson wanted to make sure the process is open.

Filming Coordinator Lauren Machado posted all the information on the Film Office website for people to review.

Vice President Bradley-Tyson asked about the local hire provision with regards to productions.

Executive Director Robbins said there is no local hire provision. However, a production must work with the First Source Hiring Program to give their best effort in hiring locals through this program. A production cannot get this rebate if they don't work with this program.

Commissioner Morales said there is a stipulation that it needs to be 25% local hires but is not sure if it applies to production.

Executive Director Robbins doesn't think this is the case but will check on this.

Commissioner Morales said that Board of Supervisors did implement the percentage requirement on local hiring and every year the percentage will go higher. He also mentioned the City's internship program.





Executive Director Robbins said she was contacted about the internship program but it wasn't a good time since Lauren is new and it's a very busy summer with production projects and other projects.

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 Brubaker made a motion; Commissioner Rubin seconded. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:35pm.

