



MINUTES OF THE SEPTEMBER 24, 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
Don Canady
Peter Bratt
PJ Johnston

Commissioners Absent:

Lorrae Rominger (excused)
Marlene Sharon Saritzky (excused)
Robert Morales

APPROVAL OF THE MINUTES FROM THE JUNE 25 2012 MEETING (ACTION ITEM)

Commissioner Canady made a motion to approve the minutes of the June 25, 2012 meeting. Commissioner Brubaker seconded the motion. Commissioner comment and public comment was taken; the minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

Vice President Bradley-Tyson commenced her report by announcing that she thinks this is a very exciting moment for the city and film making in the city. She congratulated Commissioner Brubaker on her admirable job on being a key member of production with Woody Allen's Summer Project 2012. She congratulated outgoing Commissioner William Adams for his new position with the Port Commission. She and the Film Commission welcomed PJ Johnston as the newest Film Commissioner. She introduced Commissioner Johnston as having extensive experience in front of the camera and behind the camera. She stated Johnston has had many roles in the city, including former Executive Director of the Film Commission, and several media agencies in both private and public sectors. She reported that Johnston is someone who will be an experienced asset to the Commission. She stated that Johnston had previous roles with both the Film Commission and the Arts Commission, she looks forward to his help on moving the Film Commission agenda's forward. Commissioner





Johnston stated his thanks to Bradley-Tyson and the Film Commission for a warm welcome, and that he is honored to be working with the San Francisco Film Commission.

Vice President Bradley-Tyson congratulated the Film Society on the return of the FilmHouse Space Grant in partnership with the Kenneth Rainin Foundation and the San Francisco Film Commission. She states there is a great slate of participants in the FilmHouse and that we should make sure to send our support and help any way we can. Commissioner Bradley-Tyson asked for Commission comment.

Commissioner Canady expressed that he had the honor of working with Commissioner Johnston when he was Executive Director of the Film Commission several years ago and that he believes Johnston is very in-depth in the film field. He congratulated Executive Director Robbins on all the press articles and coverage on filmmaking in San Francisco, and the great deal of positive support for the San Francisco film industry.

Commissioner Blum thanked the Commission and Executive Director Robbins for their support and announced the opening reception was on Thursday. She also announced Ted Hope, the new Executive Director of the Film Society. Commissioner Blum introduced Hope to the Commission and expressed that he is an experienced Independent Film Producer who will be a great asset to the City. Ted Hope expressed in public comment that he is excited to be in San Francisco and is eager to bring his film contacts to SF from Los Angeles and New York. He stated that San Francisco is a tremendous city and that there is a lot of opportunity for filmmaking to get done. Commissioner Bradley-Tyson expressed her thanks to Ted Hope and stated that she is looking forward to expanding the partnership between the San Francisco Film Commission and the San Francisco Film Society. She congratulated San Francisco-based film "Hemingway and Gellhorn" on its 15 Emmy nominations and 2 wins for Outstanding Music Composing and Sound Editing for "Movie Made for Television" HBO film.

Commissioner Bradley-Tyson explained that she met with Executive Director Robbins to discuss how to better partner with the First Source Hiring Program. She stated that as a Commission, support should be given to young adults who hope to gain experience in film industry of San Francisco. Commissioner Bradley-Tyson stated she believes the Commission should brainstorm how to be a better conduit for bring financiers and filmmakers together. She stated concerns on the struggle for young people to work in film in San Francisco. She asked how, as a commission, they could be supportive for young people and career making.

Commissioner Wang expressed agreement in this issue and stated that BAYCAT incubates young adults wanting to work in film in San Francisco. She states there is a market for FilmHouse and BAYCAT to support young groups, keep them employed by implementing opportunities on the incubation level and connecting them with young independent filmmakers, animators, producers, etc. Commissioner Brubaker expressed her support on the need to work on the First Source Hiring Program part of the Rebate program in order to create a better system to train young people in film industry. She emphasized the need to train First Source hires in basic production skills before letting them work on film sets. She questioned if a scholarship or fund would be possible for film industry training experience. Executive Director Robbins stated she would discuss this first with Tiffany at First Source Hiring Program. Commissioner Canady stated there would be a need to discuss this





in depth as far as budgeting and discuss how to create a program with the City Attorney.

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

STAFF REPORT (DISCUSSION ONLY)

The Executive Director gave her report. Executive Director Robbins stated her excitement of having Ted Hope on board in San Francisco and film. She announced that she would be showing a clip from a recent DC Shoes and stunt driver Ken Block collaboration, which filmed car stunts around the city in May. Robbins shared that within the first 3 days more than 12 million viewers had watched the clip on YouTube, and as of this date more than \$28 million views has been accounted for. Out of every view and all the efforts, there were only 3 complaints. She stated that there were many amazing comments were from Location Managers and their shock of seeing what could be filmed in San Francisco.

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:

June/July: Permits: 75 permits, \$14,800 for permit fees.

July/August: Permits: 80, \$12,800 for permit fees.

August/September: Permits: 116, \$23,000 for permit fees.

Permits went up 45% in just this past month.

Fiscal Year Report for Mayor's Office:

FY 10-11: 893 days of shooting

FY 11-12- 1080 days of shooting

Up 40% shooting days

Permit fees increased: \$8000

Estimate budgets increased: \$11 Million. These are estimated but overall, budgets reported went up, and money going into San Francisco's economy.

Report on Rebate Program:

Robbins stated that since its start in the Fiscal Year in July, 3 films have applied for the rebate program. 2 are low budget indie films: "Test" received their rebate of \$1,618.00. It's a film about San Francisco ballerinas during the AIDS crisis in the 80's, and is being submitted to Sundance Film Festival. The other film is "SF Noir", which is a three-part film and they have just finished the first part—they expect to be done with all three





parts and receive their rebate in February-March 2013. Robbins reports that the other project to receive the rebate is Woody Allen's film, and she expects to receive their paperwork shortly, as they have just finished wrapping. Robbins stated the rebate program is doing well and that it is nice to see that smaller budget films also apply to the program.

Robbins stated that the Woody Allen shoot went very well and covered an extensive amount of various neighborhoods within the city of San Francisco. She said that Allen featured many parts of the city beyond just the iconic San Francisco shots. Robbins reported that Helen Robin expressed gratitude towards the Film Commission support with their project and the wonderful film crew resources that the city had to offer. Robbins commended Filming Coordinator Janet Austin for her hard work on the permitting for this project and the ability to adapt to all the changes and reshoots that occurred.

Commissioner Brubaker stated that it was an amazing experience working with Woody Allen. She stated the crew is filming a few more montage scenes and iconic San Francisco shots now to fully showcase all locations of the city.

Robbins reported that there was also great support from Woody Allen's Cinematographer, Javier Aguirresarobe. She read a quote of Javier's expression of the great assets the film industry of here and his support of San Francisco as a wonderful filming destination. Robbins also reported that 20th Century Fox's "The Internship" filmed in a few days in San Francisco, including locations of Chinatown, Marin Headlands, and North Beach. There were no complaints and the production crew expressed that it was great to have Filming Coordinator Lauren Machado on set to talk with the neighbors, help with on-location operations, and represent the Film office.

Robbins stated that there are two potential blockbusters planning to film in San Francisco. They plan to film most in Louisiana but will shoot at least 10 days of filming in San Francisco, and the other film is 7-10 days of plate shots in the city. These both help with the visibility of San Francisco in films. Robbins also mentioned that Jim McCoulough, former Film Commissioner, approached the Film Office about starting a "Friends of the Film Commission" nonprofit fund program to help raise money from the San Francisco business community which benefits from filming in San Francisco from restaurants, hotels, merchants. This program will help offset production costs of filming in San Francisco to attract more filmmaking. Robbins reported that it would be an extra way to have extra money to cover police fees, or as a parallel to the rebate program, have a fund to apply to for additional production funding. The program is a work in progress and McCoulough is trying to find a nonprofit to umbrella under. Robbins also reports she will plan another trip to Los Angeles for end of October. She plans to reach out to studios and discuss current productions in development that have the potential to film in San Francisco.

Vice President Bradley-Tyson asked for Commissioner comment.

Commissioner Canady stated that he has worked previously with Jim McCoulough within the Film Commission and that the idea of the "Friends of the Film Commission" before. He stated that if this fund could be made it





would be wonderful.

Executive Director Robbins stated that they had a meeting with the Park Alliance group to see if the film fund could umbrella under the Park and Recreation's nonprofit. Commissioner Johnston agreed that a film fund would be beneficial, but states that it is hard to create a fund due to the City's difficulty with getting funding for City activities.

Vice President Bradley-Tyson asked for any further Commissioner comment. She asked how we stack up with our incentives compared to other cities, and if there is a listing of other state incentives to see. Robbins said she could provide Bradley-Tyson with that information. Robbins also said that due to the state-level funding, we are losing productions due to our 20% incentive level, compared to Louisiana, Georgia, etc. with rebate programs that are not capped and provide 30-35% tax incentives. Robbins said the studio ultimately decides if they will go where the best offer is. Robbins reports that if a project or director is adamant about filming in San Francisco, then maybe the film will shoot entirely in the city, but the state incentives of others are hard to compete with. She stated that currently the California Film Commission is working to extend the incentive program and Governor Brown of California will decide soon on the extension.

Commissioner Canady stated that he believes it is sad that California, once a hub of filmmaking, and now it is losing jobs and work is going to other states. He said that Amy Lemisch with the California Film Commission has her work out for her as we compete with New Mexico, Louisiana and so forth.

Commissioner Bradley-Tyson expressed that the Commission should continue to inform the Board of Supervisors on the challenges being presented and stated that it cannot hurt to spread the word, perhaps to influence the Governor and call friends in Sacramento to encourage the passing of the state incentives.

Ted Hope spoke through public comment and expressed his thoughts from the producer side of production. He stated that beyond the tax incentives, having access to information on how deep San Francisco crews are, and having a list of film friendly locations for productions will benefit production in the city. Hope said that having access to iconic locations, schools, corporate offices, stadiums, etc. will make the permit process easier and bring more work here. Hope emphasized that the biggest need beyond tax incentives is the ease of operations for filming in San Francisco. Executive Director Robbins expressed her thanks to Hope and found the insights helpful for the development of San Francisco filming.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

Vice President Bradley-Tyson asked for general public comment.





SAN FRANCISCO
FILM COMMISSION

ADJOURNMENT (ACTION ITEM)

Vice President Bradley-Tyson asked for a motion. Commissioner Canady made a motion; Commissioner Rubin seconded. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 3:15pm.

