



MINUTES OF THE JULY 25TH MEETING

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

CALL TO ORDER

President Villy Wang called the meeting to order at 2:02pm.

ROLL CALL

Commissioners Present:
Denise Bradley-Tyson
Marlene Sharon Saritzky
Villy Wang
Jon Rubin
Mark Fishkin
Matt Stiker
Jonathan Moscone

Commissioners Excused:

Jim Beaumonte
Belle Taylor-McGhee
Melanie Blum
Peter Bratt

APPROVAL OF THE MINUTES FROM THE DATE MEETING (ACTION ITEM)

President Wang asked for a motion to approve the minutes of the May 23rd, 2016 meeting. Commissioner Moscone made the motion and Commissioner Fishkin seconded the motion. President Wang asked for comments and none were given. The minutes were approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Wang began by updating the Commission on rescheduling for the Commission Retreat. She asked everyone to respond to the poll and see which date has the most votes. She'd like to have the meeting this Fall and it looks like so far, October 27th is the best date.

President Wang continued her report by speaking about the June 8th Summer Mixer hosted by the Film Office with Clift Hotel. She thanked the staff members and Executive Director of the Office for their work and also commended the staff at Clift Hotel for helping to host the event. Some people who were honored could not make it to the event so President Wang thanked all honorees at the Commission meeting:



- Cally Wong, Senior District Liaison to Chairwoman Fiona Ma who sits on the California State Film Commission. Thank you for the certificates you created for our honorees that night.
- San Francisco Municipal Transportation Agency
- Port of San Francisco
- Sgt. Harrell, Officer Nastari, Sgt. Radanovich and Officer Juarez from San Francisco Police Department
- Real Estate Department
- Dave Ebarle who gets all our 311 Simulated Violence Notices out to the Department of Emergency Management Team
- Rob Reiter, Head of City Hall Building Management and his staff
- City Hall Events Department
- San Francisco Sheriff's Department
- Elizabeth Fitzgerald from Risk Management
- Naomi Kelly, our City Administrator
- Derick Brown, Chief Deputy Director of the Mayor's Office of Neighborhood Services
- San Francisco Department of Public Works
- San Francisco Fire Department
- San Francisco Recreation and Parks Department
- San Francisco Mayor's Office
- Lauren Curry, San Francisco Deputy City Attorney for our office
- Melinda Moses, Golden Gate National Recreation Area/National Park Services Ranger
- Christie Schantz, Presidio Trust
- Supervisor Mark Farrell, whose been a champion for filming in San Francisco
- Myisha Hervey, Philip Wong and the Office of Economic and Workforce Development staff

It was a festive event and people felt really acknowledged.

President Wang concluded her report and asked for comments.

Commissioner Bradley-Tyson gave kudos to the staff of the Film Office for doing a great job – the people at the event seemed to really appreciate and value the acknowledgement.

President Wang added that the Commission's new caps and pens are available and were given out as gifts to the honorees. Commissioners commented that the hat was very nice.

President Wang asked for public comment. Mr. Frank Simeone, representative from Screen Actors Guild, stated that speaking from the membership that attended, they all had a great time.

EXECUTIVE DIRECTOR REPORT (DISCUSSION ONLY)

Executive Director Susannah Robbins began her report by giving an update on the number of recent film permits and notable productions which have shot in San Francisco. This month we've had 56 permits and 138 shooting days, with a total of \$24,150 in permit fees. This is a 4.5% increase in shooting days and 9.27% increase in permit fees since last month, and 2.2% increase in shooting days and 6.8% increase in permit fees since this time last year.

Commissioner Moscone asked if an increase in the fee based on an increased fee. Executive Director stated that it is not but rather that we have more projects that are under the higher tier of fees.

Executive Director Robbins continued her report by speaking about notable productions this month:

- 21 days of still photo shoots for Pottery Barn and Williams Sonoma catalogs
- 13 days of filming for Spike TV's Bar Rescue, which is a docu-reality series featuring veteran nightlife expert Jon Taffer as he seeks to revamp and rescue bars on the brink. Taffer and his dream team of industry

experts understand the science behind a bar's success and spare no details in their rescues; tackling everything from the perfect pour, to the height of the bar stools. They shot two bars here in San Francisco – one being Sam Jordan's which is on 3rd Street in the Bayview and has been around since 1959. The bar is named for its founder, Sam Jordan, a light-heavyweight boxing champion and Navy veteran, who passed away in 2003. It was the first African-American-owned bar in the city, and received historic landmark status in 2013. They also shot at Fort One, a bar on Leavenworth between Beach and Jefferson.

Executive Director Robbins then gave a detailed update on the current HULU production, CHANCE. They will be beginning episode 105 this Wednesday, which means they are halfway through their first season here.

They've been covering the City with this show, most recently shooting in:

- The Tenderloin, where his apartment is (a repeat location)
- The Sunset
- Laguna Honda Hospital – thank you to Commissioner Taylor-McGhee for helping to secure this location for the production
- The San Francisco Art Institute
- Forrest Hills Muni Station
- Their HERO location on Potomac in Duboce Triangle (a repeat location)
- The Financial District
- The Bayview
- Dogpatch
- The Palace of Fine Arts
- St. Francis Woods

Commissioner Moscone asked what a "Hero Location" is. Executive Director Robbins answered that it is a main location that they go back over and over throughout the production of the show.

Executive Director Robbins continued by explain that because of the dark nature of the show, a lot of this is shot at night – so the production has had to do numerous signature surveys in order to film past 10pm. One neighborhood they've filmed in twice so far overnight is in Duboce Triangle, on Potomac Street, where the main character's ex-wife lives. The production has done a really good job of outreach, working with neighbors who have concerns about parking or noise. With many, they've provided parking at the nearby CPMC, and have put a few up in hotels. We have had a few complaints about overnight filming, but the signature surveys gave a 93% positive response – and we only require an 80% positive response to issue the permit, so we've permitted them to film.

In order to address concerns of the neighborhood, we held a meeting in the evening at the Harvey Milk Recreation Center last Monday. Most of those who attended came from Potomac Street, where the "hero" location is. The location manager, Rory Enke, explained how they currently don't have dates for upcoming shoots because the scripts are still being written. In episodic TV, scripts are often written/rewritten up to the week before shooting. It's not like a feature film where it is all laid out before you begin. Rory said he is guessing at this time there will be two more shoots in the neighborhood, possibly three, but again, he can't read the writer's mind, so he really doesn't know. The storyline has the house being sold, which will in effect write it out of the script, and the producers understand the impact the production has had on the neighborhood, so it will likely be in the next few episodes. But again, they don't know at this time. That night, we took email addresses of those who attended and said we'd be happy to gather more so that when we have the information, we can let them know.

At this point, we know it's not in the episode starting on Wednesday, so the earliest it would be would be after August 10th.

Commissioner Moscone commented that he lives in the Duboce Triangle neighborhood and would love to be a part of the team for production if that helps. Executive Director Robbins thanked Commissioner Moscone and will call him the next time they are back in the neighborhood.

Commissioner Stiker asked if the office is using Nextdoor. Executive Director Robbins stated that we do – we always post notices for the Potrero Hill neighborhood as requested by Supervisor Cohen. We don't always because Nextdoor has a wider swath of the neighborhood which might not be affected. Commissioner Moscone added that for his neighborhood, Nextdoor is not very helpful so it really depends on the neighborhood and how they use the website.

Executive Robbins continued by stating that the Office and production are having another meeting like this tonight at 6pm in Dogpatch Studios for the Dogpatch neighborhood, as the production has a repeat location on Tennessee Street, and we wanted to get ahead of the game and have the meeting to address concerns. They did shoot Thursday night there, so we'll hear how that went – we didn't get any phone calls complaining about the actual shoot. These meetings are helpful because neighbors can have directly contact with the production to alleviate any of their problems and concerns. The production plans to give a donation to the neighborhood.

Executive Director asked Commissioner Moscone if there is a non-profit organization that the production can donate to in the name of Duboce Triangle. They spoke about this at the neighborhood meeting but haven't had a follow-up yet. Commissioner Moscone said he will be able to help.

Executive Director Robbins continued her report with an update on upcoming productions. The new Netflix series, *GirlBoss*, will be coming to shoot for about 2 weeks beginning August 4th, and then returning in late September/early October for more filming. This show is about Sophia Amoruso's popular autobiography *Girlboss*, and her rags-to-riches story from dumpster-diving and selling vintage clothes on eBay through her Nasty Gal Vintage label to building a L.A.-headquartered multi-million dollar fashion empire by the age of 27. Kay Cannon, the writer of the Pitch Perfect franchise, is teaming up with Charlize Theron, one of the executive producers, to create this comedy series. They'll be filming heavily in the Tenderloin and the Mission.

Commissioner Stiker asked if the author grew up in San Francisco. Executive Director Robbins stated that she did. The first two seasons will be up here and starting from the 3rd season on, it will be focused in Los Angeles – I believe they also have a two season pick-up.

Executive Director Robbins ended her report with information about another upcoming production. Roman Coppola reached out to our Office about a month ago – he is doing a short virtual reality film for Amazon involving a car chase through San Francisco. We set up a meeting with SFMTA, SFPD, our office and his production team to try and figure this out – SFPD was very receptive to the project and SFMTA was helpful in letting us know the best days for the actions they wanted to do. It was a great example of how the City agencies work very well together to make something happen. The project will be happening sometime this October.

Commissioner Stiker asked who from SFTMA was in attendance at the meeting.

Executive Director Robbins stated that Miguel Espinoza, Ammee Alvior and Meryl Klein.

President Wang asked for any more Commissioner comments on the Executive Director report.

Commissioner Bradley-Tyson commented that it would be interesting to see if the bar Sam Jordan's would have an uptick in business as a result of the exposure from the television show.

President Wang asked if we know when the episode will premier. Executive Robbins stated she can look it up and share it on our social media platforms.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Wang asked if there were any additional public comments. Mr. Frank Simeone, SAG/DGA representative, reported that in the last 30 days, 962 union members have been employed, 75 principle actors employed and on the commercial side, 33 principle and union actors were employed. DGA did not have their meeting because everyone was working – it's been busy and very wonderful for all.

President Wang thanked Mr. Simeone. She also commented that she will be out in August so Vice President Stiker will chair the next meeting.

ADJOURNMENT (ACTION ITEM)

President Wang asked for a motion to adjourn the meeting and the meeting was adjourned at 2:30 pm.