



MINUTES OF THE JANUARY 23, 2017 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 2:08pm.

ROLL CALL

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

Commissioners Excused:

Jim Beaumonte
Belle Taylor-McGhee
Peter Bratt
Mark Fishkin
Melanie Blum

APPROVAL OF THE MINUTES FROM THE OCTOBER 24, 2016 MEETING (ACTION ITEM)

President Wang asked for a motion to approve the minutes of the October 24th, 2016 meeting. Commissioner Stiker made the motion and Commissioner Rubin seconded the motion. President Wang asked for comments and none was given. The minutes were approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Wang began by reporting on the San Francisco Film Commission's first special meeting/retreat which happened on January 10th. She thanked the Commissioners and Facilitator Dan Goldes. She said it was a great chance to discuss more deeply the role and vision of the Commission and organize around our strategic plan for the next few years. The Commission will discuss the retreat in more detail at the next Film Commission meeting in February. President Wang ended her report and asked for Commissioner comments.

Vice President Stiker commented that he appreciated the Commissioners participation and was encouraged to see that everyone seem to embrace working more closely together. He also thanked Eleven, Inc. for providing the



space for the retreat – it was the perfect venue.

Commissioner Moscone thanked the Film Office staff for their work in preparing the retreat.

Commissioner Bradley-Tyson thank President Wang and Vice President Stiker for their work on putting together the retreat. President Wang and Vice President Stiker also added thanks to Executive Director Susannah Robbins.

President Wang asked for additional Commissioner– none were given.

President Wang asked if there were any public comments – none were given.

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 that have shot in San Francisco. Since November 28th, the office had 84 permits shoot for a total of 169 days, with permit fees of \$21,200. Last year at this time, there were 9 additional permits with 2 less shooting days.

The most significant production during this time has been Williams-Sonoma still photo shoots for their upcoming summer catalogs of Williams-Sonoma and Pottery Barn Kids and Teens. Out of the total of 69 still photo shoot days, Williams-Sonoma shot 37 of them.

Executive Director Robbins reported that NBC Bay Area’s Documentary Series “Bay Area Revelations” will air a special episode entitled “The Movies” on Sunday, January 27th at 7pm. It will repeat the following weekend on Saturday, February 4th at 7pm. In it, award-winning directors, including Philip Kaufman and Chris Columbus, and producers Blye Faust, Dana Nachman and Lindsay Collins from Pixar tell us why the Bay Area is such an attraction for filmmakers. Actresses Connie Nielsen and Margaret Cho, stars who call the Bay Area home, will also share what makes the Bay Area a star on the silver screen. It's a behind-the-scenes look at filmmaking in the Bay Area.

For upcoming productions, Executive Director Robbins said we have HBO’s *Ballers*, which received the California Film Tax Credit and moved back to California from Florida. They will be filming in San Francisco for a portion of two episodes. This series starring Dwayne Johnson is centered on a group of football players and their families, friends, and handlers. They’ll be filming Thursday, January 26th through Friday, February 3rd and will be in and around the Fairmont, the Embarcadero, Upper and Lower Nob Hill and at a small hotel in North Beach. Unfortunately, they are bringing up most of their crew from Los Angeles so there will not be many jobs for local crew members. We hope that in the future, these shows will find some space to hire locally.

Fuller House will be shooting for two days in San Francisco to update their title sequence and shooting b-roll around the City. The Film Office is working with Supervisor Farrell’s office to try and figure out a way to lessen the impact for neighbors who have had negative experiences due to it being a popular tourist location.

Lastly, there has been rumors about *Ant Man II* coming back to shoot this summer – mostly likely in July. The filming will be for around two weeks but they do require more prep, so employment for some local crew could be longer. There is also a new TV show called *Lost Boys* that could come to the City to film in May. Executive Director Robbins had not heard from them directly but will be reaching out.

Executive Director Robbins then reported on the holiday party, which was held on Wednesday, December 12th at the Old Mint. It was a great success with many Commissioners, location managers, production managers, crew and City staff attending. A tour of the space was offered by the San Francisco Historical Society, which was very popular. The event was graciously donated by Non Plus Ultra, which manages the Old Mint – they are very film friendly and want more at their venue. Executive Director Robbins thanked the Local 16 for their donation of the

sound system – specifically Fred Ramraka, the technician operating the sound system. She also thanked Location Manager Peter Moody for his help with music and to the volunteers who helped check in guests and work the coat check (and Film Coordinator May Liang for finding our volunteers). More gratitude went out to Jon Lau from OEWD, Katherine Petrin from the California Historical Society for providing a guided tour of the Mint, Blue Angel Vodka for the vodka donation and the Friends of the Film Commission for their decoration donation. The decorations were made by the staff with Film Coordinator Manijeh Fata spearheading the project.

Executive Director Robbins ended her report with a reminder about the Friends of the Film Commission fundraiser and tribute dinner on February 9th honoring Chris Columbus as the first recipient of the first annual Robin Williams Award for Excellence in Entertainment. Letters have gone out from Lt. Governor Newsom and former Mayor Willie Brown to possible attendees encouraging them to purchase a table. The proceeds will be donated as a gift to the Film Commission for such possible uses as augmenting the Film Space Grant, a branding campaign, and possibly the film rebate programming.

An invitation will go out to the Film Commissioners, but to comply with our quorum laws, only five commissioners will be able to attend. It will be on a first come, first served basis.

Executive Director Robbins ended her report and President Wang asked for Commissioner comments.

Commissioner Moscone asked Executive Director Robbins to repeat the dollar amount for permits in the last two months and how does it compare to last year. Executive Director Robbins repeated the amount and said that last year, it was around \$25,000, which is a little lower in fees this year, but it really depends on the type of permits that are received.

Commissioner Saritzky asked if we have final dollar amounts for 2016. Executive Director Robbins stated we do and can send the information to the Commission. Executive Director Robbins said they were very good and each year shows a continual increase in numbers with permits, number of days and amount in permit fees. She also stated that Film Coordinator Manijeh Fata did a brief calculation for this first half of the fiscal year – she asked what it is. Film Coordinator Fata answered that it was around \$170,000 versus around \$110,000 last year. Executive Director Robbins stated that the increase is due to having Hulu's *Chance* here for so long and in the previous year, we didn't have a TV series in the fall. This was normally during the time that HBO's *Looking* was filming. Last year, it was their movie that filmed during this time instead, which required less time. Vice President Stiker added that last year, the City also hosted the Super Bowl, which brought a lot of work to the City. Executive Director Robbins agreed and went on to say that these numbers really show the power of having a TV series in the City. They shoot for so many days and keep so many people employed.

Vice President Stiker asked if it was possible to use any part of the documentary from NBC to market the City as a filmmaking destination. Executive Director Robbins said she will check with them to see. Vice President Stiker then asked how many local crew are usually hired for Williams-Sonoma shoots. Executive Director Robbins stated that most photo shoots have very small crews usually consisting of 10 people or less. Vice President Stiker last asked if there is anything the Film Commission can do to help the HBO *Ballers* production feel very welcomed and taken care of. Executive Director Robbins stated that this was a very good idea and would look into who would be able to do something like this in the City.

President Wang asked if there were any more Commissioner– none were given.

President Wang asked if there were any public comments – none were given.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Wang asked if there were any additional public comments.

Mr. Frank Simeone, representative from SAG-AFTRA and the DGA, commented that he is very excited about HBO's *Ballers* because they have committed to having at least 25 SAG union members per day working on the show. The numbers were low for SAG-AFTRA this December but they are higher than a year ago. He also visited some student films in town and they were having a great time and appreciated the work the Film Office gave for their production. He was excited about Apple's announcement regarding their intent on creating original program much like Netflix and Hulu – both unions are looking into this opportunity. The DGA did have a meeting in December – they are monitoring a few films including *Winchester* and *Cult of the Tiger Mom* for their status in coming to film in the City.

The Commission thanked Mr. Simeone for his report.

ADJOURNMENT (ACTION ITEM)

President Wang asked for a motion to adjourn the meeting and the meeting was adjourned at 2:33 pm.