



MINUTES OF THE TUESDAY, JANUARY 10, 2017 SPECIAL MEETING

Eleven, Inc.
500 Sansome St.
San Francisco, CA 94111

CALL TO ORDER

President Villy Wang called the special meeting to order at 9:30am.

ROLL CALL

Commissioners Present:
Denise Bradley-Tyson
Marlene Sharon Saritzky
Villy Wang
Jon Rubin
Peter Bratt
Mark Fishkin
Matt Stiker
Jonathan Moscone
Jim Beaumonte
Belle Taylor-McGhee

Commissioners Excused:
Melanie Blum

PRESIDENT'S MESSAGE (DISCUSSION ONLY)

President Wang began by welcoming all Commissioners, Retreat Facilitator Dan Goldes, Executive Director Susannah Robbins, Office of Economic and Workforce Development (OEWD) Director Todd Rufo and office staff to the retreat. President Wang thanked Eleven, Inc., Vice President Stiker and Executive Director Robbins as well as the film office staff for setting up this special meeting to allow the commissioners the opportunity to have a retreat.

President Wang emphasized that she is grateful for the opportunity and for all the commissioners' time and commitment to helping create ideas and a new plan for the Film Commission moving forward. She then briefly spoke about the purpose of the retreat and allowed Director Todd Rufo to address the Commissioners. Director Rufo spoke about OEWD as a whole and how the Film Commission fits into the department. He gave a brief overview of what next year could look like and thanked the Commissioners for their work.

The Commission thanked Director Rufo.



Retreat Facilitator Dan Goldes then gave a brief overview of some outcomes, activities, roles and rules regarding the retreat.

Before starting, President Wang asked for Commission comment and none was given.

President Wang asked for public comment and none was given.

RETREAT (DISCUSSION ONLY)

For the first activity, the commissioners and Executive Director Robbins went over Chapter 57 of the San Francisco Administrative Code, establishing the Film Commission, and analyzed the words within it. Retreat Facilitator Goldes asked the following questions to commissioners for thought:

- How does Chapter 57 impact your understanding of the Film Commission?
- How does it impact the way you interact with each other?
- Is there anything in Chapter 57 that changes your perspective on the 5 Year Plan of the Film Commission?
- What is the vital role of the Film Commission?

Vice President Stiker, Commissioner Bradley-Tyson, Commissioner Bratt and Commissioner Moscone all referenced the recent Golden Globe Awards speeches that connected to the introductory statement within Chapter 57.

Executive Director Robbins proposed that in the future they work on revising their mission statement for clarity to the commissioners and the public.

President Wang proposed that in future commission meetings, perhaps they can take the time to have commissioners speak on work they are doing outside of the commission that is relatable to the Film Commission's mission.

Commissioner Taylor-McGhee added that the commissioners consider changing the overall structure of the meeting to include individual experiences and opportunities where they can help promote filming.

Commissioner Saritzky commented that she believes the agendas are quite dry.

Commissioner Moscone asked the deadline for posting an agenda. Executive Director Robbins answered that the rule is a 72-hour advance to post the agendas. Commissioner Moscone commented that he hoped that in the future, our agenda would be more exciting and that more members of the public will attend.

For the second activity, Retreat Facilitator Goldes proposed to the group to think about if the Film Commission was the most successful commission in the future and made the cover of a magazine. He then asked commissioners to break up into groups and consider what that magazine cover would look like.

The commissioners broke into groups to create headlines, tag lines and quotes based on the ideas brought up by this scenario. Each group presented their ideas.

The commissioners found that the following themes were present in their ideas for this activity: art, creativity, San Francisco-brand, innovation, education, social justice, diversity and location.

Following the activity Retreat Facilitator Goldes asked how this activity made commissioners feel.

Commissioner Bradley-Tyson commented that she felt this activity was very collaborative. Commissioner Taylor-McGhee agreed.

Commissioner Bratt commented that he found the activity to be creative as well.

Before moving to the next phase of the retreat, President Wang asked if there was any additional Commissioner comment and none was given.

President Wang asked for any public comments and none was given.

ACTION PLAN DEVELOPMENT (DISCUSSION ONLY)

For the third activity, Retreat Facilitator Goldes started a brainstorming session based on what commissioners believe are priorities for the Film Commission.

The commissioners started by brainstorming about facilitating the creation of a dedicated stage space.

Commissioner Moscone asked the commissioners to think about the priority of a soundstage in San Francisco and what the outcomes or end-all gain may be for this.

Then, the commissioners brainstormed about ideas to foster relationships with Bay Area companies involved in production.

Commissioner Stiker commented that the commissioners should consider focusing on San Francisco, rather than other areas such as Oakland.

Commissioner Bradley-Tyson also mentioned the collaborative effort between production in San Francisco and the Bay Area may come in handy for the film industry.

The commissioners then brainstormed about ideas to create a stronger marketing program.

Commissioner Bradley-Tyson asked if the Film Office could try to take more on-set images for marketing purposes.

Lastly, the commissioners brainstormed on ideas to promote the rebate program and strengthen neighborhood relationships.

Retreat Facilitator Goldes finalized the retreat by allowing each commissioner to select a priority that they feel they can help executing in the future.

Following this, President Wang wrapped up the retreat by mentioning that the commission will now be able to work on creating a way for each commissioner to help facilitate these priorities and work in small groups to achieve the goals set out by the priorities.

Before adjourning, President Wang asked if there was any additional Commissioner comment and none was given.

President Wang asked for any public comments. Retreat Facilitator Goldes thanked everyone for their participation and work to create a positive filming community in San Francisco.

ADJOURNMENT (ACTION ITEM)

President Wang asked for a motion to adjourn the meeting and the meeting was adjourned at 1:03 pm.