



## **MINUTES OF THE SEPTEMBER 26, 2011 MEETING**

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

### **CALL TO ORDER**

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

### **ROLL CALL**

Commissioners Present:

William Adams  
Denise Bradley-Tyson  
Debbie Brubaker  
Jon Rubin  
Melanie Blum  
Peter Bratt  
Debbie Brubaker

Commissioners Absent:

Don Canady  
Lorrae Rominger  
Villy Wang  
Marlene Sharon Saritzky

### **APPROVAL OF THE MINUTES FROM THE MAY 23, 2011 MEETING (ACTION ITEM)**

Commissioner Brubaker made a motion to approve the minutes of the May 23, 2011 meeting. Commissioner Bratt seconded the motion. Public comment was taken; the minutes were unanimously approved.

### **PRESIDENT'S REPORT (DISCUSSION ONLY)**

Vice President Bradley-Tyson apologized that President Saritzky was unable to make it because of a last minute emergency. Vice President Bradley-Tyson asked for a moment of silence to honor Graham Leggatt, Executive Director of the Film Society, who recently passed away. President Bradley-Tyson then welcomed Janet Austin as the new Filming Coordinator.

Vice President Bradley-Tyson reported that the Film Commission will be co-hosting a reception opening night of Cinema By the Bay with the San Francisco Film Society on Thursday, November 3<sup>rd</sup> and featuring the best new work produced in or about the San Francisco Bay Area. Cinema by the Bay includes features, shorts, narratives and documentaries from well-known and emerging local talent.

Vice President Bradley-Tyson asked for Commission comment.





Commissioner Rubin asked for more information about the Cinema by the Bay event and would like to be emailed with more information.

Vice President Bradley-Tyson Public asked for public comment.

### **STAFF REPORT (DISCUSSION ONLY)**

Executive Director Susannah Greason Robbins informed the Commission of the following permit statistics and noteworthy projects:

36 permits for 95 days of shooting for June 2011 – Up 22 days from June 2010  
36 permits for 70 days of shooting for July 2011 – Up 10 days from July 2010  
35 permits for 75 days of shooting for August 2011 – Up 9 days from August 2010

In FY 10-11, production rose by 26%, with 953 shoot days, compared to 753 shoot days in FY 9-10. In FY 10-11, the number of permits rose by 79, and the money collected from permits increased by \$25,000. Total permit fees collected for FY 10-11 were \$158,500. Some of note were:

#### **Feature Films:**

- *Caesar Rise of the Apes*, starring James Franco
- *Big Sur*, Josh Lucas, Kate Bosworth and Henry Thomas
- *On the Road*, starring Kirsten Stewart, Kirsten Dunst and Viggo Mortensen
- *Hemingway & Gellhorn*, starring Nicole Kidman and Clive Owens
- *Contagion*, starring Gwyneth Paltrow, Matt Damon and Jude Law
- *Cherry*, starring James Franco and Heather Graham
- *Knife Fight*, starring Rob Lowe, Eric McCormack and Julie Bowen
- *Five Year Engagement*, a Judd Apatow Productions; starring Emily Blunt and Jason Segel

#### **Television Series:**

- *Alcatraz*,





- *Top Gear*
- *American Idol*,
- *Good Morning America*
- *Clean House*
- *The Nine Lives of Chloe King*,
- *Precinct 17*

#### **Select Commercials**

- GM OnStar
- AT&T Yellow Pages
- Kia
- Amazon Kindle
- Hyundai

#### **International Production Activity in SF**

A number of international production companies also chose San Francisco as a location, including the feature film *180* from Southern India; *Amalfi*, a Japanese television show; and *Rose Wedding*, a popular television show from China featuring 10 couples who compete to win a dream wedding in California. For this show, Supervisor Carmen Chu married the couples in the Rotunda of City Hall.

Executive Director Greason Robbins then outlined her accomplishments since the last meeting

- **Legislation:** She outlined her work with Supervisor Mark Farrell on legislation that will come before the Board of Supervisors. The legislation includes the request to have permit fees be codified (as they were never written into the code before). Additionally, the legislation asks that permit fees for films with budgets less than \$500,000 be reduced from \$300 per day to \$100 per day; and that the rebate program should include documentaries, docudramas & unscripted “reality” programming. Documentation about these proposals was prepared for the Budget & Finance Committee and Executive Director Greason Robbins spoke before them last Wednesday. The Budget & Finance Committee are sending it to the full Board for a vote tomorrow, with recommendation. The Budget & Finance Committee has requested a detailed report of the rebate program be prepared by December 31<sup>st</sup> of this year, so that the Supervisors can determine the success of the program in bringing in money, providing jobs and hiring First Source Hiring Program employees. This will help them determine if they will extend the program in July 2012.





Executive Director Greason Robbins and Supervisor Farrell will be working together on the proposal to extend the program in July 2012, as well as increase the amount of money allotted towards it.

- Produced by Conference - Attended by Greason Robbins and Christine Munday. This was a conference put on by The Producers Guild of America (PGA) and the Association of Film Commissioners International (AFCI) at Walt Disney Studios. The event enabled acclaimed producers and industry veterans along with hundreds of film commissions to interact. Greason Robbins spoke personally to more than 100 producers about the rebate. She stated it was a great opportunity.
- Vendor Discount Program - Some production services were added to the Vendor Discount Program, bringing the number of participating merchants to more than 80. After many meetings with the NCPC (Northern California production coalition), 9 of their members agreed to participate in the program, providing a 10% discount to productions using them. There are now 3 audio post services companies, 2 equipment rental houses, 4 production /post production houses. There is also 5% discount for productions who wish to fly Virgin America.
- SF Film Collective - A committee of Commissioners Wang, Blum and Saritzky, Filming Supervisor Christine Munday and Executive Director Susannah Greason Robbins reviewed the applications, and awarded the spaces to 10 of the 11 applicants. 7 of the accepted applicants dropped out; 4 of them because they hadn't seen the space and envisioned it differently or didn't realize it was in the Tenderloin; 1 lost funding; 1 because he thought the sublease language was too restrictive; 1 because he couldn't receive mail there and needed to rent a PO box. There are 3 filmmaking groups in the Collective, and expect one more to sign a lease in the next week. Current tenants are:

**Sara MacPherson** – Equipoise Films, a documentary called Stable Life about a Mexican family which lives in a horse stable.

**Jagger McConnell & Alexa Fraser** who run Scary Cow, a collective of more than 200 filmmakers which have created more than 150 films in the last 4 years. Their next festival is November 5<sup>th</sup> at the Castro Theater.

**Chris Thomas – Potluck Productions.** He has a 4 person team, producing a feature comedy and a documentary, both about Yoga.

**New tenant: Guetty Felin-Cohen**, who's completing a documentary about Haiti, and plans to begin another project, a narrative feature, based in SF.

To help advertise the Collective, there will be a screening event showing either works in progress of the filmmakers, or completed previous works. Independent filmmakers are being invited to show them the space, the quality of work and let them get the feel of the Collective. More information to be announced soon.

- Rebate program – There is an upswing in the use of the program this year. The following projects used





it: Hemingway & Gelhorn, Knife Fight, Cherry and Cinderbiter.

- Ads/Press – An ad featuring the rebate program appeared in Variety Magazine which reached 7,500 Sunday home delivered copies to top Execs in LA, NY & London, but it also went to film festivals in Venice, Toronto, Deauville & Biarritz. The ad will be featured in a Sundance publication as well. Also, press coverage in the Examiner and SF360 about an increase in filming over the last year appeared as well.
- Executive Director Greason Robbins was invited to discuss best practices at the Cork Film Festival in Ireland in November. The festival will pay for her costs and she will also heavily promote the rebate program while there.

Vice President Bradley Tyson asked if there were comments from the Commissioners.

Commissioner Bratt wanted to know how the Board of Supervisors were reacting to the legislation proposal.

Executive Director Susannah Greason Robbins said she thinks they are supportive especially Supervisor Farrell who would like to expand the amount the program offers. Mirikiami wanted to know how else film is being promoted in San Francisco besides the rebate program. Executive Director Susannah Greason Robbins said that there are various ways film is promoted including networking events, the website, Film Collective, advertising, Facebook and press articles.

Vice President Bradley-Tyson wanted to know about local work hire. Executive Director Susannah Greason Robbins said the office is now asking for information from every production about production spends and hiring. About 53% of productions have returned Form H which details this information. Executive Director Susannah Greason Robbins said the Board of Supervisors wants to see these numbers to understand better about the impact of filming and local hiring.

Vice President Bradley-Tyson wanted to know if there is anything the Commissioners can do to support the legislation.

Executive Director Susannah Greason Robbins said they will need folks to write letters and reach out to their connections for support.

Commissioner Bratt said it's a good idea to show up at the Board of Supervisors meeting to say you support this Legislation.

Vice President Bradley-Tyson asked for Public Comment.

**DISCUSSION AND POSSIBLE ACTION AUTHORIZING THE EXECUTIVE DIRECTOR, IN CONSULTATION WITH THE CITY ATTORNEY'S OFFICE AND DEPARTMENT OF REAL ESTATE, TO EXTEND THE TEMPORARY SUBLEASE FROM THE CITY WITH THE CURRENT**





### **TENANT OF 134A GOLDEN GATE TO JUNE 30, 2012**

This is a proposal that the Film Commission explore, in consultation with the City Attorney's Office and Department of Real Estate, options to allow the North of Market Tenderloin Community Benefit District, the current tenant of 134A Golden Gate, to extend their sublease at 134A Golden Gate from the City until the end of the program year at June 30, 2012.

Executive Director Susannah Greason Robbins said that the North of Market Tenderloin Community Benefit District has been extremely helpful in managing the property and has helped cut down on time managing the space. She would like to extend the contract until June 30, 2012.

Vice President Bradley-Tyson asked for a motion. Commissioner Brubaker motioned; Commissioner Bratt seconded.

Vice President Bradley-Tyson asked for Commissioner comment. Vice President Bradley-Tyson asked for public comment. She then called for a vote; none opposed.

### **GENERAL PUBLIC COMMENT (DISCUSSION ONLY)**

General public comment was taken.

### **ADJOURNMENT (ACTION ITEM)**

Vice President Bradley-Tyson asked for a motion. Commissioner Adams made a motion; Commissioner Rubin seconded. Public comment was taken. The Commission approved the motion unanimously. The meeting was adjourned at 2:40pm.

