



MINUTES OF THE SEPTEMBER 23, 2013 MEETING - DRAFT

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

CALL TO ORDER

President Marlene Saritzky called the meeting to order at 2:10pm.

ROLL CALL

Commissioners Present:

Jon Rubin
Denise Bradley-Tyson
Marlene Sharon Saritzky
PJ Johnston
Villy Wang
Mark Fishkin
Melanie Blum

Commissioners Excused:

Peter Bratt
Matt Stiker
Don Canady

Commissioners Absent:

Robert Morales

APPROVAL OF THE MINUTES FROM THE JUNE 24, 2013 MEETING (ACTION ITEM)

Commissioner Bradley-Tyson made a motion to approve the minutes of the June 24, 2013 meeting. Commissioner Johntson seconded the motion. Commissioner comment and public comment was taken. The minutes were unanimously approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Marlene Saritzky acknowledged staff changes within the San Francisco Film Commission Office. Film Coordinator Janet Austin left to pursue a new job with UCSF and Maggie Weiland joined in her place as the new Film Coordinator also working as the San Francisco Film Commission Secretary. President Saritzky also thanked Commissioner Lorrae Rominger for her dedication and service to the Film Commission. Lorrae Rominger served as a Film Commissioner from 2007-2013.

President Saritzky also welcomed two new Commissioners, Mark Fishkin and Matt Stiker. Commissioner Fishkin



is the Founder and Executive Director of the California Film Institute, a not-for-profit institution that produces the Mill Valley Film Festival, the Christopher B. Smith Rafael Film Center and an Education Program for the cultural benefit of the Bay Area. President Saritzky also welcomed Commissioner Stiker by reading a message sent to the Commission from Commissioner Stiker. Commissioner Stiker worked with the State of Oregon Film Office on award-winning and highly successful ad campaigns that brought great interest to filming in Oregon. He expressed his interest in the letter in forging stronger ties between film and tourism within San Francisco. He also expressed his excitement in being able to leverage and apply his experience and relationships within the local visitor industry, and the advertising and production communities to the best ends of the Film Office, and the Film Commission.

President Saritzky announced this year's FilmSpace Grant recipient is Ninth Street Independent Film Center (IFC). Ninth Street IFC supports independent filmmakers in its Media Arts Incubator Program, as they partner with filmmakers in pre through post production by providing office and production space to four filmmaker projects each year for 12 month residencies. Since 2009, the Incubator program has provided residencies to a total of nine filmmakers, focusing on culturally diverse independent media artists from underrepresented populations that have unique and compelling stories to share with the world.

She then asked for Commission comment and public comment. There was no comment, so she invited Robyn Bykofsky, the Director of Programs and Development from Ninth Street IFC to give the Commission a brief overview of the program.

Robyn Bykofsky approached the microphone. She announced that the Ninth Street IFC Media Arts Incubator Program is in its fifth season. They are able to offer four independent filmmakers a workspace for a very affordable price at about \$500 per year. They get 100 square feet of work space. In addition to the use of the workspace they also get access to the state of the art screening room. Ninth Street also supports filmmakers by promoting their work. Ninth Street is working to align filmmakers with film festivals that are a part of the Ninth Street Media Consortium. Those festivals include Frameline, the San Francisco Jewish Film Festival, as well as the Green Film Festival, and the Center for Asian American Media which puts on CAAMFest. The filmmakers are also going to be partnering with Ninth Street's Youth Media Program, TILT. They will work with teens throughout the Bay Area in teaching media literacy through video production and career assistance. Robyn talks about key filmmakers involved in the Ninth Street IFC who are either in pre or post production including Lisa Swanson, Jack Walsh, David Santamaria, and Mary Guzman. Robyn thanks the Commission for the partnership between the SF Film Commission and the Ninth Street IFC.

President Saritzky commented on her interest in partnering with and supporting the local film industry and thanked the Ninth Street IFC for being at the meeting.

Executive Director Susannah Robbins pointed out that Lisa Swanson's film was a recipient of the Scene in San Francisco Rebate Program offered by the San Francisco Film Commission.

Robyn mentioned that Lisa Swanson will be submitting her film to the Sundance Film Festival.

President Saritzky thanked Commissioner Melanie Blum and the San Francisco Film Society for their work on creating these cooperative spaces for filmmakers in the first place.

Commissioner Blum gave thanks to Michelle Turnure-Salleo who got that program up and running and continues to expand the program.

President Saritzky asked for further public comment. There was no further comment.

EXECUTIVE DIRECTOR REPORT (DISCUSSION ONLY)

Director Susannah Robbins began her report by updating the Commission on permits in the Film Office. Since July 1st, we've had 129 permits for a total of 294 shoot days and \$51,600 in permit fees. Compared to last year at this time, we had 114 permits at 230 shooting days, and \$42,800 in permit fees. This is a 27% increase in shoot days

and a 20% increase in permit fees. Numbers are substantially increased partially due to the 7 day per week filming of Real World, and HBO just shot its first 5 days last week.

Notable productions of the last few months include: Dawn of the Planet of the Apes for three days, Quitters for thirty days, and Tim Burton's Big Eyes for three days. Other notable productions include Sister Wives, House Hunters International, Food Fighters, and Mitsubishi, Kia, and RAM Trucks commercials.

Director Robbins thanked staff member Lauren Machado for maintaining the office's social media presence including Facebook and Twitter postings. Lauren compiled statistics about who has been seeing our postings. A Woody Allen quote that we posted reached 4,990 unique users. This was our most viewed, "liked" and shared social media post ever. Tim Burton's press and photos garnered 2,263 unique users, and Planet of the Apes' press compiled 2,157 unique users.

She then reported on the Board of Supervisors passing legislation to amend our Scene in San Francisco Film Rebate Program which allows the Executive Director of the Film Commission to lease space for production companies after determining no suitable City property is available and allows rents to be rebated using current funds in the program. This passed unanimously on its first reading. It was introduced to the Board by Supervisor Mark Farrell. Supervisor Campos became a co-sponsor of the amendment.

She discussed that the Film Office, with this amendment, is able to find rebatable space for the HBO production, Looking. It will enable us to do so again, if we can't find City owned stage space for future productions.

She then discussed how she would like to set up an informal group to investigate future stage space options, with herself, one or two members of the Commission, someone from the Real Estate Department, and one or two people from the film industry. The informal group would meet, and then report to the Commission on their findings. If at a later date, the Commission feels it is necessary, the group can set up a more formal Committee, which would be subject to the rules and regulations of any ad hoc committee, of notification of meetings, publishing minutes, etc. The Director then stated that if anyone would like to join her in this, to let her know.

President Saritzky said she would help. Commissioner Johnston also said he would like to help.

The Director then reported on upcoming productions: we have rumors of upcoming productions which are very exciting; a possible feature film which was only going to shoot four days in San Francisco, and now they might shoot 90% here now. They had received the CA State Tax incentive, after being on the waiting list, and I reached out to them to tell them about our rebate program. Now they have decided to shoot 90% of the film here. The film is waiting to hear about an actress' availability and they believe it will be all on location. There is also a possible Netflix series coming in June.

President Saritzky thanked Susannah for working on passing the amendment with the Board of Supervisors. She then asked for Commission comment.

Commissioner Fishkin also thanked Director Robbins for her efforts.

President Saritzky asked for any further public comment and there was none.

President Saritzky introduced Jim McCollough, the Founder and President of the Friends of the San Francisco Film Commission to report on the organization and its role in supporting the Film Commission's mission, activities, and operations.

REPORT ON THE FRIENDS OF THE SAN FRANCISCO FILM COMMISSION (DISCUSSION ONLY)

Jim discussed San Francisco as a center for filmmaking since the beginning of the motion picture film industry. San Francisco benefits from filming not only from direct money spent, but also from other areas such as spending on hotels, restaurants, rental cars, equipment, tax revenue, unions, etc. Long after a movie is made, films have a residual effect. Our history of movies is very unique and all movies that have been made here have left this residual effect that can draw tourists to come to San Francisco, and bring thousands of dollars into our local economy. But San Francisco has been losing business because of lucrative financial incentives from other states and countries. According to the Motion Picture Association of America, feature film productions in California have dropped 40% since 2003. The Friends of the San Francisco Film Commission will help San Francisco to attract film and television companies through grants to the Commission. By financially supporting the Film Commission, San Francisco will be able to better compete with other, more well-funded venues. Monies directed to the Film Commission will not only be used to promote and attract film business but could also be used to defray fees and supply other needed incentives. Friends of the San Francisco Film Commission has been established under the fiscal sponsorship of the San Francisco Chamber of Commerce Foundation's 501 (c) 3. It will be funded primarily by donations from businesses and organizations which benefit from a strong and vital local film industry including but not limited to: trusts, foundations, merchant associations, Chamber of Commerce members, business associations, unions, caterers, rental car, rental equipment, charter companies, among others. The Friends of The San Francisco Film Commission could also be funded from special events and premieres. Through the Friends of The San Francisco Film Commission we will be able to help make San Francisco the major filmmaking center it deserves to be.

Jim McCullough then listed the many advisors, sponsors, and supporters involved in the Friends of the San Francisco Film Commission including: Jon Ballesteros, Rob Black, Mayor Willie Brown, John Burke, Kevin Carroll, Dennis Conaghan, FX Crowley, Joanne Desmond, Len Egert, Larry Fahn, Sid Ganis, Thomas Klein, Charles LaFollette, Steve Lutge, Lori Shockley, Ann Brebner, Florence Fang, Lt. Governor Newsom, the San Francisco Chamber of Commerce Foundation, the Golden Gate Restaurant Association, San Francisco Travel, San Francisco Chamber of Commerce, and San Francisco Recreation and Parks.

President Saritzky asked for Commission comment.

Commissioner Bradley-Tyson asked if the organization had set an annual fundraising target.

Jim discussed that he has not set it yet but he intends to set it at about \$700,000 and for the rental space about \$350,000.

Commissioner Johnston asked Jim about how he plans to get the first projects going.

Jim discussed that he is meeting with people to decide where he is going to start first in terms of fundraising. He anticipates being able to accomplish his goals, and work first with larger organizations at first for funding.

President Saritzky asked for public comment. There was none.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Saritzky asked for general Commission comment.

Commissioner Blum let everyone know that tonight is the first public meeting for the new Crissy Field site that has been put out by the Crissy Field Trust for consideration of rehabbing the Commissary Building. There are three

proponents that are going to be presenting this evening. First meeting is tonight, and the second is on October 24th for public comment. You can also go to the Lucas Cultural Arts Museum website to comment there and learn more about what is being proposed.

President Saritzky asked for any further Commission comment, and there was none.

President Saritzky asked for public comment. There was none.

ADJOURNMENT (ACTION ITEM)

President Saritzky asked for a motion. Commissioner Rubin made a motion; Commissioner Johnston seconded. The meeting was adjourned at 2:45pm.