



MINUTES OF THE MAY 27, 2014 MEETING - DRAFT

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

CALL TO ORDER

President Marlene Sharon Saritzky called the meeting to order at 2:03pm.

ROLL CALL

Commissioners Present:

Don Canady
Mark Fishkin
Melanie Blum
Denise Bradley-Tyson
PJ Johnston
Matt Stiker
Jon Rubin
Peter Bratt

Commissioners Excused:

Marlene Sharon Saritzky
Villy Wang

Absent:

Robert Morales

APPROVAL OF THE MINUTES FROM THE APRIL 21, 2014 MEETING (ACTION ITEM)

President Bradley-Tyson asked for a motion to approve the minutes of the April 21st, 2014 meeting. Commissioner Stiker made the motion and Commissioner Johnston seconded the motion. Commissioner comment and public comment was taken. The minutes were approved.

PRESIDENT'S REPORT (DISCUSSION ONLY)

President Bradley-Tyson begins by mention that she, Executive Director Susannah Robbins, Vice President Wang, and Commissioner Stiker met with Planning Commissioner Rodney Fong since the last meeting in April. A site visit followed between Commissioner Fong and Commissioner Stiker in Chicago. She asks that Commissioner Stiker report on what he saw there because she believes it is a model of the best case scenario when it comes to finding a permanent stage space here in San Francisco.



She points to Mayor Brown's Sunday Chronical column on May 17th. The title of his article was: "SF is Missing Out On Lights, Camera, Action." She believes that the article failed to underscore the fact that we have received lots of film inquiries but are challenged in providing space for these productions. President Bradley-Tyson hopes to meet with Brown to update the information and make this struggle known. It would be great to receive his input and possible ideas for stage space. She turns to Commissioner Stiker to report on the space that he saw in Chicago.

Commissioner Stiker begins by stating that there is an international travel tradeshow that is held in a different city every year. This year happened to be in Chicago. He has attended several years in a row, and it was also attended by Commissioner Rodney Fong who is not only a planning commissioner but former president of the Wax Museum. Because they have both attended this tradeshow many years in a row, it was not surprising to see each other. What was surprising was that the opening night for the tradeshow was held at a place called Cinespace.

The founders of Cinespace moved to Chicago from Toronto where they created a similar space several years ago. Essentially, the space is a giant film production facilities/location. It is reconstructed warehouses that are not only prime shooting places, but they also have the ability to be built into smaller offices for caterers, carpenters, and other support systems for the film industry. To some extent, it becomes a self-sustaining community. He and Commissioner Fong had a great tour from the CFO who was incredibly welcoming and open. He offered to help us out in whatever way made the most sense. Impressed with its system, Commissioner Stiker wanted to bring the concept back here to Susannah and the other commissioners to see if this is something we can do here in San Francisco.

President Bradley-Tyson thanks Stiker for his report. She stresses that while we love the idea, we come back to the issue of where we can build such a space. She states that she and some of the other commissioners are developing a checklist in order to determine what we need when looking for potential locations. So far on the list of needs is identifying a specialty broker to work with us to identify a space. In addition to Mayor Brown, we are also schedule meetings with other developers. One of the companies she is looking at is Lennar, but requests that if any commissioners have a relationship with other reality companies, we should pull our resources.

She stresses that if we don't work on getting a space now, our limited office staff will continue to struggle finding space and attract other productions.

President Bradley-Tyson also mentions the June 14th, 2014 rally coming up. One of the people who have agreed to participate is Danny Glover; and she asks that if anyone has contact with other people in the film industry who would be a good candidate to speak to invite them.

Commissioner Johnston suggests inviting Mayor Brown.

Susannah transitions back to the issue of stage space. She mentions that we are trying to identify other interested partners who would like to work in this kind of space with us. Susannah suggests a film school or someone who is teaching film like Academy of Art University.

She envisions a stage space as a place where there is a lot going on, not just an occasional production filling it for a time. We have to have money coming in, so trying to find anchor tenants is important. Susannah had a meeting a couple weeks ago with a woman who is interested in starting an interactive sound recording facility where people can come in and record music and rent time at the space. This woman said that she might be interested in partnering with us as one of the anchor tenants if the space is large enough.

Right now it is just generating ideas about how we can make something really work. Susannah dug up Stephanie Coyote's, the previous executive director, old reports that were done years ago when people were doing evaluations for stage spaces in San Francisco. After reading them more thoroughly, it seems like the land she has been interested in for the past 3 years at Hunter's Point was also identified as a really good property to look at. That is why she is hoping to reach out and have a meeting with Lennar to talk more seriously about that property.

Another issue with is the money. Susannah had a meeting recently with a group of filmmakers from China. They are interested in creating a film academy in China where their students will do 3 years of study and then creating

an academy here in San Francisco where the students will complete their final year. They have a lot of money behind them, and there is potential to create a partnership for the stage space.

There are a lot of different thoughts going around, but we are trying to get as many different ideas as possible in order for us to come up with the best way to make this happen.

President Bradley-Tyson directs attention to Commissioner Blum whom she commends for her involvement in trying to get the Lucas Museum in San Francisco. President Bradley-Tyson hopes that by having the museum here, it would make San Francisco ensure our visibility in filmmaking leadership.

Commissioner Blum says that we are trying. The good news is that Chicago is starting to clobber the idea of the museum. Chicago Bears fans are upset that they are going to lose their tailgating parking lot. Someone else wrote an article over the weekend stating: "Who cares about Norman Rockwell. Maybe there are 50 pieces of art and then 400,000 light sabers." The person who is probably going to run for mayor against Rahm Emanuel came out against giving up what he considers to be valuable city land for a project of this type. Commissioner Blum is cheering all of these reporters in Chicago on so we can focus on the positive here in San Francisco. She recommends to everyone to sign the petition online. Through ads in the paper and online petition, there are over 1,000 signatures from the community, 104 of which are leaders of tech businesses, and all the living mayors of San Francisco. The mayors see this museum's benefits and have offered to be part of a committee to go and meet with George Lucas. Commissioner Blum says that they have been working with the Mayor's Office closely on this in order to show Lucas how much this city does care about the museum despite the Presidio's decision. From an education and filmmaking standpoint, we do not want to be sending one of our most profound local filmmakers to Chicago.

A lot of the art they are going to be displaying in the museum, digital and cinematic art, was created here. We are a city that is known for art, and innovation, and creative thinkers. In some of the Chicago articles, when they talk about San Francisco, they talk about the fact that we are a community that takes risks and have been an innovative leader. Commissioner Blum thinks it is important we keep the museum here.

President Bradley-Tyson and Susannah Robbins thank Commissioner Blum for her report and work to have the museum here in the city.

President Bradley-Tyson asked for commissioner comment. There were two.

President Bradley-Tyson shares that she had seen *Godzilla* (2014) over the weekend in Livermore, California. In the movie there was a comment about Livermore. People were seeing San Francisco being destroyed during this tremendous fight, but the audience cheered when they heard their city's name on screen regardless if it was about to be destroyed or not. This made her think about Commissioner Fishkin's recent travels to the Cannes Film Festival in France in terms of people's reception to San Francisco.

Commissioner Fishkin mentions that he has been going to Cannes for 25 years in a row now, and consistently people there are very positive about Northern California, San Francisco in particular. When they think of Northern California, San Francisco is usually what they think of. He thinks that having a lack of support, for instance struggling to have the Lucas Museum here, and not having acts and incentives passed to help filming in California bewilders people from other countries. When looking at the support in Europe for filmmaking of all kinds, all you have to do is just look at the credits. There are some of the most widely heralded films at the Cannes Festival, and there is so much support for them regionally, nationally, and internationally. Of course their borders are much closer, but they look at film as part of their culture. There is government intervention when it looks like something might negatively impact the industry. Commissioner Fishkin admits that he gets a little depressed when seeing the struggles that filmmakers here have to face just trying to get the basics done having a sound stage accessible for instance and other things of that nature. He suggests perhaps having a booth at the Cannes Film Festival in order to gain support for San Francisco filmmaking.

President Bradley-Tyson asked for commissioner comment. There was none.

President Bradley-Tyson asked for public comment. There was none.

EXECUTIVE DIRECTOR REPORT (DISCUSSION ONLY)

Director Susannah Robbins began her report by updating the Commission on permits in the Film Office. We had 50 permits this past month with 95 shooting days and permit fees of \$16,550. This is comparable to last month with 55 permits, 98 shooting days and \$15,100 in fees. We are staying at about the same level.

The highlight of this past month was that *Murder in the First* (2014) returned to shoot for 4 more days in China Town, Hall of Justice, and North Beach. She believes the show airs June 9th, 2014 on TNT. It looks like a good show, and Susannah highly recommends tuning in.

She updates the commission about HBO's show *Looking* (2014) which is returning to San Francisco for its second season. It has been quite a scramble to find them stage space. Thankfully, the Port of San Francisco has graciously contributed to finding space. We had originally planned for them to be at the Palace of Fine Arts, but the group planning the Pan Pacific Centennial Celebration was not happy about their start date being pushed back to accommodate *Looking*. There were some other issues as well, so HBO suggested we try Shed D with the Port.

At first it looked like the arrangement was going to be great, but then there were some issues about how often cargo was going to be delivered to the shed. Luckily, there were able to clarify that shipments have only about 5 days of activity per month and that the schedule could be sent out well enough in advance in order to adjust shooting schedules. Since HBO is only planning to be on set 2 days out of the week, the rest being on location, they feel like they can make it work. Right now they are in the process of signing leases with the Port and have their office spaces right next door at 501 Cesar Chavez. This is the same location where *Hemmingway & Gellhorn* (2012), *Blue Jasmine* (2013), and *Looking's* pilot were at.

It really has been amazing how quickly the Port has responded and how smoothly they have made things go. Susannah is very thankful for all of their help. Commissioner Stiker asks if there has been a person in particular at the Port who has been helping them. Susannah says that Monique Moyer, Jeffrey Bauer, Peter Dailey, and Aaron Golbus have helped. Monique gave the go ahead for the project, Peter and Aaron have been figuring the impact with the cargo situation, and Peter quickly turned around a lease. They all have been really great.

Next, Susannah reports on the June 14th rally coming up to show support for the bill AB1839. This bill's purpose is to expand and extend film tax incentives here in California. Susannah was in Sacramento a few weeks prior to this meeting along with many other people from both northern and southern California to testify on behalf of the importance of the expansion of the film tax credit before the assembly committee. The bill was passed unanimously, and there must have been 50-60 people who got up to speak after the presentation of the bill.

We had a really good show of support from San Francisco. We had Zach Keyworth from DTC Grip and Electric, who is also a member of the DGA, get up and speak about how much work we have lost. Susannah had gotten up to talk about the blockbusters that we have shooting here, and while it looks like they filmed the whole thing in San Francisco, we only got a handful of filming days. I pointed to *Godzilla* as an example because it was just coming out, and I said that it is happening again. We have 3 blockbusters coming to shoot here, but only for a handful of days. One is shooting in Louisiana, one is shooting in Georgia, and one is shooting in Australia.

John Morse, current chairman of the DGA here in the Bay Area, got up and spoke. What he said was great because he was talking about how he works as a 1st AD and how 2/3s of the many projects he has worked on have gone out-of-state since 2008. He leaves his family for months at a time and says he wants to be working and living at home. He wants to contribute his tax dollars to California instead of Louisiana or Georgia. Unbeknownst to Susannah, the lobbyist for the city was there, and she also got up to speak. She said that Mayor Lee and the City of San Francisco is very supportive of this tax credit.

We had a really strong showing, and Susannah thinks it is really important that legislators hear from the Northern Californians to hear just how important this is for the state- not just Southern California. This is why we are having the rally which is coming along really well so far. It is going to be on June 14th at the Fairmont Terrace Ballroom from 10 AM to noon. We currently have Danny Glover who has agreed to be the keynote speaker. He is actually flying in from Vancouver that morning because he is shooting a film up in there.

Susannah is hoping that Mayor Lee will be in attendance. She will know for certain from his staff two weeks prior to the rally. We have Assemblymember Mark Levine, who is one of the sponsors of the bill, to speak. All the other senators and assembly members in the Bay Area have been invited, but we do not know yet which of them will come. For speakers, we will also have Rome Aloise who is head of the Teamsters International. We have Thomas Klein who is the president of the Fairmont Hotel. He is really great and shows that this bill benefits not only filmmakers but the hospitality people too. It will be great to have him there speaking, plus he was very generous in donating us the use of the room. The Fairmont is not only donating the ballroom for the day, they are also donating a night at the hotel plus dinner at the Tonga Room as raffle prize. Tim Ranahan, a small business owner who provides office and other supplies to productions that come to San Francisco, will be at the rally. John Morse of the DGA might also be in attendance.

Susannah plans to end the rally with statics about the business we have lost here in San Francisco and the instructions on how to take action. While we are at the rally, we will have a bunch of different things going on. We will have everyone bring out their cell phone and sign the petition through text now that it is available. We hope to have some music to tie together the events. We will have a letter writing area with pre-written letters for attendees to sign and send to Lois Wolk who heads the Budget & Finance Committee, the first committee to hear this in the Senate. They will be having their meeting in early June. We will be sending out another email with the letters attached for people to sign as well. There will also be a wall with Keep Jobs in CA on it with an area for Instagramming and taking selfies.

We are still trying to nail down an MC. Currently SAG-AFTRA is working on trying to get a comedian to make the rally more entertaining and energize the program. To help lure people to the rally on a Saturday morning, we also have some incredible donations:

NBC/Universal	4 Passes plus Front of Line tickets to Universal Studios
Warner Brothers	4 VIP Tour Tickets
Disney	DVDs of <i>Saving Mr. Banks</i> (2013)
Videofax	\$500 worth of equipment
DTC Grip & Lighting	\$500 worth of rentals
Digital Revolution	\$200 worth of video or audio transfers
Omni San Francisco	One night room stay at Omni
MaSo Restaurant	Certificate for dinner for 2
W Hotel	One night stay at W Hotel
The Scarlet Huntington	Two-night stay
The Argonaut Hotel	Two-Night Deluxe stay PLUS \$100 gift certificate at Blue Mermaid Restaurant
The Tuscan Inn	One night stay at Tuscan Inn
Top of the Mark	Brunch for two
Marriot Marquis	One night stay
Fairmont Hotel	One night stay PLUS Tonga Room Dinner for two
JW Marriott Union Square	\$100 Gift Certificate Level III restaurant
Frank Family Vineyard	Case of wine

When people are coming in, we are going to give them a raffle ticket. While we are at the rally, we will intermittently go through the raffle drawing. The winners will have to go to the desk at the end of the rally to collect their prize. We have many volunteers to help us with the event, and we would love for all of the

commissioners to join us that day. Bring all of your friends and filmmakers and forward the information sent to you.

The last meeting to finalize all the rally arrangements is June 6th, 2014 here in City Hall. We are going to make sure that we are all onboard and all our committees are completing their goals. We will have on last big push to notify people and hopefully get them to RSVP. There is a Facebook event page where we already have 391 RSVPs. Susannah is sure some of those people won't come, and we will also get a lot of people coming who didn't RSVP. We are crossing our fingers for a good turnout.

President Bradley-Tyson asked if the Mayor's Office is going to be issuing a press release with their support for the bill since they have already endorsed it. She asked if anything is in the works to get this in a news report. Susannah said that she had not thought of it, but it is a good idea and will work on it. Susannah mentions that there was a letter that was sent to the press and last committee in front of the assembly that was signed by 10 mayors of California, including Mayor Lee, in support of AB1839. Susannah concludes with the rally by pointing out that on buses in San Francisco, we have 5 king, 5 queen, and 5 tail ads and 1000 placards that talk about saving jobs here in California due to AB1839.

Susannah then talks about our ad campaign on MUNI which they donated. We have been working with TEAK Digital who is doing a pro-bono campaign with us to help garner support for filming by local residents. We will have the same 5 king, 5 queen, and 5 tail ads and 1000 placards. Susannah showed the commission some examples of the ads. Susannah said she would contact MUNI again to see if we can advertise on the shelters.

Commissioner Johnston said that the shelters are controlled by Clear Channel, but he doesn't know the status of the contract now. President Bradley-Tyson offers to talk to Clear Channel about the shelters.

Susannah returns to the ads where the idea is to make it clear enough to read as a bus is passing by but impactful enough to get the message as to why filming is important here. It could be about how many jobs were created at a certain period of time for film in San Francisco. Susannah sent to TEAK all of the statistics from our rebate program about how many local hires we have had, what their local spend was, so they can try to incorporate it into the ads. On the placards, we probably will have more details and information because you can actually sit there and take the time to read it while in the bus.

Susannah shares that we have begun to roll out our new SF logo. We had our legal agreement signed with TEAK, so we starting to incorporate it. We actually sent out the 2013 annual report that Susannah had put together with TEAK's design and new logo for the first time today.

Susannah also reports that she had gone up to Sacramento for a second time last week for an assembly meeting. She had given a presentation to the California Film Commission's board. Every so often they invite one of the commissions to come up and talk about what their city is doing. Susannah went up to discuss San Francisco and introduced the new logo. It was well received.

President Bradley-Tyson asked for commissioner comment. There were several.

President Bradley-Tyson asked when the commissioners' business cards could be updated with the new logo. Susannah said that at the moment the office is incredibly busy, but she will work on getting the updated cards.

Commissioner Stiker asked how Jim McCullough is doing and if he will be attending a meeting. Susannah informs him that she believes Jim will be attending the next meeting. He is currently planning a fundraising event, but she would like him to come in and talk about it.

President Bradley-Tyson also mentions how the annual report can be a great calling card for soliciting or trying to set up meetings on behalf of the commission. She believes it is a great document to use. Susannah agreed,

especially with its new design. She informs the commission that Maggie Weiland, the Filming Coordinator, had sent out a digital copy to all the commissioners.

Commissioner Stiker mentioned that in few weeks there is the California Travel Association's annual summit down in LA. There is a panel on film destination marketing. Commissioner Stiker has asked to be on the panel and is waiting for reply, but he has spoken to the person coordinating the whole summit. She has said that AB1389 will be covered during that panel and how it relates to the hospitality committee, so hopefully we will gain some supporters. President Bradley-Tyson wished him luck on being selected to the panel.

Commissioner Fishkin asked Susannah to provide an outline of what needs to be done in order to get the bill passed. Susannah said that the bill will go before the assembly floor possibly this Friday or Monday. We expect a unanimous vote to pass it because there are so many supporters and sponsors. Then it will go before the Senate through a number of committees there. Susannah is unsure of how many committees, but the first one is the Budget and Finance Committee which is a really crucial one because of Lois Wolk being the chair of that committee. She is known for being against tax credits for any industry. It will start in June, and then they will go on break for the month of July and come back in August. In September is when Governor Brown will have it before him to decide whether or not he wants to sign it. Commissioner Fishkin asked if Susannah knows who is carrying it in the Senate, but she does not.

Commissioner Johnston commented that will probably have overwhelming support in the assembly, then it will move to the senate where we will probably have overwhelming support as well. What needs to be avoided is Senator Wolk bottling it up in committee. He believes that when it makes it to the full committee, it will pass fairly easily. Commissioner Fishkin asked if the city lobbyist is working on the bill to which Susannah said yes.

Susannah believes the senate will be where the challenges are. This bill has so much momentum right now and there is so much organization behind it. Susannah has a conference call every Thursday morning with around 30 people on the call from all over California who are talking about the next steps. They work on letter writing campaigns and know who to contact. Another letter writing campaign will occur before the bill goes before the first committee because it is such an important one. They really do get impressed by having stacks of letters. It's one thing to get an email, but to have the physical letters there and have it visually represent the number of people supporting it is important. There will be many people heading up to Sacramento to do public comment. We will have the local Teamsters go up among other groups to say, "I live here, I want to make a living here too." Susannah thinks the personal stories are the ones that are the most meaningful to committee members.

President Bradley-Tyson asked for any other commissioner comment. There was none.

President Bradley-Tyson asked for public comment. There were two.

Maggie Weiland, the Film Office Coordinator, thanks the Film Office intern, Tori Adams. It is her last week in the office, and she has been very helpful. Susannah commented that Tori creates beautiful power point presentations.

Tori said that it has been an incredible learning experience. She had been transcribing all of the commission meetings where she has learned a lot about what is going on in the local film world here in San Francisco. She is excited about what she has heard and hopes to continue living and working in the Bay Area as a recent film graduate.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Bradley-Tyson asked for general public comment. There was none.

ADJOURNMENT (ACTION ITEM)

President Bradley-Tyson asked for a motion. Commissioner Johnston made a motion and Commissioner Rubin seconded. The meeting was adjourned at 2:51 pm.