



MINUTES OF THE APRIL 25TH, 2016 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 2:02pm.

ROLL CALL

Commissioners Present:

Denise Bradley-Tyson
Villy Wang
Jon Rubin
Peter Bratt
Mark Fishkin
Matt Stiker
Jonathan Moscone
Jim Beaumonte

Commissioners Excused:

Melanie Blum
Marlene Sharon Saritzky
Belle Taylor-McGhee

APPROVAL OF THE MINUTES FROM THE DATE MEETING (ACTION ITEM)

President Wang asked for a motion to approve the minutes of the March 28th, 2016 meeting. Commissioner Rubin made the motion and Commissioner Fishkin 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 welcoming California Film Commission Board Member Fiona Ma and her assistant Ms. Kelly Wong.

President Wang also reported that they had great lunch meetings with new Film Commissioners, Commissioner Beaumonte and Taylor-McGhee.

President Wang continued her report with an update on the Commission Retreat. The facilitator for the retreat will be Dan Goldes from Dan Goldes Consulting. He will be contacting all Commissioners individually for a pre-retreat



phone interview. It is to assess each person's visions and goals to make the most of our time at the retreat. President Wang updated the Commission on the meeting she and Executive Director Robbins had with Mr. Noah Cowan from the San Francisco Film Society and some board members. They shared with us their brand identity process with their new logo and name which they launched this year at their festival. We hope to continue and work more together in the future – it was a productive meeting.

President Wang ended her report and asked for Commissioner comments.

Commissioner Beaumonte thanked President Wang for having lunch – it was a great way to be introduced to the Commission.

Executive Director Robbins commented that a lunch with Commissioner Moscone will be scheduled soon and Commissioner Moscone said that they just scheduled it.

EXECUTIVE DIRECTOR REPORT (DISCUSSION ONLY)

Executive Director Susannah Robbins began her report by giving an update on permits and notable productions this past month. We had 61 permits with 106 shoot days and collected \$17,900 in permit fees. This is a 15% increase in permits since last month, 9% increase in shoot dates and 38% increase in permit fees.

During this time, Master Chef had a cooking competition down on Jefferson Street at Hyde; AMC's Halt & Catch Fire shot two days in Chinatown, near Coit Tower and the Castro. Finally, Pottery Barn did 15 days of still shoots for its teens and kids catalogs. We also had the first 4 days of HULU's Chance and they will be here shooting their pilot episode until May 8th. They will be back in June-October for the rest of the season.

ABC's When We Rise is also starting to get ready to shoot. We've had a neighborhood outreach meeting with the Castro Neighborhood which helped them navigate how to shoot there. They will also be here at City Hall on Friday, April 29th for a very big part of the shoot.

Netflix's Sense8 will start on May 5th or 6th and will go until the end of the month. We had a SFMTA meeting along with production for logistics about the use of UAS or drone cameras.

Executive Director Robbins continued her report by giving an update on our next quarterly mixer. It will be on June 8th at the Clift Hotel. This time, we will be honoring City employees who assist our office and productions in making filming happen in San Francisco.

Executive Director Robbins then reported about an initial meeting she had with ITVS and KQED along with Film Coordinator Manijeh Fata. The meeting was about how we might work together in the future to support local film makers and film making. We don't know at this time what this might look like – it might be doing something with an outdoor screening of a local film maker's film, or something along those lines. We hope to meet with them again to see how we can specifically collaborate with them in the future.

Executive Director Robbins ended her report with a reminder about the upcoming SFIFF film we are hosting, Radio Dreams, on Thursday April 28th at 9pm at the Victoria Theater. We are also hosting a cocktail party for Filmmakers participating in the SF International Film Festival at 998 Valencia Street from 5-7pm. Afterwards, we will be showcasing the film, Radio Dreams, at 9pm at the Victoria Theater. We hope you all can attend.

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

Commissioner Bradley-Tyson asked if the process for the use of UAS for productions was going to become easier. Executive Director Robbins answered that the process with the FAA is out of our control but we are hoping that the approval process with the City Administrator will become easier. The City is creating their own policy around the use of UAS. This technology is so new that the FAA is still figuring it out. Commissioner Bradley-Tyson

commented that it seems to make more sense for the City to look at our needs separately from that of the policies for the City Departments themselves. Commissioner Moscone added that because this technology is still so new and there has been no decision on if it's good or not, it's going to have to be a case by case basis.

Commissioner Moscone asked if our office has tracking from year to year and if we see any trends. Executive Director Robbins answered that we are steadily going up every year and she can send a report.

Commissioner Stiker asked if the makeup of the productions in the City shifted and in particular, as it relates to new media – new networks like HULU and Netflix. This information can help to inform the Mayor's Office about what the future can look like. Executive Director Robbins added that there are many new shows that are coming from these two new media platforms.

Commissioner Fishkin commented that he would like to have this kind of data for the Commissioners before the retreat. Commissioner Stiker added that it would be good to see the last two annual reports or more for the retreat. President Wang agreed.

Commissioner Moscone commented that this is a good report with great news.

President Wang asked for public comment.

Mr. Frank Simeone, SAG/AFTRA and DGA representative, stated that everyone in the guilds are working. From the SAG side, Murder in the First employed 421 members, Chance with 356 just for their pilot, and Sense8 plans to employ 2,100 members – that is 2,877 total and more with When We Rise. Mr. Simeone interjected that Galileo High School was great for filming if one of the new series is looking for one.

Commissioner Stiker asked Mr. Simeone about what the make-up of the membership is – San Francisco residents vs. Greater Bay Area. Mr. Simeone answered that the Greater Bay Area total is about 4,600 but he does not know off-hand what the numbers are for City and County of San Francisco – he can ask to see if they have this data.

President Wang asked about when employment data is collected, does it include information about demographics. Mr. Simeone confirmed that it does but it does not break it down by area or county.

GENERAL PUBLIC COMMENT (DISCUSSION ONLY)

President Wang asked if there were any additional public comments.

Ms. Fiona Ma, California Film Commission Board Member, introduced herself. She stated that in March, she was appointed to the California Film Commission by Speaker Toni Atkins. She is visiting all regional offices and her first stop is San Francisco. She wanted to introduce herself and look forward to working with the San Francisco Film Commission soon. The tax credits from the state is helping to bring productions back and if the San Francisco Film Commission has any questions, she will be here to help.

ADJOURNMENT (ACTION ITEM)

President Wang asked for a motion to adjourn the meeting and the meeting was adjourned at 2:30 pm.