



SAN FRANCISCO FILM COMMISSION MEETING MINUTES

Tuesday May 28, 2024 @ 2:00PM
Room 416
City Hall, 1 Dr. Carlton B. Goodlett Place

AGENDA:

1. CALL TO ORDER / ROLL CALL

Film Commissioners Present

Villy Wang, President; Jack Song, Vice President; Kate Goldstein-Breyer, Commissioner; Jim Beaumonte, Commissioner; Claudine Cheng, Commissioner; Matt Stiker, Commissioner; Carolyn Tyler, Commissioner

Film Commissioners Absent

Tony Delorio, Commissioner; Franco Finn, Commissioner

Film SF Staff Present

Manijeh Fata, Executive Director; Mark Hogains, Production Manager; Zoe Halsne, Senior Production Coordinator/Commission Secretary

Film SF Staff Absent

Sofia Alicastro, Deputy Director; Ismael Castillo, Senior Production Coordinator

RAMAYTUSH OHLONE LAND ACKNOWLEDGEMENT

Explanatory Document:

<https://sf.gov/sites/default/files/2023-03/Ramaytush%20Ohlone%20Land%20Acknowledgement.pdf>

COMMISSION MEETING AGREEMENTS

Explanatory Document:

https://sf.gov/sites/default/files/2023-04/Commission%20Meeting%20Agreements_new.pdf





2. APPROVAL OF THE MINUTES

ACTION

Presentation of and approval the minutes of the April 22, 2024 Commission meeting.

Supporting document:

https://www.sf.gov/sites/default/files/2024-05/Meeting%20Minutes%20April%2022%202024_Approved.pdf

Motion: Commissioner Stiker

Second: Commissioner Goldstein-Breyer

Commissioner Comment:

No Comment.

Public Comment:

No Comment.

Unanimous vote to approve the minutes.

3. FILM SF STAFF REPORT

DISCUSSION

By Executive Director Manijeh Fata, Production Manager Mark Hogains, Senior Production Coordinator Ismael Castillo, and Senior Production Coordinator/Commission Secretary Zoe Halsne.

This report included:

- Report on recent/upcoming meetings, events, festivals, and productions
- Production stats

Executive Director Fata: We hosted the quarterly meeting for Film Liaisons of California Statewide (FLICS) and welcomed California Film Commission Executive Director Colleen Bell and Deputy Director Karla Sayles. This coincided with the 67th Annual SFFILM Festival which both the California Film Commission and FLICS sponsored. Executive Director Bell and Deputy Director Sayles attended a Workforce meeting with key organizations that support aspiring film industry workers. BAVC Media hosted the meeting and President Wang was there to represent BAYCAT. Youth Beat and KQED were also in attendance.





These organizations discussed the local industry landscape so Executive Director Bell and Deputy Director Sayles could get a sense of the activity in the San Francisco Bay Area. It was a really incredible conversation. The California Film Commission appreciated hearing directly from these organizations. Executive Director Bell and I were also on a SFFILM panel for their Filmmaker Summit, which was for all of their filmmaker grantees to learn about incentives and other opportunities. FLICS also attended opening night of the Festival, where Mayor Breed presented SFFILM with a Certificate of Honor. The Mayor and Executive Director Bell were able to meet, which was a really important connection. I want to thank Commissioner Cheng for supporting and sponsoring this event, and thank you also to President Wang and Vice President Song for attending and representing the Commission. We hosted the FLICS meeting the following day and took the members to visit the Cable Car Barn, had lunch, and went on a movie tour of the City. Thank you IATSE Local 16 and Teamsters 665 for sponsoring these activities. CAAMFest was another recent event the Mayor attended. Thank you Commissioner Cheng and Vice President Song for being there as well. Commissioner Song and Film SF attended the Filmmaker Summit Reception, where we gave remarks and welcomed filmmakers to the Festival. Commissioner Finn and I attended the Cannes Film Festival, which is one of the largest international film festivals; it's both a film festival and market. We attended under the Film USA Pavilion. Commissions, distributors, and filmmakers from all over the world attended. I was on a panel to talk about Film SF's work and our incentives, and we hosted an event that same afternoon. I saw two screenings: *The Girl with the Needle* and *The Apprentice*; both were incredible films. It was important for us to have a presence at Cannes and I want to continue to cultivate relationships with the people we met there. Film SF is also sponsoring Frameline in June. Opening night will be on Juneteenth and will be a Castro block party. The opening night film is *Lil Nas X: Long Live Montero*. Our sponsorship includes *Homegrown Shorts*, which is a short film program that showcases filmmakers local to the San Francisco Bay Area. We also have an industry brunch where we will give remarks and meet with filmmakers.

Production Manager Hogains: We have two films that have fully completed the rebate. We have two films that are in post-production. We have one film that is in principal photography. For our completed productions we have a total of 28 shooting days. We will add on about 45 shooting days once our films in post-production are complete. With the new rebated films, we will have about 11 hires through our First Source Hiring Program. Getting into contact with rebated productions earlier has really helped increase the amount of hires. We have about \$212,000 that have been rebated back. Direct spending in San Francisco is about \$682,000. We are working with BAVC Media, BAYCAT, and Tech SF to put on a production assistant (PA) workshop. This is an informational session for up-and-coming film and media professionals interested in getting hands-on experience in production. Attendees will hear from seasoned location managers and PAs, and there will be a training for signing up for WorkforceLinkSF. WorkforceLinkSF lists entry-level job opportunities and candidates' resumes.





Executive Director Fata: We want to connect productions immediately with people who want to fill entry-level roles and the easiest way to do that is to get candidates onto WorkforceLinkSF.

Senior Production Coordinator/Commission Secretary Halsne: For April 22 – May 27, 2023, there were 21 productions, 33 shoot days, and \$1.3 million spent in San Francisco. For April 22 - May 27, 2024, there were 23 productions, 33 shoot days, and \$2.6 million spent in San Francisco. The increase in spend is due to the increase in longer-term projects like rebated films and television series productions that have larger budgets.

Vice President Song: When is the workshop?

Production Manager Hogains: The workshop will be at KQED Studios on Friday June 7, 3pm – 5pm.

Vice President Song: There may be opportunity for press outreach. Thank you to Executive Director Fata and the Film SF staff for your leadership and involvement in so many events.

President Wang: Thank you Production Manager Hogains for attending and supporting all the Workforce meetings. Congratulations on the two rebated films. Thank you to BAYCAT Associate Director of Community Engagement Christopher Williams and Executive Co-Director Laura Gomez-Mesquita for their leadership as well. Thank you Film SF for your work with SFFILM and FLICS. The breadth and depth of our independent filmmaking really came across. The California Film Commission could potentially help with sound stages.

4. COMMISSIONER DISCUSSION AND NEW BUSINESS DISCUSSION

Allows President, Vice President, and Commissioners to report on recent film activities and make announcements that are of interest to the film and media community. Allows Commissioners to introduce new agenda items for future consideration by the Commission.

President Wang: We may not have quorum for the July 22 Commission Meeting. Please tell the Film SF staff if you are not able to attend.

Commissioner Stiker: Are there any updates for new Commissioners?





Executive Director Fata: We should have one Commissioner appointed soon. We still have one open seat.

President Wang: I will not be available for our June 24 Commission Meeting. Thank you Vice President Song for leading that meeting.

Commissioner Stiker: Scott Beck has stepped down from SF Travel. When new leadership is confirmed, Commissioner Finn and I will continue working with SF Travel for aligned marketing strategies. Last month I attended an international travel trade show called IPW. At this show, international buyers of travel products and international media travel to a different city every year. The Massachusetts booth had relevant collateral about movie locations in the state, which they use as selling points for international travel. As far as I'm aware SF Travel is not doing anything like that right now.

Executive Director Fata: Was California represented at the show?

Commissioner Stiker: Yes, California had a large booth. As far as I'm aware, the California Film Commission wasn't present.

President Wang: The PA workshop augments the series of workshops BAYCAT has been hosting. The PA workshop is a collaborative and culminating event that brings the alumni from all involved organizations together. We plan on also working with IATSE. We'd love to amplify to get as many people signed up as possible. The capacity at KQED is around 80 people.

Commissioner Goldstein-Breyer: Is there a link to the workshop?

President Wang: It's posted on social media. We'll send out the link to everyone after this meeting.

Commissioner Goldstein-Breyer: How many people have signed up?

Executive Director Fata: We have at least 35 people signed up.

5. GENERAL PUBLIC COMMENT DISCUSSION

Members of the public can comment generally on matters within the Commission's purview as well as to suggest new agenda items for the Commission's consideration.





Local SAG-AFTRA Business Representative Shinhong Byun: Commissioner Tyler had previously asked if our union collects statistics on diversity in casting. We don't currently have statistics because much of that would depend on the members volunteering their demographic information. But we've started an initiative to collect that information so it should be forthcoming.

Local SAG-AFTRA Assistant Executive Director Dee Dee Escobedo: We've had 179 members hired in 25 commercial productions compared to 75 hired year-to-date this time last year. In corporate education and non-broadcast, we have 18 members hired in 6 productions compared to 7 members this time last year. For interactive video games, we have 42 members hired in 6 productions compared to 45 this time last year. In TV, theatrical, and new media streaming we have 625 members hired in 16 productions compared to 98 this time last year. Overall for our first quarter report, there have been 706 members hired compared to 179 this time last year. We've put in a request to our research department for a robust report on earnings. We were so pleased to be included as guest speakers the FLICS meeting. Our member leaders have an initiative to notify film commissions, location scouts, and those who are involved with production early on that they can source local talent—specifically stunt performers and coordinators.

Commissioner Tyler: Thank you for following up on the diversity statistics. I also want to add that Indie Night Film Festival will be June 1 at the AMC Kabuki Theater. A couple of the films have local ties, including *Faces of the City* and *Harlem of the West*.

Commissioner Goldstein-Breyer: We're hosting a conversation with Percival Everett and Cord Jefferson at City Arts & Lectures on June 3 as well.

6. ADJOURNMENT

Adjourned at 2:55pm.

NOTICES

Any materials distributed to the members of the Film Commission within 72 hours of the meeting or after the agenda packet has been delivered to the members are available for inspection at 1 Dr. Carlton B. Goodlett Place, Room 473, San Francisco, CA 94102, during regular business hours. Info: Zoe Halsne, 415-554-6740

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如對會議有任何疑問，請致電 415-554-6241 查詢。當會議進行時，嚴禁使用手機及任何發聲電子裝置。會議主席可以命令任何使用手機或其他發出聲音裝置的人等離開會議場所。

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陽光政策 專責小組行政官

地址：City Hall – Room 244 1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102-4683

電話號碼:415-554-7724 ; 傳真號碼415- 554-5163

電子郵件: SOTF@sfgov.org

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cualquier persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos electrónicos que producen sonidos similares.

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Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
415-554-7724 (Oficina); 415-554-5163 (Fax);
Correo electrónico: SOTF@sfgov.org

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Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-554-6241. Ang pagtunog at paggammit ng mga cell phone, mga pager at kagamitang may tunog ay ipinagbabawal sa





pulong. Paalala po na maaring palabasin ng Tagapangulo ang sinumang may-ari o responsible sa ingay o tunog na mula sa cell-phone, pager o iba pang gamit na lumilikha ng tunog o ingay.

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
415-554-7724 (Opisina); 415-554-7854 (Fax)
E-mail: SOTF@sfgov.org

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