



## SAN FRANCISCO FILM COMMISSION MEETING MINUTES

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

Members of the Commission  
will attend this meeting in person at the location listed above

The Film Commission welcomes public comment and will hear  
in person public comment on each agenda item.

### AGENDA:

#### 1. CALL TO ORDER / ROLL CALL

##### **Film Commissioners Present**

Villy Wang, President; Jack Song, Vice President; Tony Delorio, Commissioner; Franco Finn, Commissioner; Erin Kahn, Commissioner; Jim Beaumonte, Commissioner; Claudine Cheng, Commissioner; Kate Goldstein-Breyer, Commissioner; Devanshu Patel, Commissioner

##### **Film Commissioners Absent**

Carolyn Tyler, Commissioner

##### **Film SF Staff Present**

Manijeh Fata, Executive Director; Sofia Alicastro, Deputy Director; Mark Hogains, Production Manager; Zoe Halsne, Senior Production Coordinator/Commission Secretary; 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](https://sf.gov/sites/default/files/2023-04/Commission%20Meeting%20Agreements_new.pdf)

**President Wang:** Please welcome our newest commissioner, Devanshu Patel. He is a technology attorney with a deep-rooted passion for the entertainment industry, bringing 15 years of experience to the table. He has worked with Emerging Pictures and Triboro Pictures, both independent film companies in New York, where he contributed to various projects as a producer. Currently residing in the Bayview, Commissioner Patel is a cinephile at heart and his favorite San Francisco films include *The Conversation*, *Star Trek IV*, *Sneakers*, and *The Joy Luck Club*.

## 2. APPROVAL OF THE MINUTES

### ACTION

Presentation of and possible action to approve the minutes of the September 23, 2024 Commission meeting.

Supporting document: [https://www.sf.gov/sites/default/files/2024-10/Meeting%20Minutes%20September%2023%2C%202024\\_Draft.pdf](https://www.sf.gov/sites/default/files/2024-10/Meeting%20Minutes%20September%2023%2C%202024_Draft.pdf)

**Motion:** Commissioner Delorio

**Second:** Commissioner Cheng

**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, Deputy Director Sofia Alicastro, 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:** The Black List and local actor Rafael Casal recently announced the Bay List, a new initiative to identify and highlight ten exceptional screenplays and pilots by writers from or with close ties to the Bay Area. The annual Bay Area Media Maker Summit (BAMMS), a celebration of the local filmmaking community, will occur on December 5. This month the San Francisco Public Library (SFPL) is celebrating Filipino Heritage Month by screening films created by local filmmaker H.P. Mendoza. Film SF attended the screening of *Fruit Fly*. This past week Governor Newsom held a press conference in Los Angeles proposing exciting updates to the California state tax incentive for film and TV production. Commissioner Beaumonte and I attended. This proposal is really going to help us as a state.

**Commissioner Beaumonte:** This would increase the yearly limit to \$750 million from \$330 million.

**Executive Director Fata:** It will be important for commissioners to support this proposal on a policy level.

**Deputy Director Alicastro:** On October 8, we screened three short films at the San Francisco Public Library (SFPL) in celebration of Latinx Heritage Month. It was a wonderful partnership with SFPL and we'd love to explore working with them again. The California On Location Awards (COLAs) is an annual ceremony honoring locations professionals in film, TV, and media. It is hosted by Film Liaisons of California Statewide (FLICS). Executive Director Fata and I will attend this year's ceremony in Los Angeles on December 8. We have several finalists from the San Francisco Bay Area.

**Production Manager Hogains:** In FY22-23, we had one production that benefited from our rebate program compared to FY23-24, which had a total of five productions. The total number of productions that participated in the rebate program is 41. FY22-23's return on investment (ROI) was \$3.02 and FY23-24's was \$4.64. The total amount rebated in FY22-23 was \$56,355.59 and for FY23-24 it was \$747,057.16. Year to date the total amount is over \$7.3 million in rebates. The number of actors hired FY22-23 was 21, and for FY23-24 it was 291. Year to date there were 15,955 hires. In FY22-23, the San Francisco spend on goods and services was \$99,347.85 and in FY23-24 it was over \$2.2 million. The overall local spending is over \$68.4 million. The First Source Hiring Program works with Bay Area partners who provide professional training and in FY23-24 we had 10 hires from this program compared to 0 in FY22-23. Year to date we've had 214 First Source hires. In FY23-24 we had 4 feature films below \$3 million and 1 above \$3 million. In FY24-25 we





had 1 feature film below \$3 million. In FY23-24 we had 0 television pilots and 1 so far in FY24-25.

**Commissioner Cheng:** Can you give us a background on the goods and services data?

**Production Manager Hogains:** When a production spends money within San Francisco we ask them to show us their receipts and tell us what vendors they've worked with.

**Executive Director Fata:** The production fills out an expenditure report. In their post-production paperwork so you can see what City departments they are paying.

**Commission Secretary Halsne:** We have two fall interns, Luna Fife and Chaya Brennan Agarwal. Luna is an aspiring director and filmmaker, currently pursuing a degree in Cinematography with a minor in Music at San Francisco State University. With a strong foundation in the arts and social advocacy, Luna hopes to make media that artfully depicts the experiences of marginalized peoples. Before pursuing a degree in cinematography in 2023, Luna developed her passion for community work through volunteering for non-profit organizations, instructing in the Oakland Public School District, and rallying the community around shared causes. Ultimately, Luna seeks to channel our collective creativity into film and media, believing that mass movement toward change begins in our imagination.

**Production Manager Hogains:** Chaya is a documentary filmmaker dedicated to exploring topics of social and environmental justice through film. With a background in documentary studies and a passion for amplifying stories, Chaya uses film as a tool for education, advocacy, and uplifting underrepresented voices. Chaya graduated from Duke University in 2023 with degrees in International Comparative Studies and Gender, Sexuality, & Feminist Studies, as well as a certificate in Documentary Studies. She has been passionate about environmental justice for many years and has pursued this through interning with nonprofits, engaging with environmental education initiatives, and working as a research fellow at the Nicholas School of the Environment. Chaya is very creatively oriented, enjoys art forms such as photography and painting, and is deeply invested in pursuing documentary work.

**Commission Secretary Halsne:** Upcoming San Francisco movie screenings include *Playing in Fog*, *Dirty Harry*, and *The Conversation*. Upcoming film festivals include The San Francisco International New Concept Film Festival, the Arab Film Festival, and the San Francisco Transgender Film Festival.

**Senior Production Coordinator Castillo:** From September 23 to October 27, 2023, we had fewer productions and shoot days but more estimated spend in San Francisco compared to the same time this year. Film SF has created a Letterboxd account. Our handle is film\_sf. We have created two lists so far. Letterboxd can be used to track films





you've watched and rate and review them. We are currently following a mix of film festivals, arts organizations, and filmmakers.

**Commissioner Comment:**

**President Wang:** Thank you Commissioner Beaumonte and Executive Director Fata for attending the Governor's press conference. Thank you Executive Director Fata for the work you are doing on the rebate program legislation. Welcome Luna and Chaya, great to meet you.

**Public Comment:**

No comment.

**4. COMMISSIONER DISCUSSION AND NEW BUSINESS DISCUSSION**

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

**President Wang:** Our retreat will be November 18, 9am-4pm at the Port conference room next to the Ferry Building. We will start with administration and open for public comment. We will reflect on accomplishments from the last fiscal year and come up with priorities. We will revisit commissioner projects that were established at the previous retreat. We want to spend most of the time looking at policies, budget, and advocacy. Other areas of priorities include marketing and workforce development. Film SF Alliance will also be joining the retreat.

**Commissioner Kahn:** I invited everyone to see a documentary called *Daughters*, which is now streaming. It's really worth watching. I'm excited about the prospect of increasing the state tax incentive. It's a huge step.

**Commissioner Beaumonte:** It would be one of the largest tax incentives out of the country. But we need some other incentive to encourage production to not only stay in Los Angeles.

**Commissioner Delorio:** I met a filmmaker who wants to film a feature in San Francisco based on the documentary *Choke*.

**Executive Director Fata:** We should meet with him about the incentive program.





**Commissioner Finn:** How can we amplify the state incentive changes?

**Commissioner Beaumonte:** It will get introduced to the assembly and committees first.

**Executive Director Fata:** FLICS will be part of legislative meetings as there is a lot of conversations that will need to happen. We need to promote how this will benefit the San Francisco Bay Area.

**Commissioner Kahn:** Historically Los Angeles has been the main beneficiary of the state incentive. Could this change?

**Executive Director Fata:** Los Angeles will likely still be the main production hub. Every state has a major hub. We need to make sure the cost of doing business in San Francisco is comparable to Los Angeles. San Francisco is more diversified in terms of types of productions. There are plenty of stories and opportunities in the San Francisco Bay Area that we want to stay here; we don't want to necessarily take business from Los Angeles.

**President Wang:** It's not just Northern California versus Southern California; we need to attract production to California as a united front because of the competition between states and countries.

**Public Comment:**

No comment.

## 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 Assistant Executive Director Dee Dee Escobedo:** We're very excited about the incentive proposal. The overall member hires locally for the first three quarters was 1160 compared to 299 in the first three quarters of last year.

**Commissioner Comment:**

No comment.





## 6. ADJOURNMENT

Adjourned at 3:20pm.

### 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

PLEASE NOTE: The Film Commission often receives documents created or submitted by other City officials, agencies or departments after the posting of the Film Commission agenda. For such documents or presentations, members of the public may wish to contact the originating agency if they seek documents not yet provided to the Film Commission. Public comment in regard to specific items will be taken before or during consideration of the item.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

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**Wheelchair-accessible entrances are located on Van Ness Avenue and Grove Street. Please note the wheelchair lift at the Goodlett Place/Polk Street is temporarily not available.** After multiple repairs that were followed by additional breakdowns, the wheelchair lift at the Goodlett/Polk entrance is being replaced for improved operation and reliability. We anticipate having a functioning lift after the completion of construction in May 2025. There are elevators and accessible restrooms located on every floor.

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Force, 1 Dr. Carlton B. Goodlett Place, City Hall Room 244, San Francisco CA 94102-4689; by phone at 415-554 7724; by fax at 415-554-5784; or by email at [sotf@sfgov.org](mailto:sotf@sfgov.org).

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Ordinance Task Force, at the San Francisco Public Library, and on the City's website at <http://www.sfgov.org>.

#### LANGUAGE ACCESS

Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon requests. Meeting Minutes may be translated, if requested, after they have been adopted by the Commission. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact the Commission Clerk Zoe Halsne, 415-554-6740 or [zoe.halsne@sfgov.org](mailto:zoe.halsne@sfgov.org) at least 48 hours in advance of the hearing. Late requests will be honored if possible.

#### LOBBYIST ORDINANCE

Individuals and entities that influence or attempt to influence local policy or administrative action may be required by the San Francisco Lobbyist Ordinance (San Francisco Campaign and Governmental Conduct Code sections 2.100-2.160) to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, telephone 415/252-3100, fax 415/252-3112 and website: [www.sfgov.org/ethics](http://www.sfgov.org/ethics).

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

電子郵箱: [SOTF@sfgov.org](mailto:SOTF@sfgov.org)

陽光政策的文件可以通過陽光政策專責小組秘書、三藩市公共圖書館、以及市政府網頁[www.sfgov.org](http://www.sfgov.org)等途徑索取。民眾也可以到網頁<http://www.sfbos.org/sunshine>閱覽有關的解釋文件，或根據以上提供的地址和電話向委員會秘書索取。

#### 語言服務







根據語言服務條例(三藩市行政法典第91章), 中文、西班牙語和/或菲律賓語(泰加洛語) 傳譯人員在收到要求後將會提供傳譯服務。翻譯版本的會議記錄可在委員會通過後透過要求而提供。其他語言協助在可能

的情況下也將可提供。上述的要求, 請於會議前最少48小時致電415-554-6241或電郵至 [zoe.halsne@sfgov.org](mailto:zoe.halsne@sfgov.org) 向委員會秘書Zoe Halsne 提出。逾期提出的請求, 若可能的話, 亦會被考慮接納。

### 遊說者法令

依據「三藩市遊說者法令」(SF Campaign & Governmental Conduct Code 2.100) 能影響或欲影響本地立法或行政的人士或團體可能需要註冊, 並報告其遊說行為。如需更多有關遊說者法令的資訊, 請聯絡位於 Van Ness 街25號 220室的三藩市道德委員會, 電話號碼:415- 252-3100, 傳真號碼 415-252-3112, 網址: [sfgov.org/ethics](http://sfgov.org/ethics)。

Para preguntas acerca de la reunión, por favor contactar el 415-554-6241. El timbrado de y el uso de teléfonos celulares, localizadores de personas, y artículos electrónicos que producen sonidos similares, están prohibidos en esta reunión. Por favor tome en cuenta que el Presidente podría ordenar el retiro de la sala de la reunión a cualquier persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos electrónicos que producen sonidos similares.

### CONOZCA SUS DERECHOS BAJO LA ORDENANZA SUNSHINE

El deber del Gobierno es servir al público, alcanzando sus decisiones a completa vista del público. Comisiones, juntas, concilios, y otras agencias de la Ciudad y Condado, existen para conducir negocios de la gente. Esta ordenanza asegura que las deliberaciones se lleven a cabo ante la gente y que las operaciones de la ciudad estén abiertas para revisión de la gente. Para obtener información sobre sus derechos bajo la Ordenanza Sunshine (capítulo 67 del Código Administrativo de San Francisco) o para reportar una violación de la ordenanza, por favor póngase en contacto con:

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](mailto:SOTF@sfgov.org)

Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine, la Biblioteca Pública de San Francisco y en la página web del internet de la ciudad en [www.sfgov.org](http://www.sfgov.org). Copias de documentos explicativos están disponibles al público por Internet en <http://www.sfbos.org/sunshine>; o, pidiéndolas al Secretario de la Comisión en la dirección o número telefónico mencionados arriba.

### ACCESO A IDIOMAS

De acuerdo con la Ordenanza de Acceso a Idiomas "Language Access Ordinance" (Capítulo 91 del Código Administrativo de San Francisco "Chapter 91 of the San Francisco Administrative Code") intérpretes de chino,





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Individuos y entidades que influyen o intentan influenciar legislación local o acciones administrativas podrían ser requeridos por la Ordenanza de Cabildeo de San Francisco (SF Campaign & Governmental Conduct Code 2.100) a registrarse y a reportar actividades de cabildeo. Para más información acerca de la Ordenanza de Cabildeo, por favor contactar la Comisión de Ética: 25 de la avenida Van Ness, Suite 220, San Francisco, CA 94102, 415-252-3100, FAX 415-252-3112, sitio web: [sfgov.org/ethics](http://sfgov.org/ethics).

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 responsable sa ingay o tunog na mula sa cell-phone, pager o iba pang gamit na lumilikha ng tunog o ingay.

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E-mail: [SOTF@sfgov.org](mailto:SOTF@sfgov.org)

Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa [www.sfgov.org](http://www.sfgov.org). Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa <http://www.sfbos.org/sunshine> o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telepono.

#### PAG-ACCESS SA WIKA

Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Maari din





magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Clerk ng Commission Zoe Halsne sa 415-554-6740, o [zoe.halsne@sfgov.org](mailto:zoe.halsne@sfgov.org) sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

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