



SAN FRANCISCO SPECIAL FILM COMMISSION MEETING MINUTES

**Monday November 18, 2024 @ 9:00AM
Port of San Francisco, Bayside Conference Room
Pier 1 The Embarcadero, San Francisco CA 94111**

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; Franco Finn, Commissioner; Erin Kahn, Commissioner; Jim Beaumonte, Commissioner; Kate Goldstein-Breyer, Commissioner; Devanshu Patel, Commissioner; Carolyn Tyler, Commissioner

Film Commissioners Absent

Claudine Cheng, Commissioner; Tony Delorio, 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

2. APPROVAL OF THE MINUTES

ACTION

Presentation of and possible action to approve the minutes of the October 28, 2024 Commission meeting.

Supporting document: https://www.sf.gov/sites/default/files/2024-11/Meeting%20Minutes%20October%2028%2C%202024_Approved.pdf

Motion: Commissioner Kahn

Second: Commissioner Franco

Commissioner Comment:

No comment.

Public Comment:

No comment.

Unanimous vote to approve the minutes.

3. GENERAL PUBLIC COMMENT

DISCUSSION

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

Commissioner Comment:

No comment.

Public Comment:

No Comment.





4. RETREAT AGENDA REVIEW & INTRODUCTIONS DISCUSSION

By Vice President Jack Song

Commissioner Comment:

No comment.

Public Comment:

No Comment.

5. FY23-24 REFLECTIONS AND ACCOMPLISHMENTS DISCUSSION

By Film SF Staff, President Villy Wang and Vice President Jack Song

The Film SF team presented to the Commission on Film SF's mission and vision and shared a detailed overview of the staff roles and responsibilities. The team also presented Film SF's key priority areas which include facilitating production activity, community engagement, marketing, workforce development, and policy/advocacy. They highlighted several accomplishments within the past fiscal year that fall under each category.

Commissioner Comment:

The Film Commissioners discussed the projects and goals they set at the 2024 retreat and talked through challenges, blockers, and lessons learned. They then discussed which priorities they have the most interest in working on for FY24-25 and determined that advocacy and workforce are major focus areas in the next year. The commissioners then reported out on their various accomplishments including setting up press and media interviews, starting a workforce landscape analysis, changing the narrative of San Francisco, attending key industry events and meetings, and making introductions to leaders in the film industry.

Public Comment:

No comment.

6. FY24-25 KEY PRIORITIES





DISCUSSION

By Film SF staff

The Film SF staff presented an overview of projects that they will be focusing on in FY24-25 broken down by priority area. They welcomed feedback on the projects, timeline, and scope. They also discussed upcoming events hosted or co-hosted by Film SF, including the 2024 Bay Area Media Makers Summit and an informational panel with union leadership.

Commissioner Comment:

The commissioners discussed the presented projects for each key priority area and suggested trimming the number of projects overall. The commissioners suggested working with the Airport Commission and SF Travel for future collaborations at the SFO Museum. The commissioners discussed the importance of a statewide conversation to increase film and television tax incentives. They also suggested inviting more presenters to future meetings, such as a representative from *The Adachi Project*.

Public Comment:

No comment.

7. REBATE PRESENTATION

DISCUSSION

By Executive Director Manijeh Fata

Executive Director Fata presented on the current *Scene in San Francisco* rebate program and proposed changes. She discussed challenges with the current rebate program, including the fact that many productions shoot abroad due to better incentives in other states and countries, that the rebate is difficult to include in production budgets upfront, and that there are not enough rebate-qualifying expenses. Executive Director Fata explained that the proposed changes are based on research on rebate programs in cities or counties comparable to the San Francisco film, television, and media landscape. The proposal for the new rebate program will be focused on how much a production spends in San Francisco rather than the percentage of the project shot in San Francisco and increase the amount rebated back to productions on qualifying expenditures in San Francisco.

Commissioner Comment:

The commissioners discussed the productions that currently benefit from the rebate program and how or if this would affect smaller productions. They discussed funding





opportunities and drafting a letter of support to be approved at the next commission meeting.

Public Comment:

No comment

8. The meeting was in recess between 12:30 p.m. and 1:15 p.m. for lunch.

9. COMMISSIONER PRIORITIES

DISCUSSION

By Vice President Jack Song

Vice President Song gave a presentation on advocacy, including a timeline on fostering relationships with the San Francisco Board of Supervisors and incoming Mayor.

Commissioner Comment:

Commissioners discussed which of the Supervisors they will connect with to advocate for support of the Film Commission.

Public Comment:

No comment.

10. FILM SF ALLIANCE PRESENTATION

DISCUSSION

By Film SF Alliance Members

President Peter Quartaroli, Vice President Dee Dee Escobedo, Treasurer Mark Young, and Secretary Shinhong Byun gave a presentation on Film SF Alliance's mission and goals. They discussed their timeline for obtaining a nonprofit status and their desire to make San Francisco seen as a viable option for filming. They discussed possible activations, such as hosting filmmaker spotlights or screenings, as well as possible funding opportunities.

Commissioner Comment:

The commissioners confirmed the overall timeline and initial fundraising goal for the Film





SF Alliance.

Public Comment:

No comment.

11. COMMISSION PRIORITIES CONT'D: CLOSING ACTIVITY AND REPORT OUT DISCUSSION

By President Villy Wang

President Wang continued facilitating discussion about the Film Commission's five main priorities.

Commissioner Comment:

The commissioners each volunteered to work on 1-2 priorities for FY24-25. The commissioners discussed potential agenda items and guest presenters for future commission meetings.

Public Comment:

No comment.

12. ADJOURNMENT

Adjourned at 3:29pm.

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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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 at least 48 hours in advance of the hearing. Late requests will be honored if possible.

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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.

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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政府的職責是為公眾服務，並在具透明度的情況下作出決策。市及縣政府的委員會，市參事會，議會和其他機構的存在是為處理民眾的事務。本政策保證一切政務討論都在民眾面前進行，而市政府的運作也公開讓民眾審查。如果你需要知道你在陽光政策 (San Francisco Administrative Code Chapter 67) 下擁有的權利，或是需要舉報違反本條例的情況，請聯絡：

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

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 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。

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

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. 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, español y/o filipino (tagalo) estarán disponibles de ser requeridos. Las minutas podrán ser traducidas, de ser requeridas, luego de ser aprobadas por la Comisión. La asistencia en idiomas adicionales se tomará en cuenta siempre que sea posible. Para solicitar asistencia con estos servicios favor comunicarse con el Secretario de la Comisión Zoe Halsne al 415-554-6740, o zoe.halsne@sfgov.org por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

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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.

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.

ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE

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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

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. 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), maaaring 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 sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

LOBBYIST ORDINANCE

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