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MINUTES OF THE FEBRUARY 13, 2023 SPECIAL MEETING

WebEx Event

1. CALL TO ORDER AND COMMISSIONER ROLL CALL (04:41)

President Wang started with the Ramaytush Ohlone Land Acknowledgement and then called the meeting to order. Commission Meeting Agreements were read after roll call.

Jim Beaumonte

Present Late Excused Absent

Jon Rubin

Present Late Excused Absent

Villy Wang (President)

Present Late Excused Absent

Claudine Cheng

Present Late Excused Absent

Matt Stiker (Vice President)

Present Late Excused Absent

Tony Delorio

Present Late Excused Absent

Jack S. Song

Present Late Excused Absent

Franco Finn

Present Late Excused Absent

Carolyn Tyler

Present Late Excused Absent

STAFF IN ATTENDANCE:

Manijeh Fata Executive Director of Film SF, Zefania Preza, Ismael Castillo, Kate Sofis Director of OEWD, Merrick Pascual OEWD Chief Financial Officer, Alesandra Lozano OEWD Legislative and Government Affairs Manager

2. BUDGET REVIEW [ACTION](06:23)

[Discussion and Action Item]

Executive Director Manijeh Fata and Chief Financial Officer of OEWD Merrick Pascual updated on FY 23-24 and FY 24-25 proposed budgets and facilitated discussion on budget priorities.

COMMISSIONER COMMENT: (18:02)

Commissioners commented on this report.

PUBLIC COMMENT: (50:52)

Patrick Ranahan, Location Manager commented:

- With 50 years of Location Management experience, knowing *Ant-man and the Wasp: Quantumania* opening February 14th, he felt there should have been more filming days in San Francisco
- Patrick markets to the accountants and producers about costs to work here and how Patrick can't always compete with New Orleans, Atlanta or even Los Angeles tax incentives
- If there's a way to get producers to see San Francisco now after the pandemic and downtown, it's currently a potential backlot for all kinds of movies and TV, using all the merchants and hotels down there because of the 25% vacancy
- Doesn't know if it pertains to enhancements and the mayor's budget, Patrick wants to find ways for studios to understand that San Francisco is not expensive, can make it worthwhile and not only give the most beautiful views in the world and the most talented artists, but it can make sense to film here

Heather MacLean, Location Manager commented:

- Hard to get people out of the mindset that San Francisco is too expensive for X, Y, Z reasons---there's a fluttering, unanchored fear that they're always going to spend too much
- Been hearing more often people filming at New Orleans, that the weather's terrible--productions had days shut down, not because of COVID, but because of weather costing productions tons of money
- It costs a lot to fly actors out--if San Francisco can assuage for people to build sets here, productions don't need to go somewhere else to have their interiors
- We're getting younger producers that are less experienced that don't think hard about logistics---if San Francisco can start having easy approaches to front end incentives for these producers with office spaces, hotels, stage spaces, parking, Heather thinks it would demystify the costs

Megan Carlson, local film producer, commented:

- Their film *Fairyland* premiered at Sundance this year, a production more than seven years ago that was 100% committed to make it happen in San Francisco despite the challenges
- Thinks there is a massive mystery or inaccuracy in regards to how much it costs to shoot here-- when looking at the occupancy rate of downtown real estate and what producers are challenged with travel, stage space, housing, and office space costs; those should be easy numbers for producers to crunch
- Be happy to share any numbers or any questions for commissioners with what kind of challenges producers face with, how they overcame them, the insight to budgets and incentives from New Zealand, Vancouver, Australia, Louisiana, New York

Thom Hoffman, President of the Theatrical Wardrobe Union commented:

- That not only is it spaces, but it's artist resources---San Francisco doesn't have the costume houses anymore or prop houses anymore ---so those costs are higher for individuals. How do we replenish those resources that are no longer in San Francisco?

Paula Smith Arrigoni, Executive Director of BAVC commented:

- Felt encouraged to hear about the enhancements that may be considered in the budgeting process and recognition of the importance in terms of marketing, audience engagement, bringing folks back to San Francisco hotels, restaurants, and bars
- Important to invest in events like Sundance, San Francisco Film Festival and many other festivals happening now and need the advocacy at the film Commission, at OEWD and across agencies
- BAVC is in the process applying for grants and looks for the film commission's support---recently they applied for an OEWD grant proposal that has been denied and is in the process of appeal ---- it was specifically focused on supporting the economic core
- BAVC would love do more marketing with the positive public relations for San Francisco

MOTION: (01:10:40)

President Wang asked for motion to pass the budget proposals as presented and move forward with them; Commissioner Beaumonte motioned, Cheng seconded the motion.

COMMISSIONER COMMENT (on Action): (01:11:21)

No Commissioner comment on this item.

PUBLIC COMMENT (on Action): (01:11:46)

No public comment on this item.

ACTION: (01:12:01)

Beaumonte

Ayes Nayes Absent

Finn

Ayes Nayes Absent

Stiker

Ayes Nayes Absent

Cheng

Ayes Nayes Absent

Rubin

Ayes Nayes Absent

Tyler

Ayes Nayes Absent

Delorio

Ayes Nayes Absent

Song

Ayes Nayes Absent

Wang

Ayes Nayes Absent

The Commission unanimously approved to pass the budget proposals as presented and move forward with them.

3. AB 361 LEGISLATION RESOLUTION (01:13:57)

[Discussion and Action Item]

Discussed and motioned to adopt a resolution setting forth findings required under Assembly Bill 361 that would allow the Film Commission to hold meetings remotely according to the modified Brown Act teleconferencing set forth in AB 361.

MOTION: (01:14:46)

President Wang asked for motion to adopt a resolution setting forth findings required under Assembly Bill 361; Commissioner Rosenthal motioned, Vice President Stiker seconded the motion.

COMMISSIONER COMMENT: (01:15:18)

No Commissioner comment on this item.

PUBLIC COMMENT: (01:15:38)

No public comment on this item.

ACTION: (01:15:43)

Beaumont

Ayes Nays Absent

Finn

Ayes Nays Absent

Stiker

Ayes Nays Absent

Cheng

Ayes Nays Absent

Rubin

Ayes Nays Absent

Tyler

Ayes Nays Absent

Delorio

Ayes Nays Absent

Song

Ayes Nays Absent

Wang

Ayes Nays Absent

The Commission unanimously approved to adopt a resolution setting forth findings required under Assembly Bill 361.

4. APPROVAL OF THE MINUTES (01:16:29)

[Action Item]

Presentation to approve the minutes of the January 26, 2023 Commission meeting.

MOTION: (01:16:47)

President Wang asked for a motion for the approval of the minutes of the January 26, 2023 Commission Meeting; Commissioner Song motioned, Commissioner Beaumont seconded the motion.

COMMISSIONER COMMENT: (01:17:22)

No Commissioners comment on this item.

PUBLIC COMMENT: (01:17:37)

No public comment on this item.

ACTION: (01:25:05)

Beaumont

Ayes Nays Absent

Finn

Ayes Nays Abstain

Stiker

Ayes Nays Absent

Cheng

Ayes Nays Absent

Rubin

Ayes Nays Absent

Tyler

Ayes Nays Absent

Delorio

Ayes Nays Absent

Song

Ayes Nays Absent

Wang

Ayes Nays Absent

The Commission unanimously approved the minutes of the January 26, 2023 Commission Meeting.

5. FILM SF STAFF REPORT (01:18:56)

[Discussion Item]

Zefania Preza presented on where to direct Commissioners attention to the San Francisco Bay Area Festivals on the Film SF website and gently reminded Commissioners on their deadlines for the annual Ethics Form 700 forms and Sunshine Ordinance training declarations due April 3rd.

COMMISSIONER COMMENT: (01:23:03)

No Commissioner comment on this report.

PUBLIC COMMENT: (01:27:53)

Thom Hoffman, President of the Theatrical Wardrobe Union commented:

- If the Film Commission will now be meeting in person and if the public will be available to attend

6. PRESIDENT'S REPORT (01:29:02)

[Discussion Item]

President Villy Wang officially and welcomed Commissioner Franco Finn.

Villy asked all the Commissioners to share what they're most excited about stepping into from the Film SF 2023 Key Priorities List:

1. Create opportunities for diverse San Franciscans to get their stories told and gain access into the film and media industry
2. Attract productions to shoot here and ensure they have access to a soundstage
3. Partner with SF film and media industry to support the city's economic recovery
4. Strengthen Relationships with Neighborhood & Merchant Associations
5. Grow our brand that amplifies our vision

COMMISSIONER COMMENT: (01:38:11)

Villy Wang will focus on priority 1 and commented:

- As BAYCAT's President, her and the nonprofit will continue create pathways for folks to work in industry (Pixar, Lucasfilm) and production companies (*The Matrix Resurrections*, *The Last Black Man in San Francisco*)
- Raised the question how do we keep these young people engaged and the storytellers? Even if they are born and raised here---many of them want to leave San Francisco. So how do we keep them here and keep them employed?

Matt Stiker will focus on priority 5 and commented:

- Been trying to spend his time and focus over this priority these past few years
- Wants to grow our brand, which is why he expressed the frustration at the limited marketing dollars
- Still thinks there are methods that we can achieve the priority without a gigantic budget by becoming creative and thinking a little bit differently

Carolyn Tyler will focus on priority 1, 3, 4 and commented:

- When appointed to the film Commission, Carolyn got a lot of feedback/comments from the African-American community who are wanting to learn who they'd need to network and make that happen
- When film productions visit town and people only see the limited parking---Carolyn wants the people to know what these productions bring other than money to the city, but the programs and missions that support along with it

Tony Delorio will focus on priority 3 and commented:

- As Principle Officer of Teamsters local 665, his main number one skill is to negotiate and would love to help wherever he can, especially with political connections
- Thinks being more involved in person and on the scene will grow the value together to the film commission and bringing productions back into the city

Jim Beaumonte will focus on priority 2 and commented:

- Felt last year we had a lot of legwork done with the film and television tax incentive SB 485 until it was pulled off the Senate floor and allocated to Governor's budget--- wants to continue working on this
- Feels we can't really get a soundstage until we have a production company committed to filming here and we can't get a production company committed to filming here until we have a better tax incentive

Franco Finn will focus on priority 3, 5 and commented:

- He's a brand guy and will amplify and extend the vision out there as an ambassador
- No matter where Franco travels, he's thinking ahead with networking, breaking down doors and in talks with folks and hyping the local sports teams, the city and now the film commission
- Understands what small businesses had to go through with red tape they thought they had--- wants to ensure productions that it's easy for productions to shoot here

Jack Song will focus on priority 2, 3 and commented:

- Thinks tactically our next big deliverable for the film commission is showcasing the Annual Report
- Believes with the support of the mayor, we could build a big event around the Annual Report and share the success why bringing some production make sense here in San Francisco

PUBLIC COMMENT: (01:51:56)

Frank Simeon commented:

- Looks forward to having in-person get togethers where they can invite the community, invite the filmmakers, invite the diversity of the Bay Area
- Concur there's great opportunities in San Francisco, it's not the most expensive place to shoot in the country, and we just have to get the word out there and bring these productions to town

7. ANNOUNCEMENTS AND RESOURCE SHARING (01:52:19)

[Discussion Item]

COMMISSIONER COMMENT: (01:52:30)

Commissioners commented on this item.

PUBLIC COMMENT: (01:58:51)

Dee Dee Escobedo, Business Representative in San Francisco, SAG-AFTRA, Northern California commented:

- SAG-AFTRA reported members who were employed on local productions for 2023 to date totals -
- 47 SAG-AFTRA members / 11 principles + 41 extras working on 6 commercials
 - 2 SAG-AFTRA members / 2 principles employed on 2 corporate educational videos
 - 7 SAG-AFTRA members / 8 principles in 1 video game
 - 33 SAG-AFTRA members /11 principles + 39 background performers booked on 4 TV, theatrical or new media productions

8. GENERAL PUBLIC COMMENT (02:00:28)

[Discussion Item]

This item is to allow members of the public to comment generally on matters within the Commission's purview as well as to suggest new agenda items for the Commission's consideration.

COMMISSIONER COMMENT: (02:00:51)

No Commissioner comment on this item.

PUBLIC COMMENT: (02:01:01)

Manijeh Fata commented:

- Been very inspired by all the comments and how Commissioners want to help the office with priorities

9. ADJOURNMENT: (02:01:59)

[Action Item]

MOTION: (02:02:07)

President Wang asked for a motion to adjourn the meeting. Commissioner Delorio motioned and Commissioner Beaumonte seconded the motion.

COMMISSIONER COMMENT: (02:02:28)

No Commissioner comment on this item.

PUBLIC COMMENT: (02:02:44)

No public comment on this item.

ACTION: (02:02:56)

President Wang asked for a vote to adjourn the meeting.

Beaumont

Ayes Nays Absent

Finn

Ayes Nays Absent

Stiker

Ayes Nays Absent

Cheng

Ayes Nays Absent

Rubin

Ayes Nays Absent

Tyler

Ayes Nays Absent

Delorio

Ayes Nays Absent

Song

Ayes Nays Absent

Wang

Ayes Nays Absent

The vote was unanimous and the meeting was adjourned at 4:10 PM.