



1 DR. CARLTON B. GOODLETT PLACE, ROOM 473,
 SAN FRANCISCO, CALIFORNIA 94102
 TEL: (415) 554-6241



MINUTES OF THE APRIL 24, 2023 MEETING

Hearing Room 416 City Hall, 1 Dr. Carlton B. Goodlett Place / WebEx Event

1. CALL TO ORDER AND COMMISSIONER ROLL CALL (02:38)

President Wang called the meeting to order at 2:04 PM. Ramaytush Ohlone Land Acknowledgement and Commission Meeting Agreements were read after roll call.

Jim Beaumonte
 Present Late Excused Absent

Jesse Mainardi
 Present Late Excused Absent

Carolyn Tyler
 Present Late Excused Absent

Claudine Cheng
 Present Late Excused Absent

Jon Rubin
 Present Late Excused Absent

Villy Wang (President)
 Present Late Excused Absent

Tony Delorio
 Present Late Excused Absent

Matt Stiker (Vice President)
 Present Late Excused Absent

Franco Finn
 Present Late Excused Absent

Jack Song
 Present Late Excused Absent

STAFF IN ATTENDANCE:

Manijeh Fata - Executive Director of Film SF, Zefania Preza, Ismael Castillo

2. APPROVAL OF THE MINUTES (06:39)

Presentation to approve the minutes of the March 27, 2023 Film Commission meeting.

MOTION: (06:48)

President Wang asked for a motion for the approval of the minutes from March 27, 2023 Film Commission Meeting; Commissioner Finn motioned, Commissioner Rubin seconded the motion.

COMMISSIONER COMMENT: (07:05)

No Commissioner comment on this item.

PUBLIC COMMENT: (07:10)

No public comment on this item.

MOTION: (12:52)

President Wang tabled the motion for the approval of the minutes. President Wang then asked for a motion to accept any abstentions for the approval of the minutes from March 27, 2023 Film Commission Meeting; Vice President Stiker motioned, Commissioner Rubin seconded the motion.

ACTION: (13:31)

Beaumont <input type="checkbox"/> Ayes <input checked="" type="checkbox"/> Nayes <input type="checkbox"/> Absent	Finn <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Song <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Wang <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent
Cheng <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input checked="" type="checkbox"/> Absent	Mainardi <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Stiker <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	
Delorio <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Rubin <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Tyler <input type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input checked="" type="checkbox"/> Absent	

The Commission carries majority vote to accept any abstentions for the approval of the minutes from March 27, 2023 Film Commission Meeting.

MOTION: (14:38)

President Wang resumed the tabled motion for the approval of the minutes from March 27, 2023 Film Commission Meeting.

ACTION: (14:38)

Beaumont <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Finn <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Song <input type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input checked="" type="checkbox"/> Abstain	Wang <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent
Cheng <input type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input checked="" type="checkbox"/> Abstain	Mainardi <input type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input checked="" type="checkbox"/> Abstain	Stiker <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	
Delorio <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Rubin <input checked="" type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input type="checkbox"/> Absent	Tyler <input type="checkbox"/> Ayes <input type="checkbox"/> Nayes <input checked="" type="checkbox"/> Absent	

The Commission unanimously approved the minutes from March 27, 2023 Film Commission Meeting.

3. OEWD PRESENTATION ON ECONOMIC RECOVERY (15:26)

Katherine Daniel, Director of Economic Recovery Initiatives presented on Overview of Roadmap to Downtown San Francisco’s Future.

COMMISSIONER COMMENT: (40:19)

Commissioners commented on this item.

PUBLIC COMMENT: (1:17:45)

No public comment on this item.

4. PRESIDENT’S REPORT (01:18:20)

President Villy Wang welcomed Commissioner Jesse Mainardi and updated June’s film commission has been rescheduled to Friday, June 30th from 10am to 12pm. Villy mentioned bringing back and preparing a retreat for commissioners; the goal would be a way to connect and create a work plan around the next year as a commission. If there is a location that is available offsite, ideally a location downtown, please let Villy or Film SF Staff know.

Villy also focused the discussion specifically on Priority 3 from the Film SF Key Priorities list below:

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: (01:31:59)

Commissioners commented on this item.

PUBLIC COMMENT: (1:39:21)

No public comment on this item.

5. FILM SF STAFF REPORT (1:39:52)

Executive Director Manijeh Fata clarified on quorum for in person meetings, recapped on Film SF/Film Commission *Essential SF* honoree award received from SFFILM, reported BAVC/SFFILM's block party where Supervisor Dorsey was in attendance at Ninth Street Independent Film Center. SFFILM closed out their film festival the weekend prior; Film SF Staff and commissioners attended several events during the festival's course.

Manijeh updated the review panel for the Film Space Grant; noted the process will be done virtually and time commitment would estimate two hours. It will take place during May 22nd -26th and commissioners who expressed interest to make themselves available for that period.

Ismael Castillo reported production stats from March 27th to April 23rd and the comparison to last year's report. Ismael had technical difficulties to show commercials from a recent production he coordinated to permit, video links posted below for reference:

CULBERT 30 SEC EDIT

<https://vimeo.com/811627890/a6f4427d5e>

TRACY 30 SEC EDIT

<https://vimeo.com/811628028/97b29cc781>

COMMISSIONER COMMENT: (1:42:22)

Commissioners comment on this report.

PUBLIC COMMENT: (02:02:38)

No public comment on this Item.

6. ANNOUNCEMENTS AND RESOURCE SHARING (02:03:08)

This item is to allow Commissioners to bring any announcements or resource sharing to this meeting.

COMMISSIONER COMMENT: (02:06:56)

Commissioners commented on this item.

PUBLIC COMMENT: (02:07:01)

Dee Dee Escobedo, Assistant Executive Director, San Francisco-Northern California SAG-AFTRA commented:

- If the Film Commission is open before the fall retreat; SAG-AFTRA could present contracts specific to San Francisco and get a better sense of what their outreach efforts parallel to market San Francisco a destination city and its economic recovery
- Below are links for the San Francisco-Northern California Regional Commercials Code referenced during the Public Comment for Resources Sharing. Additionally, there is a link to the national SAG-AFTRA Commercials contract for reference.

SAG-AFTRA SF-NorCal Regional Commercials Code with Explainer Video:

<https://www.sagaftra.org/get-involved/adsgolocal>

SAG-AFTRA Commercials Contract:

<https://www.sagaftra.org/production-center/contract/802/agreement/document>

- SAG-AFTRA reported members who were employed on local productions for 2023 year to date totals -
 - 55 SAG-AFTRA members /24 principles + 42 extras working on 12 commercials
 - 4 SAG-AFTRA members / 4 principles employed on 4 corporate educational videos & non-broadcast productions
 - 30 SAG-AFTRA members / 32 principles in 5 interactive video games
 - 88 SAG-AFTRA members /66 principles + 39 background performers booked on 14 TV, theatrical or new media productions

Frank Simeone, Coordinating Committee member of Directors Guild of America commented:

- They felt encouraged for productions coming to the Bay Area in the near future and excited to hear the roadmap for economic recovery
- It was wonderful to attend the Ninth Street Independent Film Center/SFFILM block parties with the overall film community
- Robert Dalva is one of the original founders of American Zoetrope, a San Francisco production company that's still active here, passed unexpectedly. In addition to being a great mentor and filmmaker, he was also an Oscar nominated editor and cameraman. His memorial was out in the headlands in Marin; it was extremely well attended with a lot of people speaking about their experiences, working with him on his motion pictures.

7. GENERAL PUBLIC COMMENT (02:14:45)

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: (02:14:49)

No Commissioner comment on this item.

PUBLIC COMMENT: (02:14:49)

No public comment on this item.

8. ADJOURNMENT: (02:15:03)

President Wang adjourned the meeting at 4:20 PM.