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MINUTES OF THE MAY 22, 2023 MEETING

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

1. CALL TO ORDER AND COMMISSIONER ROLL CALL

Commissioner Song chaired and called the meeting to order at 2:08 PM. Ramaytush Ohlone Land Acknowledgement were read after roll call.

Jim Beaumonte
 Present Late Excused Absent

Kate Goldstein-Breyer
 Present Late Excused Absent

Matt Stiker (Vice President)
 Present Late Excused Absent

Claudine Cheng
 Present Late Excused Absent

Jessie Mainardi
 Present Late Excused Absent

Carolyn Tyler
 Present Late Excused Absent

Tony Delorio
 Present Late Excused Absent

Jon Rubin
 Present Late Excused Absent

Villy Wang (President)
 Present Late Excused Absent

Franco Finn
 Present Late Excused Absent

Jack Song
 Present Late Excused Absent

STAFF IN ATTENDANCE:

Manijeh Fata, Sofia Alicastro, Zefania Preza, Ismael Castillo

2. APPROVAL OF THE MINUTES

Presentation to approve the minutes of the April 24, 2023 Film Commission meeting.

MOTION:

Commissioner Song asked for a motion for the approval of the minutes from April 24, 2023 Film Commission Meeting; Commissioner Rubin motioned, Commissioner Delorio seconded the motion.

COMMISSIONER COMMENT:

Commissioner Cheng thought the discussion during commissioner’s comment on issues should be part of the official record and be included in the meeting minutes. Wondered why items three, five and six commissioners’ comments were not summarized in April’s minutes versus the public comment. Wants more detailed summarizations in Commissioner comments moving forward. Executive Director Fata shared we would discuss internally.

PUBLIC COMMENT:

No public comment on this item.

ACTION:

Beaumont

Ayes Nays Absent

Finn

Ayes Nays Absent

Rubin

Ayes Nays Absent

Tyler

Ayes Nays Absent

Cheng

Ayes Nays Absent

Goldstein-Breyer

Ayes Nays Absent

Song

Ayes Nays Absent

Wang

Ayes Nays Absent

Delorio

Ayes Nays Absent

Mainardi

Ayes Nays Absent

Stiker

Ayes Nays Absent

The Commission unanimously approved the minutes from April 24, 2023 Film Commission Meeting.

4. FILM SF STAFF REPORT

In the interest of time, Item #4 was moved ahead of Item #3.

Executive Director Manijeh Fata took the floor to speak on behalf of Film SF. She introduced Film SF's new Deputy Director Sofia Alicastro and announced Film Coordinator Ismael Castillo starting as a Senior Film Coordinator May 27th.

She reported that CAAM (the Center for Asian-American Media)'s Film Festival had their closing night and how our office and the commission supported the film festival by participation and promotion of the rebate program in various filmmaker events.

Executive Director Fata shared a couple of staff site visits with independent filmmaker D'Arcy Drollinger, who had been recently celebrated as the first inaugural S.F. Drag Laureate, currently working on their second feature that will be shot in San Francisco. Film SF joined the San Francisco Sheriff's Department visited some of the jail facilities that could work as key locations for D'Arcy's film.

She also shared that Commissioner Mainardi and Commissioner Finn joined her at Piers 68, 80 and 96 as possible soundstage development areas.

She went on to share that Frameline Film Festival kicks off June 14th to the 24th. Film SF will be sponsoring the festival again to promote our rebate program. There will be opportunities for commissioners to join and be a part of the events. There will also be an industry event where Deputy Director Alicastro will be speaking on behalf of the office.

She noted that the current WGA strike is impacting our ability to know what longer term, bigger productions that plan to shoot here are put on hold.

Executive Director Fata closed by sharing that the Film SF annual report is going to be released Thursday, May 25th with a press release.

Senior Film Coordinator Preza reported production stats from April 24th to May 21st and the comparison to last year's statistics.

COMMISSIONER COMMENT:

Commissioner Song commented that the vacancies are now filled in the Film Commission and introduced the newest member of the Film Commission, Kate Goldstein-Breyer.

Commissioner Goldstein-Breyer introduced herself to all the other commissioners. She works around the corner at City Arts and Lectures, where they present on stage conversations. Most of their guests do come from the world of arts, usually literature, but does also include filmmakers, actors and other people associated with film production. She has been excited and enjoyed hearing what the work of the film commission has been, and is a big champion of this city.

Commissioner Mainardi asked a quick question on the production stats if there were indeed fewer productions, but are spending more money in the city. Senior Film Coordinator Preza identified that the stats on the slide presentation had an error and also shared that there has been a bit of lull in production this year. Most of the permits that have been issued have been still photography versus last year that had larger productions and commercials for marketing/advertising.

PUBLIC COMMENT:

No public comment on this Item.

3. PRODUCTION SPOTLIGHT: STEP ONE FILMS x SEÑOR SISIG

Film Coordinator Castillo with Step One Films' Anna Roberston and Caitlyn Durkin shared a recent commercial ad spot for Señor Sisig and a sizzle reel of the overall work of Step One Films.

Step One Films ad spot for Señor Sisig: <https://www.instagram.com/p/CsB1LPkMPli/>

COMMISSIONER COMMENT:

Commissioner Rubin asked what camera did Step One Film shoot for the commercial and the sizzle reel. Anna responded that the Red Komodo was used for the commercial and the other projects in the sizzle reel are a combination of Arri Alexa, 16 millimeter, and eight millimeter film. No iPhones were used.

Commissioner Tyler asked how many days were filmed for the actual filming of the commercial. Caitlyn responded that they've spend three days: one at the Ferry Building Plaza, one day at the 990 Valencia Señor Sisig restaurant and one full day specifically filming the nachos.

Commissioner Delorio congratulated Step One Films and was impressed with their work despite their small budget. He was happy that they selected San Francisco and a San Francisco based rapper for their ad.

PUBLIC COMMENT:

No public comment on this item.

5. PRESIDENT'S REPORT

With the President and Vice President absent, Commissioner Song wanted to highlight that there will be deeper discussions relating to the key priorities presented by Office of Workforce Economic Development from the previous meeting, to be discussed in the future.

In the meantime, Commissioner Song asked for reactions or topics from commissioners that they might want to individually focus on related to OEWD's key priorities.

COMMISSIONER COMMENT:

Commissioner Rubin inquired on the status of Business Cards. Senior Film Coordinator Preza responded that an email will be sent out to all commissioners with the information she requires to get these cards ordered.

Commissioner Rubin also asked for a one sheet for the Soundstage Requirements. Executive Director Fata responded she will send an updated one sheet similar to what former Executive Director Susannah Robbins had created. Executive Director Fata also stated that we're looking at multiple options; whether it's investing money in an existing infrastructure or land to build a stage on with state-of-the-art technology, ideally.

Commissioner Cheng asked if it is the intention to have updates on these key priorities every month or if there will be a subcommittee meeting on these various topics. Is the plan to carve out 5 to 10 minutes time at each meeting to go over the specifics with guest speakers that will be beneficial to these priorities? Executive Director Fata responded that she's in conversation with President Wang and Vice President Stiker in creating and mapping out a workplan hopefully for the upcoming fall retreat. Executive Director Fata thinks what's helpful now is understanding if a commissioner wants to invite anyone and bring them in for these conversations around these priorities. She shared that we're not going to look at having subcommittees at this moment because of the difficulty and challenges that bringing committees together in the past has proven

Commissioner Cheng followed up on Key Priority 1 - Creating opportunities for diverse San Franciscans. She thinks if we are going to have a session then it should be more than one speaker for this conversation and/or listening session. She's happy to help with other

commissioners to get this planned out in the future, potentially this September and it naturally would involve folks from diverse sectors.

Commissioner Tyler commented she has somebody in mind to bring in conversation for Key Priority 1.

PUBLIC COMMENT:

Caitlyn Durkin from Step One Films commented if the film commission desires her input in soundstage development; she's happy to help brainstorm or share resources. Caitlyn has helped build production offices for Paramount and Lucasfilm and all kinds of studios at this point.

6. ANNOUNCEMENTS AND RESOURCE SHARING

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

COMMISSIONER COMMENT:

Commissioner Delorio updated where we stand with tax credit. Over the past year, Executive Director Fata, Commissioner Beaumont, and himself were attempting to work with senators across the state to get a higher tax credit for basically anywhere outside the Los Angeles zone. It didn't work out.

Commissioner Delorio commented that 10% tax credit all over the state might be in jeopardy based on Assembly Budget Committee Chairman Phil Ting's latest disappointment with lack of diversity in the industry. Commissioner Delorio was at a labor conference in Sacramento a couple of weeks ago and was unaware about this issue because it was only being addressed with Teamsters Local 399 and the stagehands in L.A. without San Francisco involvement. Assembly member Phil Ting who's in charge of the budget in Sacramento, held a meeting with Commissioner Delorio both at the capital and a town hall held in San Francisco. The teamsters brought a lot of diverse folks from our Bay Area film industry and explained that taking away 10% credit would be devastate film all over the locally and state.

Commissioner Tyler updated the San Francisco Black Film Festival will take place June 15th – June 18th in western Fillmore. Commissioner Tyler plans to go to opening night and would desire somebody from that organization to come and speak with the film commission and have us support for this film festival organization.

PUBLIC COMMENT:

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

- SAG-AFTRA reported members who were employed on local productions for 2023 year to date totals:
 - 75 SAG-AFTRA members /47 principles + 42 extras working on 19 commercials
 - 7 SAG-AFTRA members / 7 principles employed on 6 corporate educational videos & non-broadcast productions
 - 42 SAG-AFTRA members / 45 principles in 9 interactive video games
 - 94 SAG-AFTRA members /72 principles + 39 background performers booked on 17 TV, theatrical or new media productions
 - Local Co/Ed Code: 198 signatory productions covering 319 members to date

- 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>

Frank Simeone, Coordinating Committee member of Directors Guild of America shared a photograph of their first in-person meeting with DGA members. Simeone has been in touch with the L.A. office with shows that would like to shoot in San Francisco once they get a green light. He's excited about that and looks forward to be a good year for these potential productions.

7. GENERAL PUBLIC COMMENT

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:

No Commissioner comment on this item.

PUBLIC COMMENT:

No public comment on this item.

8. ADJOURNMENT:

Commissioner Song adjourned the meeting at 4:20 PM.