



SAN FRANCISCO FILM COMMISSION
MEETING MINUTES
FRIDAY JUNE 30, 2023 10:00 AM
CITY HALL HEARING ROOM 416 + WEBEX WEBINAR
1 DR. CARLTON B. GOODLETT PLACE, SAN FRANCISCO CA 94102

Call to order by President Wang @10:04am

Audio file for June 30, 2023:

https://sanfrancisco.granicus.com/ViewPublisher.php?view_id=125

1. Announcements by Commission Secretary Preza and roll call

Ramaytush Land Acknowledgement and Commission Meeting Agreements

<https://sf.gov/sites/default/files/2023-03/Ramaytush%20Ohlone%20Land%20Acknowledgement.pdf>

https://sf.gov/sites/default/files/2023-04/Commission%20Meeting%20Agreements_new.pdf

by President Wang

Commissioners Present:

Jim Beaumonte, Tony Delorio, Jesse Mainardi, Jack Song, Matt Stiker, Carolyn Tyler,
President Wang

Commissioners Absent:

Claudine Cheng, Franco Finn, Kate Goldstein-Breyer, Jon Rubin

Staff in Attendance:

Director Fata, Deputy Director Alicastro, Senior Film Coordinator Preza, and Senior Film
Coordinator Castillo

2. Approval of the minutes of the May 22, 2023 Film Commission Meeting

<https://sf.gov/sites/default/files/2023-06/Minutes%2005.22.2023%20DRAFT.pdf>

Motion by Commissioner Delorio

2nd by Commissioner Tyler

Commissioner comment:

Vice President Stiker:

Positive affirmation on capturing information on minutes



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President Wang:
Shout out to the team

Public comment:
No public comment

Minutes unanimously approved

3. SF Travel Presentation: Always San Francisco Campaign
https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fsf.gov%2Fsites%2Fdefault%2Ffiles%2F2023-07%2FSF_Film_Commission_June%252030_public.pptx&wdOrigin=BROWSELINK

By San Francisco Travel Association team, Lynn Bruni-Perkins, Chief Marketing Officer, Brenda Tucker, Director of Arts Marketing, and Cassandra Costello, Executive Vice President of Public Policy & Executive Programs.

Team presented on marketing research, campaign and efforts to take back the narrative of San Francisco. Appreciative of the collaboration of Film SF and SF Travel.

Objectives, overview, research and snapshot of creative development with videos presented.

Always Artistic SF campaign an extension of Always SF but focused on the arts also previewed.

Commissioner comment:

Commissioner Beaumonte:
Great job on the big picture. As far as local bay area tourists, how do we change local SF narrative? All in this together, how do we inform more local people, workers and business? How can we help?

SF Travel Response:
Collaborating with a lot of city organizations, campaign is more for those outside of the city, have a lot of local following, pushing out positive stories.



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Civic pride, need 9 other bay area counties to come here, 92 percent have positive experience coming to SF and want to come back.

Created a tool kit from other industry members to use assets for campaign. Pushing partners to get some messaging out, sample social tweets, images, assets to push out through their channels.

Vice President Stiker:

Facing the unprecedented – overcoming negative perceptions of the city. Brand campaign is about awareness but in San Francisco this campaign is about overcoming the negative. Facing a different world, acknowledge the work and time of the team and organization on this campaign. Slide of 5 values – every attribute for visitors overlaps with the filmmaker values. Film Commission should piggyback and root our marketing efforts telling a very consistent story. Interesting slide to discuss and focus on in the future.

Commissioner Delorio:

Clarification of shorter spots of the video

Feedback – both videos good but second video stuck out with beat, flags and highlights of districts

SF Travel Response:

A lot of the art footage given to SF Travel by arts orgs and prominently featured on landing page of website to drive traffic. SF Travel connect the arts inclined visitor with local art orgs and artists

Commissioner Mainardi:

Did you all ask and determine what the current perceptions are of San Francisco and what the challenges are? What is perhaps having people not come? How long is the campaign? Other metrics to determine challenges of San Francisco?

SF Travel Response:

Perceptions bubbled up due to news, focus group participants had mostly been to San Francisco and when asked about returning – those that responded no were not included in research, 16-week campaign running through October.



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Determining metrics - KPIs (key performance indicators), click through rates, booking through Expedia and Trip Advisor, following campaign doing an ad effectiveness study to see if things shifted

Commissioner Tyler:

How far ahead do meeting planners generally commit to bringing a meeting to San Francisco? What is the impact of the campaign if someone is booking that far out?

SF Travel Response:

Depends on the meeting:

City wide meeting - booking far in advance (5-10 years)

Self-contained - smaller conference (shorter term planning)

Important to book meeting planners with hope to get short term planners to invest in the long-term larger conference

Director Fata:

Great working with SF Travel more. Always Artistic campaign with Brenda - would like to see a theatre marquee in the always Artistic Campaign. Remind Commissioners of ongoing support bringing in film festivals, plugging D'Arcy Drollinger behind the scenes footage for next campaign spot/series.

President Wang:

Gratitude for work/campaign, we share same characteristics - after the same things - interconnectivity of brand and messaging with film makers and community is gigantic. Mirror excitement of the Always Artistic editing and beat. Philanthropic community that invest in artistic world - private philanthropic and public sector are investing in making SF artists better. Places that we could highlight or amplify the work and the investments that are already being done?

Would like access to toolkit and access to the slides.

Public comment:

No public comment



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4. President Report

Report includes discussion on Film SF priority areas, growing our brand that amplifies our vision and partnering with film/media industry to support the city's economic recovery.

https://sf.gov/sites/default/files/2023-05/Film%20SF%20key%20priorities_2023_0.pdf

Commissioner comment:

Vice President Stiker:

Question for Mani – what can we utilize with existing budget? Budget contingent on any OEWD or legislative approval? How much and what access do we have? What we have versus what we need – valuable first conversation needed. Do we have a sense of who partners might be? Bay Area based tech companies?

Director Fata response:

Opportunity to use Rebate funds for marketing if we use it to market our rebate program. Budget approved with administrative code changes and will confirm using the rebate money to market the program. Amount and access depends on what we are putting together as a marketing plan.

President Wang response:

Combo of corporate tech partners and film festival connections, cohorts of community-based orgs coming together. Building bridges and how much does Film SF hold and what kind of role does the Commission have in facilitating conversations. We are partners, we are showing up and being strategic, idea of partnership becomes action. Encouraging Commissioners to attend, meet and greet and connect, make partnerships and build relationships. Do this work collectively, wearing many hats and would like to work on goals and getting them to action.

Response from Commissioner Song:

In attendance of SF Arts orgs roundtable, good to hear about upcoming events and spaces. Will share future meetings with the group.

Public comment:

No public comment



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5. Film SF Staff Report

By Executive Director Manijeh Fata and Film SF Staff: Sofia Alicastro, Zefania Preza and Ismael Castillo

Report includes discussion on recent/upcoming meetings, events and productions, the Frameline47 Film Festival, the Film Space Grant Award and Production stats

Commissioner comment:

Commissioner Beaumonte:

Shared event and appreciation to Director Fata at BOS meeting.

Public comment:

No public comment.

6. Announcements and Resource Sharing

Commissioner comment:

President Wang:

Infocus is back at BAYCAT July 19 5:30 – 8:30p at Above the Rim, Chase Center. Will send an invite through the team.

Public comment:

No public comment.

7. General Public Comment

Commissioner comment:

No Commissioner comment

Public comment:

No public comment

8. Adjournment

President Wang adjourned the meeting @ 11:27am