



**SAN FRANCISCO FILM COMMISSION
MEETING MINUTES
Monday September 25, 2023 @ 2:00PM
Hearing Room 416
City Hall, 1 Dr. Carlton B. Goodlett Place**

1. CALL TO ORDER AND ROLL CALL AT 2:02 PM

President Wang (2:40)

Called the meeting to order.

Sofia Alicastro (5:22)

Announced the roll call and member attendance.

FILM COMMISSIONERS PRESENT

Villy Wang, President; Matt Stiker, Vice President; Jim Beaumonte, Commissioner
Kate Goldstein-Breyer, Commissioner; Claudine Cheng, Commissioner; Tony Delorio, Commissioner
Franco Finn, Commissioner; Jon Rubin, Commissioner; Carolyn Tyler, Commissioner

FILM COMMISSIONERS ABSENT

Jack Song, Commissioner

FILM SF STAFF PRESENT

Manijeh Fata, Executive Director; Sofia Alicastro, Deputy Director; Mark Hogains, Production Manager

FILM SF STAFF ABSENT

Ismael Castillo, Senior Film Coordinator

2. RAMAYTUSH OHLONE LAND ACKNOWLEDGEMENT

Explanatory Document:

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

President Wang (5:55)

Presented the Ramaytush Ohlone Land Acknowledgement

3. COMMISSION MEETING AGREEMENTS

Explanatory Document:

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





President Wang (6:46)
Presented Commission Meeting Agreements.

4. APPROVAL OF THE MINUTES

Explanatory Document:
https://sf.gov/sites/default/files/2023-09/Draft%207.24.23_FCM_min_v3.pdf

Motion by Vice President Stiker (7:48)
2nd by Commissioner Delorio (7:49)

Commissioner Comment:
No comment

Public Comment:
No comment

Minutes unanimously approved (9:00)

5. SAG-AFTRA PRESENTATION (9:15– 25:09)

Explanatory Document:
https://sf.gov/sites/default/files/2023-09/SAG-AFTRA%20TV_Theatrical_Streaming%20Strike%20Update%20-%20SF%20Film%20Commission%20Meeting%209.25.23%20-%20Presentation.pdf

Dee Dee Escobedo, Assistant Executive Director, San Francisco-Northern California SAG-AFTRA
Michael Rappaport, Principal Member of SAG, and members.

Commissioner Comment:

Commissioner Rubin (25:30)
Discussed historical context of how the workforce adapted to new technologies in the context of how unions will react to AI. Inquired about contract creation for an unknown future.

Michael Rappaport:
Discussed the impact of AI regulation for humans and related areas in transportation.

Commissioner Rubin (28:15)
Inquired into the development of a contract in real time around the use of images.

Dee Dee Escobedo





Highlighted a renegotiated commercials contract around digital replicas as prohibited without the same compensation as if the actor did the work because the business is benefitting. E.g., interactive video games and performance capture.

Commission Rubin (29:15)

Inquired how this will work for the craft services.

Dee Dee Escobedo

Highlighted the setup of initial sessions in commercials contract and initial shoot dates which engage services.

Commission Tyler (30:08)

Inquired about the tentative agreement's impact on SAG-AFTRA.

Dee Dee Escobedo

Highlighted the bargaining process and the order of operations of how the unions work together.

Commissioner Delorio (31:45)

Discussed his presentation with SAG-AFTRA on the steps of City Hall. Compared the under-regulated autonomous vehicles (AV) and AI ecosystems in California. Offered to share the technological changes incorporated into CVAs.

Commissioner Beaumont (36:00)

Inquired about how the strike has affected the CA region.

Dee Dee Escobedo

Informed Commission that a report would occur during Public Comment, and thanked Dos Lados for hiring locally.

Commissioner Beaumont (37:10)

Highlighted the efforts to bring filming to SF, and the barriers to achieving this goal.

Dee Dee Escobedo

Highlighted the work with Film SF, and that there are constraints around state incentives.

Commissioner Beaumont (38:01)

Commented on the new incentives and how it affects short-term and long-term unemployment.

Dee Dee Escobedo

Highlighted the working performers, and how the workforce gets opportunities.





Vice President Stiker (39:15)

Presented the Stockdale paradox and the need for adaptability in the face of the current filming climate and new normal.

Dee Dee Escobedo

Concurred on the need for adaptability and highlighted the multidisciplinary, artistic market which adapts to the ebbs and flows of work coming into SF.

Commissioner Tyler (42:50)

Discussed how technology took over professional roles during tech transitions in the TV field, and the lack of understanding about the middle class, working actors, and professions in related fields.

Dee Dee Escobedo

Highlighted how AI happened quickly, and the need for a conversation about humans and AI.

Commissioner Beaumonte (45:30)

Thanked SAG-AFTRA folks for their work.

President Wang (46:30)

Spoke about the incongruent nature of capitalism and art in the context for representation and challenging systems.

Brad Burlett, SAG Actor

Presented a workforce scenario for film and the industry's impact.

Public Comment:

Kathryn Howell (50:54)

Discussed historical films and how humans respond to emotion in film from emotive human eyes, and the capabilities of AI to convey this similarly.

Online Commenter (52:05)

Highlighted the music business, AI and the formula for revenue streams. Discussed the transition from the traditional music business to streaming.

Michael Summer, Actor on Strike with SAG-AFTRA (53: 25)

Highlighted how the efforts are not just about good pay. Compared unions and discussed the nature of workers, wanting to perform good work.

6. PRODUCTION SPOTLIGHT: DOS LADOS (55:35 – 1:06:04)





Discussion by Producer Megan Carlson and Location Manager Kelly Tom about their recent project and how they utilized the Film SF's Scene in San Francisco Rebate Program. Independent feature film *Dos Lados* directed by Michel Franco, and starring Jessica Chastain, Isaac Hernández, and Rupert Friend.

Commissioner Comment:

Commissioner Finn (1:06:14)

Inquired how can we add *Dos Lados*'s experience with the Rebate program and in the City to a stockpile of testimonials that will create a snow ball effect of productions in SF. Suggested that knowing 75% of the film was shot in SF is a good reason to see the film.

Vice President Stiker (1:07:08)

Inquired about the challenges encountered with filming in the City.

Megan Carlson

Referred to Commissioner Finn's comment and the need for an increased budget, ramping of the website, marketing about the available services, deeper collaboration with City departments, production space, state tax credits, housing is an issue when bringing in folks, and self-promotion. Thanked Film SF staff who brought rebatable office space to the production and the cost savings to the production margins. Spoke about how she is willing to sing our praises.

Commissioner Tyler (1:10:33)

Inquired about the smaller locations the film productions filmed at.

Kelly Tom

Provided a list of locations, and highlighted how you can find anything you are looking for in the City.

Commissioner Tyler (1:11:30)

Inquired about neighborhood concerns and how they are addressed.

Kelly Tom

Spoke about the Film SF Neighborhood Notification letter, survey, and the availability of locations and scout managers to businesses, community members and Commissioners or anyone who wants information.

Commissioner Rubin (1:12:30)

Inquired about the size of the production crew.

Kelly Tom

Informed the Commission that the production had 40 to 45 crew.





Commissioner Rubin (1:12:36)

Inquired about the type of camera equipment used.

Megan Carlson

Informed the Commission that a local video shop was used.

Commissioner Rubin (1:12:46)

Inquired about the mobility of the production to get from location to location.

Kelly Tom

Informed the Commission about how using 1 camera made it possible.

Commissioner Tyler (1:13:04)

Inquired about safety concerns during production.

Megan Carlson

Informed the Commission about an incident which occurred on the last night of the shoot. Highlighted the work with Local 16 and Commissioner Beaumonte, the incredible work of the union crew, and the low cost.

Director Fata (1:14:09)

Praised Film SF staff Sofia Alicastro for her work shepherding the project for the City while still a fresh member of the team.

Commissioner Finn (1:15:20)

Highlighted the win of the production and displaying the poster at the airport.

Public Comment:

No comment

7. PRESIDENT REPORT (1:16:35-1:25:20)

President Wang discussed upcoming elections in December 2023, succession planning for future leadership, and plans for Film SF Retreat on November 29th, 2023, 9am-5pm.

Commission Stiker (1:25:21)

Promoted equitable transitioning for his role and mentoring the next leadership ready to enter the Film Commission. Informed the Commission that he is ready to give up his Vice-Chair seat.

Commissioner Comment:





Commissioner Beaumonte (1:30:30)

Inquired if the meeting is open to the public, and if the January meeting could be held at Sundance.

President Wang:

Informed the Commission that the retreat is a public meeting and that the January meeting is not an item for vote.

Public Comment:

No Comment

8. FILM SF STAFF REPORT (1:31:55-1:48:30)

Discussion led by Executive Director Manijeh Fata, Deputy Director Sofia Alicastro, and Production Manager Mark Hogains, including a welcome to Production Manager Mark Hogains, and reports on recent/upcoming meetings, events, festivals, and productions stats.

Commission Finn (1:41:38)

Discussed his visit to Philippines and our sister city Manilla, and his experience at the Film Development Council of the Philippines.

Commission Tyler (1:46:16)

Discussed meeting with House Speaker and Willie Brown and a project that may be brought to SF. Highlighted the rebate program.

Commissioner Comment:

No Comment

Public Comment:

Dee Dee Escobedo (1:59:02)

Provided SAG-AFTRA member hiring data comparison to the Commission.

9. ANNOUNCEMENT AND RESOURCE SHARING

Commissioner Comment:

No comment

Public Comment:

No comment

10. GENERAL PUBLIC COMMENT

Frank Simeone Directors Guild of America (2:01:37)





Discussed guild meeting attendance and how 1 or 2 of Directors seem to be working, but in LA. Colleagues had mentioned that people are involved in SAG with bringing productions to SF.

11. ADJOURNMENT (2:03:56)

