



**SAN FRANCISCO FILM COMMISSION
MEETING MINUTES
Wednesday November 29, 2023 @ 9:00AM
Room 125
War Memorial Opera House, Room 125**

1. Call to order / roll call

Call to order by President Villy Wang and Roll Call by Deputy Director Alicastro: 9:48 AM

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; Lourdes Portillo, Commissioner; Carolyn Tyler, Commissioner; Jack Song, Commissioner

Film SF Staff Present

Manijeh Fata, Executive Director; Sofia Alicastro, Deputy Director; Mark Hogains, Production Manager; Ismael Castillo, Senior Production Coordinator

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

2. Approval of minutes from previous meeting [Action]

Presentation of and possible action to approve the minutes of the September 25, 2023 Commission meeting.

Motion: Commissioner Delorio

Second: Commissioner Beaumonte

Commissioner Comment:

Commissioner Stiker: Highlighted the previous minutes and the improvements the team has made.

Public Comment:

No comment.

Unanimous vote to approve agenda.

3. General public comment





Members of the public can comment generally on matters within the Commission's purview as well as to suggest new agenda items for the Commission's consideration.

Public Comment:

No comment.

4. Retreat Agenda Review [Discussion]

By President Villy Wang.

5. Film SF Presentation [Discussion]

By Film SF Staff

Film SF team reviewed the mission and vision of our work as well as shared a detailed staff org chart of roles and responsibilities. The team also reviewed areas of our work including facilitating production activity (permits), Scene in San Francisco Rebate Program, Film SF Savings Program, Film Space Grant, Racial Equity, advocacy, workforce, and community engagement. They then shared a few highlights from the year including Executive Director Manijeh Fata receiving a commendation from Board President Peskin as well as Film SF being named an Essential SF honoree by SFFILM. Additionally, they gathered with film and media orgs with Supervisor Dorsey in his district and the 2023 Spotlight on San Francisco party with several notable SF based organizations. Film SF staff then went on to present a S.W.O.T. analysis on Film SF's Strengths, Weaknesses, Opportunities, and Threats. They wrapped up the conversation with an in-depth look at a feature length film that received the Scene in San Francisco Rebate program and used this as a case study to educate commissioners on the complexity involved in facilitating a production over the course of several weeks covering parking, film notifications, partnering with other city agencies like SFMTA and the Sheriff's department, coordinating street closures, fulfilling SFPD needs, and much more.

Commissioner Comment:

Commissioners discussed the opportunities for improvement including better branding, website updates, promoting our work publicly at events, and potentially establishing a tagline/hook. Film SF staff covered the importance of community engagement (e.g. Spotlight on SF at Sundance and Block Party) and how that amplifies our efforts of being a hub of information and support for the film community. Commissioners then discussed the areas for growth and the need to counter SF's negative image and referenced campaigns that Film SF could be a part of in the future including Advance SF. They discussed the value of private/public partnerships and referencing both supporting storytellers and recognizing that the commercial sector brings in revenue which both are important. There was a suggestion around building an internship program to assist with some of the administrative work to build more capacity since Film SF is very involved and provides a concierge service to productions rather than just providing a transactional experience.





Public Comment:

No comment

6. 5 Cs for Film SF Presentation [Discussion]

By Vice President Matt Stiker

Vice President Stiker led commissioners and staff in a discussion around brand strategy and the 5 Cs: Company, Community, Culture, Competition, and Consumer. He then defined brand and the difference between brand and product and led an exercise that included an industry comparison to other film offices including Film LA, NY, and more to identify what you buy into when you patronize those cities. He then applied that line of thinking to Film SF.

Commissioner Comment:

Commissioners compared and contrasted San Francisco's Film Commission to other film offices in the US and around the world, highlighting the benefits and areas for growth that relate to branding. The areas of comparative analysis included workforce goals, branding, historical context, city identity and how Film SF is different from other film offices.

Public Comment:

No Comment

7. Lunch

8. Key Priorities and Projects Presentation

By Film SF Staff

Film SF staff presented the department's key priority areas which are: Workforce, Productions, Economic Recovery, Community Engagement, Marketing, and Policy & Advocacy. They presented a list of projects that fall under these areas for Commissions to undertake within the upcoming year. They welcomed feedback on the projects, timeline, and scope.

Commissioner Comment:

No comment

Public Comment:

No comment





9. Breakout Group Activity and Report Out

By President Villy Wang

Commissioners and staff grouped themselves by the following key priority areas for discussion: Workforce, Productions, Economic Recovery, Community Engagement, Marketing, Policy & Advocacy. Commissioners selected relevant projects to undertake and highlighted any new projects they were interested in.

Commissioner Comment:

Commissioners discussed which projects they'd like to take on in the upcoming year and plan to provide ongoing updates at Commission meetings. Where appropriate Commissioners suggested new projects and framed them as S.M.A.R.T goals.

Public Comment:

No Comment

10. Adjournment: 3:37pm

