



SAN FRANCISCO FILM COMMISSION MINUTES

Monday January 29, 2024 @ 2:00PM
Hearing Room 416
City Hall, 1 Dr. Carlton B. Goodlett Place

AGENDA:

1. CALL TO ORDER / ROLL CALL

Film Commissioners Present

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

Film Commissioners Absent

Lourdes Portillo, Commissioner

Film SF Staff Present

Manijeh Fata, Executive Director; Sofia Alicastro, Deputy Director; Mark Hogains, Production Manager; Ismael Castillo, Senior Production Coordinator; Zoe Halsne, Senior Production Coordinator/Commissioner Secretary

RAMAYTUSH OHLONE LAND ACKNOWLEDGEMENT

Explanatory Document:

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

COMMISSION MEETING AGREEMENTS

Explanatory Document:

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





2. APPROVAL OF THE MINUTES

ACTION

Presentation of and possible action to approve the minutes of the December 11, 2023 Commission meeting.

Supporting document:

https://www.sf.gov/sites/default/files/2024-02/Film%20Commission_Meeting%20Minutes_12-11-2023_CommissionApproved.pdf

Motion: Commissioner Delorio

Second: Commissioner Cheng

Commissioner Comment:

No comment.

Public Comment:

No comment.

Unanimous vote to approve the minutes.

3. BUDGET REVIEW

DISCUSSION

By Executive Director Manijeh Fata and Chief Financial Officer of OEWD Merrick Pascual. FY 23-24 budget update and discussion on budget priorities.

Supporting document:

<https://www.sf.gov/sites/default/files/2024-01/OEWD%20BUDGET%20FY%2023%20-24.pdf>

Commissioner Stiker: Are we looking at philosophical questions or more strategic? There are a number of departments which are deficit producing departments. Why slash a department which is revenue positive?

Merrick Pascual: The Department phase of the budget helps us look at the general fund components. Only the rebate program touches the general fund. The Mayor has charged departments with thinking outside the box on solutions.

Executive Director Fata: We know the economic data of Film SF and each of us has a responsibility to state how we bring business to the city, and there is a film/media ecosystem even that does not come through our office. When people film here, they are bringing business—buying local and hiring local. This is the story we need to tell.





President Wang: What budget are we working towards to achieve? Are we saying that the rebate is in question?

Merrick Pascual: We need to cut 10% through the general fund. Anything in the general fund is on the table.

Commissioner Goldstein-Breyer: Does the film commission present to OEWD a proposal for where cuts could happen, or does that direction come from OEWD?

Executive Director Fata: It comes from the office, and then input happens today. Discussed Film SF's revenue sources. The allocation we get from Grants for the Arts is via the hotel tax revenue.

Commissioner Goldstein-Breyer: Are funds from Grants for the Arts able to make up the difference?

President Wang: Why are we here? We are passionate about filmmaking and the economics of workforce is a major priority to keep local and film in San Francisco.

Commissioner Stiker: We could look at the priorities to see which are hard and soft costs or require cash to effectively deliver on economic growth. Curious to see from the staff which requires hard costs.

Executive Director Fata: We need to think about marketing and the sound stage component.

Commissioner Cheng: How are festivals and organizations considered? Seems like there is an overlap between the pieces of the OEWD budget like Community and Economic Development and what we do.

Executive Director Fata: They are considered both marketing and community engagement.

Merrick Pascual: Community and Economic Development focuses on neighborhood corridors and the ambassador piece.

President Wang: Because of the overlap/intersectionality of our work around Community, Economic Development, and Workforce Development, our section of the budget should increase or at least stay the same.

Public Comment:





Kathryn Howell, local SAG-AFTRA president: Highlighted the historical context of the rebate. Spoke of how *Milk* almost shot in Vancouver before the rebate.

4. RACIAL EQUITY RESOLUTION DISCUSSION AND ACTION

By Commission President Villy Wang, Vice President Jack Song, and Executive Director Manijeh Fata. Discussion and possible action on Film Commission's Racial Equity resolution.

Supporting document:

https://www.sf.gov/sites/default/files/2024-01/DRAFT_Racial%20Equity%20Resolution_012524.pdf

President Wang: Thanked Vice President Song and Executive Director Fata for supporting and helping to write this draft. This has been a two-year process to look at racial equity in the City.

Executive Director Fata: The Board of Supervisors put a mandate on City departments to create a racial equity action plan under the Office of Racial Equity and one of the goals under the action plan was to have a racial equity resolution for each commission.

President Wang: We did take a look at other Commissions that passed a resolution and used that to reference. We thought it was important that this document represent some of the data to show the historic significance of the lack of equity in the film industry field. Our commitment is around a lot of the priorities we already have like diversity of storytelling, community engagement and partnerships, having equitable opportunities, marketing and branding, and then also knowing that racial equity is a process - not one resolution or act will solve it so we wanted to acknowledge that this is a process of continual improvement. This is an action item and I would ask for a motion to approve the motion and we'll move to comment if we move forward.

Motion to Move: Commissioner Delorio

Second: Commissioner Stiker

Commissioner Comment:





Commissioner Cheng: Discussed removing specific language on the type of folks who will receive the benefits and suggested editing out the second repetitive mention of “people of color” since that’s already stated. Also shared that the term “ensure” normally means that you have the mechanism to monitor and enforce and shared doubts that we have the mechanism to and we should consider rephrasing “strive to ensure” to something else.

Vice President Song: Apologized for the formatting. Also noted that the document is missing source and all the data did come from reputable third-party sources and studies so we will add that in. For context, “Whereas” refers to setting the context and “therefore let it be resolved” is the proposed resolution for this document.

Commissioner Tyler: Is there any way to make the data facts and figures more San Francisco/Bay Area centric? That data is just as important as national numbers.

President Wang: Thanked Commissioner Cheng and acknowledged that to her point there are parts that are a bit repetitive. If we take out the double “people of color” and then also strike “included by not limited to” that would be clearer. We also understand that this vocabulary is not perfect to talk about people who are human and diverse. If we keep “including but not limited to” it allows the vocabulary to change but the intention of the resolution to be there.

Commissioner Beaumonte: BIPOC was meant to be an inclusive term, but a lot of people of color don’t feel it’s inclusive at this time.

Commissioner Cheng: Appreciated the explanation and noted that the Commission can update this resolution when needed.

President Wang: Regarding Commissioner Cheng’s second point around the term “ensure” and whether it sets a legal precedent and expectation of being able to guarantee or ensure or being able to do so - it could be phrased “strive to advance.”

Executive Director Fata: We did talk about the term “ensure” and “strive to advance” seems stronger than “advocate” because we want to move towards ensuring. We want to be accountable.

President Wang: Asked for a motion to amend the prior motion so striking the first “people of color” in the paragraph under heading Commitment to Diversity in Storytelling. The second edit is under the paragraph heading Equitable Opportunities replace “ensure” with “advance”.

Motion to move forward with discussed amendments: Commissioner Cheng





Second: Commissioner Delorio

Executive Director Fata: Acknowledged Commissioner Tyler's comment around the data, but we don't currently have that kind of data locally.

Vice President Song: Looked into it, but the data is not out there and widely available for San Francisco/Bay Area racial equity in film production and filmmaking.

Commissioner Beaumonte: Does SAG-AFTRA or other entities have Racial Equity data around ethnicity and gender?

President Wang: There is some data but it's difficult to find historic data around underrepresentation in the Bay Area especially the most updated information and finding something that is timely. The barometer comes from Hollywood and currently that's the Oscars, etc. The data we do have reveals the underrepresentation that continues to happen and is the most up to date and relevant but as we monitor our process, it's important to take note of local data so we set a baseline.

Commissioner Tyler: Especially as it relates to our Key Priorities.

Executive Director Fata: Especially with SAG-AFTRA and unions, it's something to think about. We should think about who else is collecting this and how we can advocate for and support that.

Commissioner Beaumonte: IATSE has national racial equity data with around 65% participation rate.

President Wang: In the final version of this resolution, we will also need to include the source notes. The motion for the amended resolution still stands. Let's have a vote/roll call now.

Unanimous vote to approve the motion with amendments.

President Wang: Expressed her gratitude for this important moment.

Commissioner Tyler: Shared her appreciation of all the hard work.

Public Comment:
No comment





5. FILM SF STAFF REPORT DISCUSSION

By Executive Director Manijeh Fata, Deputy Director Sofia Alicastro, Production Manager Mark Hogains, Senior Production Coordinator Ismael Castillo, and Senior Production Coordinator/Commission Secretary Zoe Halsne.

This report will include:

- Report on recent/upcoming meetings, events, festivals, and productions
- Production stats

Commissioner Comment:

Executive Director Fata: This was the second year we had Spotlight on San Francisco at the Sundance Film Festival, which included participation from several local Bay Area film organizations. Many films celebrated at Sundance were supported by these organizations. Film SF staff also participated in Meet the Film Commissioners and met the Chicago, Georgia, and Montana film commission representatives among others.

Vice President Song: Commended Executive Director Fata and Deputy Director Alicastro for their passionate outreach to promote San Francisco as a filming city and checking guests into the Spotlight on SF event, which had over 900 RSVPs. Also pointed out that the SF Film Commission needs more money, especially compared to other film commissions. It was clear throughout the festival that travel and film are very interconnected.

Deputy Director Alicastro: Having the on-the-ground networking opportunities was huge for us, especially meeting people who were not familiar with Film SF and educating filmmakers on our incentive.

Executive Director Fata: In the future, more Commissioners should be part of these events as an ambassador for our work.

Deputy Director Alicastro: As part of our sponsorship benefits, Spotlight on San Francisco was listed on the in-theater slide ahead of every screening. We felt a very strong presence of the Bay Area represented at the festival, and the Spotlight event really solidified and formalized us.

Deputy Director Alicastro: Shared that the Film SF Impact Report is now live. In the last fiscal year we had over 270 productions that brought in an estimated over \$19 million. Commissioners should please share the report with 3-5 individuals or organizations.





Senior Production Coordinator Castillo: From December 11 to January 29, 2023, we had 23 productions. From December 11 to January 29, 2024, we had over 50 productions.

Production Manager Hogains: Shared that Film SF has one rebated production right now called *Splash City* that is currently in production. The production is working with several other City departments including Recreation & Parks, SFPD, and SFFD. Two additional productions are in the pipeline for the rebate program.

Senior Production Coordinator Castillo: Highlighted upcoming film screenings in San Francisco.

Commissioner Comment:

Commissioner Tyler: It would be great to have a list of which festivals we are attending.

Public Comment:

No comment

6. COMMISSIONER DISCUSSION AND NEW BUSINESS DISCUSSION

Allows President, Vice President, and Commissioners to report on recent film activities and make announcements that are of interest to the film and media community. Allows Commissioners to introduce new agenda items for future consideration by the Commission.

Commissioner Comment:

Commissioner Beaumonte: Met with Scott Beck, new President and CEO of SF Travel. Discussed how Beck has experience with changing the image of Salt Lake City and Toronto.

Vice President Song: Will report next month on pitch deck design.

Commissioner Goldstein-Breyer: Is attending Hayes Valley Merchant Association meeting.

Commissioner Delorio: Attended meeting in LA for Teamsters and met with the director, including uncovering specific issues. Will have a follow-up meeting in February.





Commissioner Tyler: Has been attending community events as an ambassador for Film SF. Will meet with news groups like NBC Bay Area.

Commissioner Cheng: Has met with SFGovTV about potential local productions.

Commissioner Stiker: Will schedule a follow-up meeting with Film SF staff, including discussing the budget and marketing related to the 5 Cs.

President Wang: Will have meetings with workforce stakeholders in February. Also shared that BAYCAT interns were invited to a screening at Lucasfilm.

Public Comment:

No comment

**7. GENERAL PUBLIC COMMENT
DISCUSSION**

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.

Commissioner Comment:

No comment.

Public Comment:

Shinhong Byun, SAG-AFTRA: Provided an update on work force numbers for SAG-AFTRA. There is a diversity incentive where the incentive budget is increased.

Frank Simeone, DGA: Members are excited about ongoing and forthcoming productions, most based in the Bay Area.

Leslie Silver, Silver Entertainment Network: It is not about the cuts, but about creating the revenue. Alliances are important. Provided the example of Show West/Show East as a forum to make connections (3-day event with film at Fort Mason) which also had built-in marketing with the local workforce.





8. ADJOURNMENT

Adjourned: 4:12pm

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