



# SAN FRANCISCO FILM COMMISSION SPECIAL MEETING MINUTES

Tuesday February 13, 2024 @ 10:00AM  
Room 201  
City Hall, 1 Dr. Carlton B. Goodlett Place

## AGENDA:

### 1. CALL TO ORDER / ROLL CALL

#### **Film Commissioners Present**

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

#### **Film Commissioners Absent**

Villy Wang, President; Tony Delorio, Commissioner; Lourdes Portillo, Commissioner

#### **Film SF Staff Present**

Manijeh Fata, Executive Director; Sofia Alicastro, Deputy Director; Ismael Castillo, Senior Production Coordinator; Zoe Halsne, Senior Production Coordinator/Commission 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](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 January 29, 2024 Commission meeting.

Supporting document:

[https://www.sf.gov/sites/default/files/2024-02/Meeting%20Minutes%20January%2029%202024\\_Draft\\_0.pdf](https://www.sf.gov/sites/default/files/2024-02/Meeting%20Minutes%20January%2029%202024_Draft_0.pdf)

**Motion:** Commissioner Beaumonte

**Second:** Commissioner Stiker

### Commissioner Comment:

**Commissioner Beaumonte:** In the Racial Equity Resolution section, change my statement to clarify that BIPOC was meant to be an inclusive term, but a lot of people of color don't feel it's inclusive at this time.

### Public Comment:

No Comment.

Unanimous vote to approve the minutes with discussed amendment.

## 3. BUDGET REVIEW

### DISCUSSION & ACTION

By Executive Director Manijeh Fata and Chief Financial Officer of OEWD Chief Financial Officer Pascual. FY 24-25 and FY 25-26 proposed budget.

Supporting document:

<https://www.sf.gov/sites/default/files/2024-02/FY%2024-25%20and%20FY%2025-26%20Proposed%20Budget.pdf>

### Commissioner Comment:

**Executive Director Fata:** This budget reflects that our permit revenue is predicted to be \$200,000 for fiscal year 2024-2025. We are gradually seeing production come back. We have a commitment of an additional \$150,000 for a total of \$550,000. Through our city grant program (Film Space Grant), we now are able to grant \$20,000 each to the organizations we support. We are hoping to increase our permit revenue as well. Looking to the next two years, \$20,000 was cut from our rebate program.





**Vice President Song:** Film SF is a small office with a small budget, especially compared to film offices in other cities. But Film SF is one of the few revenue-positive departments in our city.

**Commissioner Stiker:** Can you talk about the increases we see for the next two years? Where do those funds come from? Are they assumed or projected?

**Executive Director Fata:** Those are our permit fee revenue projections. For fiscal year 2023-2024, we have an allocation of \$550,000. We hope this will be annualized from the hotel tax revenue.

**Chief Financial Officer Pascual:** There is commitment to increase from \$400,000 to \$550,000 going into next budget year.

**Commissioner Striker:** In the next 4.5 months, we will have another \$275,000 to spend this year if it's confirmed?

**Executive Director Fata:** We are not going to make the \$275,000. We've had a great third quarter, but quarters one and two were slow especially because of the state of industry. We've seen a lot of commercial and corporate activity and it's still on the rise.

**Commissioner Stiker:** Will the \$150,000 help shore up the deficit?

**Executive Director Fata:** That's why we tried to increase our permit revenue last year. We rely on it to sustain our office. We felt strongly that we wanted to give each organization we support \$20,000 (as opposed to \$10,000) because we knew we were getting that \$550,000. We also sponsor film festivals to market our incentive. We do that with our operations budget, so we'll use that from our rebate fund.

**Commissioner Cheng:** It would be good to have a one-page document with notations so we can get a full picture of a more detailed budget.

**Chief Financial Officer Pascual:** This is more high-level, but we can get into more detail. We can give an update later this year for budget-to-actual.

**Commissioner Beaumonte:** How long has it been since we've had the \$600k rebate program amount?

**Executive Director Fata:** Since around 2019. When the pandemic hit, that budget year we reduced the amount we received for the rebate program to help with the City's budget when there was not production activity.





**Commissioner Beaumonte:** So it decreased further?

**Chief Financial Officer Pascual:** The cut is ultimately 3% of OEWD's overall budget. As a department we are looking at massive cuts for key services, so in comparison Film SF's is a minimal cut.

**Executive Director Dennis Phillips:** Other departments are cutting 5-10% of their budget because of the overall deficit.

**Commissioner Beaumonte:** Film SF brings in tourism and funds. We need to generate money.

**Chief Financial Officer Pascual:** We should focus on improving the effectiveness of the rebate program, and prove to the administration that amount of benefit for the next two years and advocate for more money. There is enough to work with to lead to significant investment.

**Commissioner Stiker:** This budget and office is revenue positive, opposed to other departments. We need to keep the city alive by bringing funds in. Do you have any purview over SF Travel's budget?

**Chief Financial Officer Pascual:** We do not have much purview.

**Commissioner Stiker:** Film SF markets San Francisco as a visitor destination. Is there a possible grant from SF Travel for doing marketing for the City? How do we better partner with them?

**Commissioner Finn:** There is new leadership at SF Travel. We can start fresh.

**Commissioner Beaumonte:** SF Travel doesn't really give out money for support.

**Commissioner Stiker:** We could be another media vendor that they use, since we are an advertising service for the City.

**Vice President Song:** We saw other film offices from Miami and El Paso who partner with local travel and chambers of commerce. Expressed surprised at how small Film SF's budget is in comparison to these cities and that San Francisco used to be seen as a film production town.

**Executive Director Fata:** Thanked Commissioners for championing Film SF's work and being strong advocates in the community.





**Public Comment:**

**Dee Dee Escobedo, Assistant Executive Director, SAG-AFTRA San Francisco-Northern California Local:** When we attend these film commission meetings to report out the number of local hires, these numbers are extremely conservative. We see direct hire impact from drawing more production and retaining production. Film SF is not just a permitting office, it provides marketing. This translates to hiring local talent, including cast, agents, and casting directors. It really helps the local community. If we can do anything to help in the long-term, please let us know. We can provide more data to enlighten how Film SF is benefiting us.

**Kathryn Howell, President, SAG-AFTRA San Francisco-Northern California Local:** We have over 4,000 members in the San Francisco Bay Area. Production provides good union jobs, pensions, and health benefits for our members—as well as for DGA members, WGA members, teamsters, and IATSE members. Film SF creates a huge benefit for our community.

**Shinhong Byun, Business Representative, T.V. and Theatrical, SAG-AFTRA San Francisco-Northern California Local:** We see a wave of next generation filmmakers and immigrant communities eager to tell their stories now that they have the network and platform. This is a golden opportunity that intersects different types of communities and industries. A lot of work you can't see just by looking at the numbers.

**Commissioner Goldstein-Breyer:** What is the work that needs to be done to prepare to have another budget conversation next year?

**Executive Director Phillips:** The Film SF Impact Report really helps. Advocating is important. We hope that the City will be in a better position next year. The reality is that there is no failure of this department or of Film SF.

**Chief Financial Officer Pascual:** We are charged with meeting the Mayor's budget instructions. At the Mayor's stage, their office can modify and even decrease. We should focus on rebate efforts and not rely on the general fund.

**Motion to Approve:** Commissioner Cheng

**Second:** Commissioner Stiker

Unanimous vote to approve the budget.

**4. 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

Supporting document:

[https://www.sf.gov/sites/default/files/2024-02/Film%20Festivals%20%26%20Events%202024\\_0.pdf](https://www.sf.gov/sites/default/files/2024-02/Film%20Festivals%20%26%20Events%202024_0.pdf)

### **Commissioner Comment:**

**Executive Director Fata:** We have met with the new CEO of SF Travel at a gathering of several arts organizations. He really sees the importance of our industry and how we bring tourists to San Francisco. We will work more closely with SF Travel to attract business to our area. Our industry is incentive-driven, and we want to keep our local crew and talent. We also had a meeting with the Ho Chi Minh International Festival. They have invited us to participate in the inaugural festival, April 6-13, 2024. We hope to participate in a panel and schedule government meetings.

**Commissioner Finn:** The Manila International Film Festival is interested in coming to California.

**Commissioner Stiker:** We should invite SF Travel to those festivals to show we are doing the ground work.

**Executive Director Fata:** We met with Mark Chandler, Director of International Trade and Commerce, who confirmed we don't see a lot of tourism from Vietnam. We will also be present at Festival de Cannes. We will sponsor CAAMFest. We will be hosting the next quarterly FLICS (Film Liaisons in California Statewide) quarterly at the same time as the San Francisco International Film Festival and collaborate on an event geared towards independent filmmakers about filming in California. Additionally, we are looking for Film Commissioner recommendations to put forward to the Mayor's office.

**Senior Production Coordinator/Commission Secretary Halsne:** Introduced draft of document that lists several local, national, and international film events for the next year. Highlighted the events that Film SF will have a presence at.





**Executive Director Fata:** We are still confirming what Film SF's role will be at the SFFILM Festival, but will likely be a panel or reception to highlight the benefits of filming in California.

**Commissioner Cheng:** We should make sure these festivals know we are promoting them. We need more resources to support work like this.

**Executive Director Fata:** Brenda Tucker, Director of Arts Marketing at SF Travel, created an arts landing page about film on their website. We would like to have quarterly meetings to build on that.

**Deputy Director Alicastro:** Gave summary on rebated projects in the pipeline. *Splash City* wrapped, and there are four more projects for spring/summer, including two television shows and two feature films as well as a handful more who are still confirming their details.

**Executive Director Fata:** This is our busiest rebate year. There is no news on *Thomas Crowne Affair*. We will reach out about the remake of *Bullitt*.

**Public Comment:**

**Dee Dee Escobedo, Assistant Executive Director, SAG-AFTRA San Francisco-Northern California Local:** We enjoyed our part in Sundance this year and want to partner on a panel as well as partner on finding local talent for filmmakers.

## 5. 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:**  
No comment.

**Public Comment:**  
No comment.





## 6. 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:**

No comment.

## 7. ADJOURNMENT

Adjourned at 11:31am.

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
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Correo electrónico: [SOTF@sfgov.org](mailto:SOTF@sfgov.org)

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