



SAN FRANCISCO FILM COMMISSION MEETING MINUTES

**Monday, January 12, 2026 @ 2PM
City Hall Room 416**

Members of the Commission
will attend this meeting in person at the location listed above

The Film Commission welcomes public comment and will hear
in person public comment on each agenda item.

AGENDA:

1. CALL TO ORDER / ROLL CALL

Film Commissioners Present

Jack Song, President; Jim Beaumonte, Commissioner; Claudine Cheng, Commissioner;
Kate Goldstein-Breyer, Commissioner; Devanshu Patel, Commissioner; Franco Finn,
Commissioner; Roberto Hernandez, Commissioner; Carolyn Tyler, Commissioner

Film Commissioners Absent

Tony Delorio, Vice President; Erin Kahn, Commissioner

Film SF Staff Present

Manijeh Fata, Executive Director; Mark Hogains,
Production Manager; Zoe Halsne, Senior Production Coordinator/Commission Secretary

Film SF Staff Absent

Sofia Alicastro, Deputy Director; Ismael Castillo, Senior Production Coordinator

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

President Song: I am honored to be elected the Film Commission President. This year we have two big projects—one is to get the *Scene in San Francisco* legislation updates passed, and the other is the arts department merger. Each commissioner has an extensive network and a responsibility to make our commission visible and support the Film SF staff. I seek your feedback and want to lead with humility.

Commissioner Beaumonte: We wish you the best of luck and we are here to support you.

2. APPROVAL OF THE MINUTES

ACTION

Presentation of and possible action to approve the minutes of the December 17, 2025 Commission meeting.

Supporting document: <https://www.sf.gov/meeting--january-12-2026--january-12-2026-film-commission-meeting>

Motion to approve: Commissioner Cheng

Second: Commissioner Hernandez

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 25-26 budget update and discussion on budget priorities.

Supporting document: <https://www.sf.gov/meeting--january-12-2026--january-12-2026-film-commission-meeting>

Executive Director Fata: This is the first of two meetings where we will discuss the budget. In this meeting, we will discuss budget priorities. In the second meeting in February, we will share the draft of the budget that we are submitting at the department phase.

Chief Financial Officer Pascual: The Mayor's Office projected a budget deficit of \$296 million for fiscal year 2026-2027 and \$640 million for 2027-2028. The Mayor's Office's instructions were to reduce general fund spending by \$400 million overall citywide. Typically, the Mayor's Office will give a specific reduction target for each department. That was not provided this year, so it is a broader approach to reducing spending. The first phase of the budget cycle is the department phase. We are required to submit a budget on February 23. After that is the Mayor's phase. In this phase we will have discussion about the development of the budget. The last phase is the Board of Supervisors phase. Both OEWD and Film SF have faced large budget cuts over the last few fiscal years.

Executive Director Fata: Starting July 1, our budget will be under the new arts department. A job announcement for the head of this department is in process. Currently our funding sources are primarily our permit fees and the allocation from Grants for the Arts. The *Scene in San Francisco* incentive funding comes from the general fund. We did not get an allocation for the incentive last year or this year. Right now we have about \$2 million in that reserve.

Commissioner Comment:

Commissioner Beaumonte: In fiscal year 2023-2024, the budget was \$158 million?

Chief Financial Officer Pascual: Yes.

Commissioner Beaumonte: Are you removing any of the other departments?

Chief Financial Officer Pascual: Only Film SF is leaving OEWD.

Commissioner Cheng: Since the budget process ends in June, at that time will Film SF be part of the new arts department?

Executive Director Fata: Yes.





Commissioner Cheng: Are you optimistic about possible additional funding sources?

Executive Director Fata: Yes. We need more operations funding to sustain ourselves moving forward. In the merger I will advocate for Film SF so our office can continue doing our work effectively.

Commissioner Cheng: Film SF's budget is a very small part of OEWD's budget. In the new department, it will be a similar dynamic with the Arts Commission. Are you hopeful we can increase our part of the budget with this new department?

Executive Director Fata: Absolutely. I will be an advocate for this.

President Song: Can you go over the budget timeline?

Chief Financial Officer Pascual: The Mayor phase is going to be the most important because of the upcoming merger. Executive Director Fata will have a lot of meetings with the Mayor's Office at this phase. It's an opportunity to have multiple discussions about budget priorities, especially regarding the hotel tax fund.

Commissioner Hernandez: Do you have a budget for fiscal year 2026-2027?

Chief Financial Officer Pascual: We do have the baseline budget. We will cover those details in the February commission meeting.

Commissioner Hernandez: Does the funding for Film SF come from the general fund or does it come from the hotel tax fund?

Chief Financial Officer Pascual: The film incentive is known as a general fund transfer, so the ultimate source of that comes from the general fund. The \$400,000 for general operations is ultimately coming from the hotel tax fund.

Commissioner Hernandez: Prior to 2020, the hotel tax fund was large. Do you have a current number of what the 2024-2025 fiscal year revenue is and what is expected for 2026-2027?

Chief Financial Officer Pascual: In the upcoming budget discussions you can speak with Grants for the Arts about this.

Commissioner Hernandez: I would like to see the revenue from 2019 to present day.





Chief Financial Officer Pascual: I have been with OEWD since 2008, and in that time Film SF's allocation has always been \$400,000. There was one year where Film SF received a one-time increase of \$550,000.

Executive Director Fata: This amount has remained stagnant since Film SF's inception. In order to be an office in operation, that is not sufficient.

Commissioner Hernandez: Do we have data about how much revenue productions are generating?

Executive Director Fata: We have an approximate amount for all productions that shoot in San Francisco. We have hard data on productions that use our incentive.

Commissioner Hernandez: Commissioners should get that data.

President Song: It's in the annual impact reports. As commissioners we should discuss budget priorities and how we can support the Film SF team. In the next commission meeting we will go over line items on the proposed budget.

Commissioner Hernandez: Do you know what the budget is of this new department?

Chief Financial Officer Pascual: No.

Commissioner Hernandez: Are you involved in those conversations?

Chief Financial Officer Pascual: No.

Public Comment:
No comment.

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
- Production stats





Executive Director Fata: We are changing the *Scene in San Francisco* incentive so that productions qualify based on a minimum spend in San Francisco rather than number of shoot days in San Francisco. Productions will get money back spent in San Francisco on goods and services as well as labor. The total amount of money a production can get back is \$1 million; previously it was only \$600,000. You can also stack this incentive with the California State Tax Incentive. The first meeting about this is the Board of Supervisor's Budget & Finance Committee on January 14. We aim to have the updated incentive go into effect in March. We may need to hold a special commission meeting for commissioners to approve updates to our commission. Deputy Director Alicastro, President Song, and I are attending the Sundance Film Festival. Two films our office permitted will be premiering: *The Invite* and *Josephine*. *Josephine* used our incentive. Our office, along with other San Francisco organizations, will be hosting a panel to spotlight San Francisco. We are also finalizing our MOU with the Film SF Alliance.

Senior Production Coordinator/Commission Secretary Halsne: The trailer for *Dreams*, which used our incentive, is now available to watch online. Upcoming film festivals include the Mostly British Film Festival and SF Indie Fest. Upcoming screenings include *So I Married An Axe Murderer*, *Straight Outta Hunters Point*, and *What's Up, Doc?*. Our next meeting will be March 30, but as Executive Director Fata mentioned we'll likely meet earlier in March.

Commissioner Comment:

Commissioner Patel: Is there anything you need from the commissioners regarding incentive outreach?

Executive Director Fata: You can make public comment at the January 14 meeting.

Commissioner Tyler: It would be helpful to have a couple of examples of projects that filmed here and what they received from the existing incentive versus what they would have received with the proposed updates.

Executive Director Fata: I can send that to you. I also wanted to mention that we want the signing of the legislation to be a press event. We are working with the Mayor's Office and Board of Supervisor President Mandelman.

President Song: I do recommend that we attend the Board of Supervisor meetings. I am in the process of scheduling meetings with each Supervisor.

Executive Director Fata: We should also send the commission's letter of support of the incentive updates for the January 14 meeting so it is public record.





Commissioner Hernandez: Could you send us a list of all the Supervisor's contacts?

Executive Director Fata: Yes.

Commissioner Tyler: I would like to be included in the Supervisor meetings President Song is setting up.

Public Comment:

Assistant Executive Director Escobedo, Local SAG-AFTRA: We've distributed the incentive legislation timeline to our member leaders. We will be sending a letter of support and attending the Board of Supervisors meeting. Our membership at large received notice and will also be attending. In 2025 we had 225 members hired in commercials, 10 in corporate educational videos, 56 in interactive video games, and 401 in TV/theatrical film/streaming. Compared to the previous year, we are down hires by about 17% in commercials, 47% in corporate educational videos, and 54% in film and television. We are up 5% in video games.

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:

President Song: I am attending Sundance. This will be the last festival in Park City.

Commissioner Cheng: Are we supporting the local film festivals again this year?

Executive Director Fata: Yes—SFFILM Festival, CAAMFest, and Frameline.

President Song: We should go around and say what work we are committed to focusing on this year as commissioners.

Commissioner Beaumonte: Typically in our union, we have \$10-20 million in wages for film, but in 2025 we were down to \$1.5 million. My focus is on getting the word out for the updated incentive.

Commissioner Finn: I am looking forward to working with the Film SF Alliance.





Commissioner Patel: My focus is supporting Film SF with the arts merger transition.

Commissioner Hernandez: I will commit to working on the arts merger transition. I am setting up a meeting with SF Travel. I want to work on a special event with Commissioner Finn.

Commissioner Cheng: I want to focus on working with the Film SF Alliance.

Commissioner Tyler: I commit to reaching out to press for events like the legislation signing.

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:

Sateeva Mickels: I am a Hunters Point/Bayview resident and film student. I look forward to working in the industry and meeting everyone.

President Song: Thank you. We look forward to speaking with you.

7. ADJOURNMENT

Adjourned at 3:19pm.





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San Francisco, CA 94102-4683

電話號碼:415-554-7724 ; 傳真號碼415- 554-5163

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
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E-mail: SOTF@sfgov.org

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