



SAN FRANCISCO FILM COMMISSION MEETING MINUTES

Wednesday, December 17, 2025 @ 2PM
City Hall Room 408

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

Villy Wang, President; Jack Song, Vice President; Jim Beaumonte, Commissioner; Claudine Cheng, Commissioner; Devanshu Patel, Commissioner; Tony Delorio, Commissioner; Franco Finn, Commissioner; Roberto Hernandez, Commissioner; Erin Kahn, Commissioner; Carolyn Tyler, Commissioner

Film Commissioners Absent

Kate Goldstein-Breyer, 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/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

2. APPROVAL OF THE MINUTES

ACTION

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

Supporting document: <https://www.sf.gov/meeting--december-17-2025--december-17-2025-film-commission-meeting>

Motion to approve: Commissioner Delorio

Second: Commissioner Finn

Commissioner Comment:

No comment.

Public Comment:

No comment.

Unanimous vote to approve the minutes.

3. NOMINATION AND ELECTION OF PRESIDENT

ACTION

President Wang: It's been an honor to serve on this commission. You are all leaders and changemakers. This is an exciting moment of transition. It's my honor to guide you through this nomination process.

Commissioner Cheng: Thank you President Wang for your many years of service. Your dedication to the commission is very commendable. I'd like to nominate Vice President Song for President of the commission. We need someone resourceful, who has a good sense of infrastructure, and can help to fulfill this commission's mission. I am hopeful and optimistic that in the position of President, Vice President Song will take the commission into a new chapter.





Commissioner Comment:

Commissioner Beaumonte: We appreciate Vice President Song stepping up. We'll be behind you 100%.

Public Comment:

No comment.

Unanimous vote for Jack Song as President of the Film Commission.

Vice President Song: Thank you very much for all the kind words. Thank you Commissioner Cheng for the nomination. I'm looking forward to working with all of you.

President Wang: I have full faith and confidence in Vice President Song. It's been a joy to work with you. Congratulations.

**4. NOMINATION AND ELECTION OF VICE PRESIDENT
ACTION**

Commissioner Beaumonte: I nominate Commissioner Delorio. We have some challenges ahead with the *Scene in San Francisco* incentive, the budget, and the department merge. Commissioner Delorio's experience and knowledge will be invaluable, along with his relationships within the city.

Commissioner Comment:

No comment.

Public Comment:

No comment.

Unanimous vote for Tony Delorio as Vice President of the Film Commission.

**5. CONSIDERATION TO APPROVE LETTER OF SUPPORT FOR SCENE IN SAN FRANCISCO
INCENTIVE UPDATES
DISCUSSION/POSSIBLE ACTION**

This item is for the Commission to approve a letter of support for updating the *Scene in San Francisco* incentive program.





Explanatory Document: <https://www.sf.gov/meeting--december-17-2025--december-17-2025-film-commission-meeting>

Motion: President Wang

Second: Commissioner Kahn

Commissioner Comment:

Commissioner Cheng: The letter may be stronger if we explicitly say the letter is written on behalf of the commission itself, not just on behalf of other stakeholders. Throughout the letter, there is no description of the proposed changes.

Commissioner Patel: I agree with adding language about what the proposal is.

Commissioner Cheng: We could incorporate some of the language in the fourth paragraph into the first paragraph.

President Wang: We can start the letter saying that the modernization of the incentive was unanimously approved by the commission. We could include a bullet point summary of the proposed changes.

Commissioner Cheng: I don't think we as a commission can say that we approve the legislation, but we can say we advocate unanimously for an updated incentive.

Commissioner Kahn: The first of the bullet points that are already included should be part of the preceding paragraph since it is not data about fiscal year 2024-2025.

Vice President Song: We should also add that we are urgently requesting support since this is a timely matter.

Public Comment:

No comment.

Unanimous vote to approve a letter of support with edits.

6. 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: Supervisor Mandelman introduced the new *Scene in San Francisco* incentive legislation last week. Supervisors Chan, Dorsey, and Walton are supporters as well. The proposed legislation includes a 10% rebate on qualified local spending (SF-resident wages and goods and services) on the first \$1 million, a 20% rebate on spending above that amount, and a 100% rebate on all City agency fees, including permits, police services, real estate and more, resulting in up to \$1 million in savings. The *Scene in San Francisco* incentive can be stacked with the California State Film and TV Tax Credit. The Budget & Finance Committee will be meeting on January 14 and the first reading with the full Board of Supervisors will be on January 20. It will be critical to have commissioners and stakeholders attend these meetings.

Commissioner Cheng: Is this proposed legislation comparable to other incentive programs?

Executive Director Fata: The proposed legislation is the best program for city incentives nationwide outside of Florida. Florida counties have put a lot of money into different cities since Florida does not have a state incentive.

Commissioner Cheng: Is the \$1 million the total amount of money available?

Executive Director Fata: The \$1 million is the maximum rebate per project.

Commission Cheng: What is the total budget for this program?

Executive Director Fata: We have \$2 million to end this fiscal year. We'd like more for the next fiscal year.

Commissioner Tyler: How is this going to be publicized?





Executive Director Fata: The *San Francisco Chronicle* and the *LA Times* have published articles about the proposed legislation. We want to do something big at the signing and get more press. We need to market this program and hopefully we can get support from the Film SF Alliance is official.

Commissioner Kahn: Is all of post-production included in the proposed changes?

Executive Director Fata: Yes.

Commissioner Kahn: We should make sure to include that in our materials.

Vice President Song: Are there any updates on the Film SF operating budget?

Executive Director Fata: We will have updates in our January commission meeting.

President Wang: The Film SF team should think about the additional labor this new incentive rollout will entail, whether you are getting the support you need from other City departments, and what the criteria is for the vendors to participate in the incentive program.

Commissioner Hernandez: We need to publicize this. We should work with SF Travel and the Mayor's Office.

Commissioner Tyler: Can we also get a database of businesses?

Executive Director Fata: Those are great ideas. I want to explore a formal collaboration with SF Travel in the new year. In other news, this year we had several local locations professionals and productions win at the California On Location Awards (COLAs) including Location Team of the Year for Independent Features, Location Team of the Year for Commercials, Location Manager of the Year for Stills, City Public Employee of the Year, and State/Federal Public Employee of the Year. Two films that shot in San Francisco will be premiering at the 2026 Sundance Film Festival—*Josephine* and *The Invite*.

Senior Production Coordinator Castillo: From November 17, 2024 to December 16, 2024, we had 21 productions, 42 shoot days, and \$849,000 estimated spend in San Francisco. The same timeframe in 2025 we had 15 productions, 26 shoot days, and \$645,000 estimated spend in San Francisco.





Senior Production Coordinator/Commission Secretary Halsne: A recent production highlight is that Elena Oxman's *Outerlands* is nominated for a Film Independent Spirit Award for Best First Screenplay. This film, which used our incentive, is now available to stream. Upcoming film festivals include Mostly British Film Festival and San Francisco Indiefest. *The Princess Diaries* will also be screened as part of the Roxie's Floating Features. Our Instagram followers have increased to over 4400. Our next commission meeting will be on January 12.

Executive Director Fata: In addition to the incentive changes, we are making changes to our administrative code. We may hold a special commission meeting to approve these changes. Please also send us your suggestions for potential commissioners since we have an open seat.

Commissioner Comment:
No comment.

Public Comment:
No comment.

7. 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:

Vice President Song: It is likely Commissioner Finn and I will be attending Sundance.

President Wang: I want to take a moment to acknowledge the sudden loss of Rob Reiner and Michele Singer Reiner. Sending condolences and sympathy to their loved ones and our community.

Public Comment:
No comment.

8. 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.

9. ADJOURNMENT

Adjourned at 3:23pm.

NOTICES

Any materials distributed to the members of the Film Commission within 72 hours of the meeting or after the agenda packet has been delivered to the members are available for inspection at 1 Dr. Carlton B. Goodlett Place, Room 473, San Francisco, CA 94102, during regular business hours. Info: Zoe Halsne, 415-554-6740

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followed by additional breakdowns, the wheelchair lift at the Goodlett/Polk entrance is being replaced for improved operation and reliability. We anticipate having a functioning lift after the completion of construction in May 2025. There are elevators and accessible restrooms located on every floor.

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如對會議有任何疑問，請致電 415-554-6241 查詢。當會議進行時，嚴禁使用手機及任何發聲電子裝置。會議主席可以命令任何使用手機或其他發出聲音裝置的人等離開會議場所。

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陽光政策 專責小組行政官

地址：City Hall – Room 244 1 Dr. Carlton B. Goodlett Place





San Francisco, CA 94102-4683

電話號碼:415-554-7724 ; 傳真號碼415- 554-5163

電子郵箱: SOTF@sfgov.org

陽光政策的文件可以通過陽光政策專責小組秘書、三藩市公共圖書館、以及市政府網頁www.sfgov.org等途徑索取。民眾也可以到網頁<http://www.sfbos.org/sunshine>閱覽有關的解釋文件，或根據以上提供的地址和電話向委員會秘書索取。

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Para preguntas acerca de la reunión, por favor contactar el 415-554-6241. El timbrado de y el uso de teléfonos celulares, localizadores de personas, y artículos electrónicos que producen sonidos similares, están prohibidos en esta reunión. Por favor tome en cuenta que el Presidente podría ordenar el retiro de la sala de la reunión a cualquier persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos electrónicos que producen sonidos similares.

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Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
415-554-7724 (Oficina); 415-554-5163 (Fax);
Correo electrónico: SOTF@sfgov.org





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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
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415-554-7724 (Opisina); 415-554-7854 (Fax)





E-mail: SOTF@sfgov.org

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