



## **SAN FRANCISCO FILM COMMISSION MEETING MINUTES**

**Thursday, May 22, 2025 @ 9:30AM**

**City Hall, Room 416**

**1 Dr Carlton B Goodlett Pl**

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; Roberto Hernandez, Commissioner; Erin Kahn, Commissioner; Claudine Cheng, Commissioner; Franco Finn, Commissioner; Kate Goldstein-Breyer, Commissioner; Devanshu Patel, Commissioner

##### **Film Commissioners Absent**

Tony Delorio, Commissioner; Carolyn Tyler, Commissioner; Jim Beaumonte, 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](https://sf.gov/sites/default/files/2023-04/Commission%20Meeting%20Agreements_new.pdf)

## 2. APPROVAL OF THE MINUTES

### ACTION

Presentation of and action to approve the minutes of the April 28, 2025 Commission meeting.

Supporting document: <https://www.sf.gov/meeting--may-22-2025--may-22-2025-film-commission-meeting>

**Motion to approve:** Commissioner Hernandez

**Second:** Commissioner Finn

**Commissioner Comment:**

No Comment.

**Public Comment:**

No comment.

**Unanimous vote to approve the minutes.**

## 3. 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 have been meeting with various legislative leaders about the two bills relating to the California film and television incentive. The proposed amendments ask for a 10% uplift for productions filming outside Los Angeles and for a larger allocation for independent film. We were anticipating a higher permit fee





revenue, and it looks like we will not meet our target this year. We will be in at least a \$100,000 deficit which may affect our Film Space Grant that ends June 30. Deputy Director Alicastro and I have engaged in listening sessions with our two grantees. As a department, we can accept gifts and donations. Gifts over \$10,000 would need to be approved by the Board of Supervisors. We would love your ideas on helping with this deficit.

**Commissioner Hernandez:** Has the \$100,000 already been spent or are we short \$100,000?

**Executive Director Fata:** We will be short \$100,000.

**Commissioner Hernandez:** Can you send us a list of past donors?

**Executive Director Fata:** We haven't had donors. We used to a Friends of the Film Commission group that helped raised funds.

**President Wang:** We need to get people to understand our budget and what we are asking for. It's about uplifting the incentive program. Productions won't come here unless there are incentives. The Film Space Grant is a direct service we provide to nonprofits. There is already a loss of funds for arts, cultural, and film organizations.

**Executive Director Fata:** I had a meeting with Bloomberg Associates. They work with city governments on a range of issues. I will put together a wish list of the work we can possibly do together- modernizing our incentive, marketing the film commission, and improving workforce development. I will put together a wish list of what we want for modernizing our incentive, marketing the film commission, and improving workforce development. I will also be in LA to meet about soundstages.

**Deputy Director Alicastro:** We sponsored CAAMFest to promote our incentive. We participated in industry meetings with filmmakers, and we attended opening night as well as the filmmaker award reception ceremony.

**President Wang:** I want to uplift CAAM, and so many other nonprofits that are going through changes.

**Deputy Director Alicastro:** SFO Video Arts, Film SF, Frameline, and QWOCMAP are co-presenting a Pride screening series at SFO in their screening room. The program of four short films will be announced soon. We are also bringing back our quarterly mixers, the first of which will take place on June 17 and is hosted by Avocados and Coconuts. We are asking commissioners to donate gifts for the raffle during this mixer.





**Production Manager Hogains:** For the *Scene in San Francisco* incentive, we've completed five productions this fiscal year. This summer we have two productions that will film using the incentive.

**Senior Production Coordinator Castillo:** From April 8, 2024 to May 21, 2024 we had 16 productions with 68 shoot days and an estimated spend in San Francisco of \$2.5 million. This same timeframe in 2025, we had 16 productions with 25 shoot days and \$920,000. On July 15 we will be hosting movie trivia at the Public Library Main Branch.

**Senior Production Coordinator/Commission Secretary Halsne:** Recent production highlights include a *Valkyries* short film produced by Avocados and Coconuts and a photograph of San Francisco taken by Ehrin Davis and featured in *Location International*. Upcoming film festivals include DocFest, QWOCCMAP, Frameline, and the San Francisco Black Film Festival. Upcoming San Francisco movies that are screening locally include *Vertigo*, *Milk*, and *So I Married an Axe Murderer*. Our most popular social media platform is Instagram. We started our account in 2012. Types of posts include filmmaker funding, training, and job opportunities; screenings, festivals, and other industry events; call for entries; and highlighting location productions and promoting *Scene in San Francisco*. We have steadily gained followers, going from 3,000 in December to 3,500 in May.

**Commissioner Comment:**

No comment.

**Public Comment:**

No comment.

#### 4. 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 Wang:** Are there targeted people we should send letters to regarding the proposed bills?

**Executive Director Fata:** All of the San Francisco Bay Area legislators.





**President Wang:** Is there a deadline for the decision to be made?

**Executive Director Fata:** June is the final push. We had a meeting with Assemblymember Haney's office as well as Senator Wiener.

**Vice President Song:** Have we done any press outreach?

**Executive Director Fata:** I spoke about it in two media interviews yesterday.

**Public Comment:**  
No comment.

## 5. 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.

## 6. ADJOURNMENT Adjourned at 10:35am.

### 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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yet provided to the Film Commission. Public comment in regard to specific items will be taken before or during consideration of the item.

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#### DISABILITY ACCESS

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**Wheelchair-accessible entrances are located on Van Ness Avenue and Grove Street. Please note the wheelchair lift at the Goodlett Place/Polk Street is temporarily not available.** After multiple repairs that were 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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Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Ordinance Task Force, at the San Francisco Public Library, and on the City's website at <http://www.sfgov.org>.

#### LANGUAGE ACCESS

Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon requests. Meeting Minutes may be translated, if requested, after they have been adopted by the Commission. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact the Commission Clerk Zoe Halsne, 415-554-6740 or [zoe.halsne@sfgov.org](mailto:zoe.halsne@sfgov.org) at least 48 hours in advance of the hearing. Late requests will be honored if possible.

#### LOBBYIST ORDINANCE





Individuals and entities that influence or attempt to influence local policy or administrative action may be required by the San Francisco Lobbyist Ordinance (San Francisco Campaign and Governmental Conduct Code sections 2.100-2.160) to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, telephone 415/252-3100, fax 415/252-3112 and website: [www.sfgov.org/ethics](http://www.sfgov.org/ethics).

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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政府的職責是為公眾服務，並在具透明度的情況下作出決策。市及縣政府的委員會，市參事會，議會和其他機構的存在是為處理民眾的事務。本政策保證一切政務討論都在民眾面前進行，而市政府的運作也公開讓民眾審查。如果你需要知道你在陽光政策 (San Francisco Administrative Code Chapter 67) 下擁有的權利，或是需要舉報違反本條例的情況，請聯絡：

#### 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](http://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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根據語言服務條例(三藩市行政法典第91章)，中文、西班牙語和/或菲律賓語（泰加洛語）傳譯人員在收到要求後將會提供傳譯服務。翻譯版本的會議記錄可在委員會通過後透過要求而提供。其他語言協助在可能

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#### 遊說者法令

依據「三藩市遊說者法令」（SF Campaign & Governmental Conduct Code 2.100）能影響或欲影響本地立法或行政的人士或團體可能需要註冊，並報告其遊說行為。如需更多有關遊說者法令的資訊，請聯絡位於 Van Ness 街25號 220室的三藩市道德委員會，電話號碼:415- 252-3100， 傳真號碼 415-252-3112， 網址: [sfgov.org/ethics](http://sfgov.org/ethics)。

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







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El deber del Gobierno es servir al público, alcanzando sus decisiones a completa vista del público. Comisiones, juntas, concilios, y otras agencias de la Ciudad y Condado, existen para conducir negocios de la gente. Esta ordenanza asegura que las deliberaciones se lleven a cabo ante la gente y que las operaciones de la ciudad estén abiertas para revisión de la gente. Para obtener información sobre sus derechos bajo la Ordenanza Sunshine (capítulo 67 del Código Administrativo de San Francisco) o para reportar una violación de la ordenanza, por favor póngase en contacto con:

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](mailto:SOTF@sfgov.org)

Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine, la Biblioteca Pública de San Francisco y en la página web del internet de la ciudad en [www.sfgov.org](http://www.sfgov.org). Copias de documentos explicativos están disponibles al público por Internet en <http://www.sfbos.org/sunshine>; o, pidiéndolas al Secretario de la Comisión en la dirección o número telefónico mencionados arriba.

#### ACCESO A IDIOMAS

De acuerdo con la Ordenanza de Acceso a Idiomas "*Language Access Ordinance*" (Capítulo 91 del Código Administrativo de San Francisco "*Chapter 91 of the San Francisco Administrative Code*") intérpretes de chino, español y/o filipino (tagalo) estarán disponibles de ser requeridos. Las minutas podrán ser traducidas, de ser requeridas, luego de ser aprobadas por la Comisión. La asistencia en idiomas adicionales se tomará en cuenta siempre que sea posible. Para solicitar asistencia con estos servicios favor comunicarse con el Secretario de la Comisión Zoe Halsne al 415-554-6740, o [zoe.halsne@sfgov.org](mailto:zoe.halsne@sfgov.org) por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

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Individuos y entidades que influyen o intentan influenciar legislación local o acciones administrativas podrían ser requeridos por la Ordenanza de Cabildeo de San Francisco (SF Campaign & Governmental Conduct Code 2.100) a registrarse y a reportar actividades de cabildeo. Para más información acerca de la Ordenanza de Cabildeo, por favor contactar la Comisión de Ética: 25 de la avenida Van Ness, Suite 220, San Francisco, CA 94102, 415-252-3100, FAX 415-252-3112, sitio web: [sfgov.org/ethics](http://sfgov.org/ethics).

Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-554-6241. Ang pagtunog at paggamit ng mga cell phone, mga pager at kagamitang may tunog ay ipinagbabawal sa







pulong. Paalala po na maaring palabasin ng Tagapangulo ang sinumang may-ari o responsible sa ingay o tunog na mula sa cell-phone, pager o iba pang gamit na lumilikha ng tunog o ingay.

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
415-554-7724 (Opisina); 415-554-7854 (Fax)  
E-mail: [SOTF@sfgov.org](mailto:SOTF@sfgov.org)

Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa [www.sfgov.org](http://www.sfgov.org). Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa <http://www.sfbos.org/sunshine> o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telepono.

#### PAG-ACCESS SA WIKA

Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyong. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Clerk ng Commission Zoe Halsne sa 415-554-6740, o [zoe.halsne@sfgov.org](mailto:zoe.halsne@sfgov.org) sa hindi bababa sa 48 oras bago mag-miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

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