



## SAN FRANCISCO FILM COMMISSION MEETING MINUTES

**Monday, October 27, 2025 @ 2PM**

**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; Jim Beaumonte, Commissioner; Tony Delorio, Commissioner; Franco Finn, Commissioner; Kate Goldstein-Breyer, Commissioner; Roberto Hernandez, Commissioner Erin Kahn, Commissioner; Carolyn Tyler, Commissioner

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

Claudine Cheng, Commissioner; Devanshu Patel, Commissioner

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

Manijeh Fata, Executive Director; Sofia Alicastro, Deputy Director; Mark Hogains, Production Manager; Ismael Castillo, Senior Production Manager; 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 September 29, 2025 Commission meeting.

Supporting document: <https://www.sf.gov/meeting--october-27-2025--october-27-2025-film-commission-meeting>

**Motion to approve:** Commissioner Beaumonte

**Second:** Commissioner Delorio

**Commissioner Comment:**  
No comment.

**Public Comment:**  
No comment.

## 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:** Congratulations to Commissioner Cheng on being awarded the Lifetime Achievement Award at the San Francisco Charity Cultural Services Center gala. Our department is merging with Grants for the Arts and the Arts Commission. There are 3 arts community convenings for stakeholders and organizations to hear updates on





next steps for this department. The Commission Streamlining Taskforce's preliminary recommendation is to keep the Film Commission. Their report will be published in April. Thank you to the commissioners who made public comment at the Taskforce's meeting last month. The California On Location Awards (COLAs) have announced this year's finalists. Several Locations professionals have been nominated for Location Team of the Year, Location Manager of Year, and Public Employee of the Year.

**Senior Production Coordinator/Commission Secretary Halsne:** Executive Director Fata was interviewed by CBS about the state of local film and specifically about a recent production involving a motorized cable car and high-level talent.

**Deputy Director Alicastro:** Last week we hosted a film industry mixer at Savoy Tivoli, a film-friendly legacy business in North Beach. We are co-presenting a 10<sup>th</sup> anniversary screening of *The Diary of a Teenage Girl* on November 4 at the Roxie Theater.

**Senior Production Coordinator/Commission Secretary Halsne:** Welcome to our fall interns, Diana Advani and Anacani Serrato. Diana Advani is an emerging filmmaker and storyteller. She studied computer science and creative writing at UC Berkeley before beginning her career as a software engineer. While working in tech, she deepened her passion for narrative and visual storytelling by completing graduate-level screenwriting classes at the Academy of Art. Diana is now pursuing a career in the arts.

**Production Manager Hogains:** Anacani Serrato is a Bay Area native and first-generation Mexican American filmmaker and screenwriter. Passionate about character driven stories that explore resilience, identity, and human connection. She is currently developing an indie drama set in San Francisco and excited to grow through this internship.

**Senior Production Coordinator Castillo:** From September 29-October 26, 2024, we had 18 productions, 46 shoot days, and \$840,000 in estimated spend in San Francisco. This same time in 2025 we had 22 productions, 39 shoot days, and \$1.1 million estimated spend in San Francisco. The increase in spend is due to high budget commercials. Some production highlights include the feature film *Maintenance Required* which is now available on Amazon Prime, and a web series called *Where the Chefs Eat* featuring local chef Samin Nosrat.

**Senior Production Coordinator/Commission Secretary Halsne:** We also permitted a commercial for the upcoming Pokémon Tournament. Upcoming film festivals include San Francisco Short Film Festival, Cine+Mas San Francisco Latino Film Festival, Green Film Festival, SF Dance Film Fest, Doc Stories, and San Francisco Silent Film Festival. *All About Evil* is screening at the Roxie, and *Fairyland* is screening both at the Balboa and the





Roxie. Our followers on Instagram have increased to over 4200. Our final 2025 commission meetings will be on November 17 and December 17.

**Commissioner Comment:**

**Commissioner Tyler:** Does the website list current or upcoming productions?

**Senior Production Coordinator/Commission Secretary Halsne:** We have a list of completed productions on our website.

**Commissioner Tyler:** Can you inform commissioners about active productions?

**Executive Director Fata:** Everything we work on is a public record. If there is a question that comes up, reach out to us.

**Commissioner Tyler:** If there is a major production, commissioners should be informed. I often get asked about productions I don't know about.

**Executive Director Fata:** Any media requests should go through our office and needs to be run by our external affairs team. We will inform commissioners of upcoming productions in our commission meetings.

**Commissioner Kahn:** I agree with Commissioner Tyler and I understand where Executive Director Fata is coming from. We shouldn't wait until a commission meeting to be informed about productions. We should have a spreadsheet.

**Executive Director Fata:** Let's think about it. We should consult with our City Attorney.

**Senior Production Coordinator/Commission Secretary Halsne:** We inform District Supervisors when there is a high-impact production filming in their district. Perhaps we could include Commissioners in that notification process.

**Commissioner Finn:** I agree with Commissioner Tyler and Commissioner Kahn. I would like to promote filming in the city, like the Mayor does on his social media.

**Executive Director Fata:** From a studio and production perspective, we want to be thoughtful about what is shared in advance of the production's release.

**Commissioner Kahn:** I agree, but is there a way you can share with the commission like you do with the Supervisors?





**Executive Director Fata:** Yes. We just want to be thoughtful about what we post on social media.

**Commissioner Finn:** Yes, anything high level we'd want to know.

**Executive Director Fata:** Let's talk about it.

**Commissioner Beaumonte:** A lot of productions require NDAs—they don't even want the name of the production out there.

**Commissioner Delorio:** We just need surface level information.

**Commissioner Hernandez:** I agree. We should have the Mayor do a set visit and post on social media.

**Commissioner Finn:** He's great at creating buzz for the city.

**Commissioner Kahn:** If I was a filmmaker and the Mayor showed up, I'd be in a lot of trouble. We just need to be privy to the same information that the Supervisors are.

**President Wang:** We should turn this into an action item to look into sending notices to commissioners. We should be thoughtful about marketing strategies and goals.

**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:** Thank you to Vice President Song for taking over and to the commissioners for continuing our advocacy work while I was out. Elections for President and Vice President will be this December. I will not be able to make the November





meeting. Our current commission is very active and passionate. Everyone is an amazing leader. I am going to step down as President. Please consider stepping into this role.

**Commissioner Beaumonte:** We appreciate you, thank you for everything you've done.

**Commissioner Kahn:** You've done such an amazing job.

**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:**

**Assistant Executive Director Escobedo, Local SAG-AFTRA:** Year to date we've had 204 members hired for commercials, 7 for corporate and educational, 46 for interactive video games, and 405 for TV and theatrical and new media streaming series. That's a total of 662 hires compared to 1213 this time last year. We are still digging into the data to understand why our numbers are lower and will have a robust report by the end of the year.

**Commissioner Kahn:** Is there anything the commission can do?

**Assistant Executive Director Escobedo, Local SAG-AFTRA:** Everything that is on your agenda and that you've been discussing is helpful, especially revamping the *Scene in San Francisco* incentive program.

## 6. ADJOURNMENT

Adjourned at 3:00pm.





## 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

PLEASE NOTE: The Film Commission often receives documents created or submitted by other City officials, agencies or departments after the posting of the Film Commission agenda. For such documents or presentations, members of the public may wish to contact the originating agency if they seek documents not yet provided to the Film Commission. Public comment in regard to specific items will be taken before or during consideration of the item.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

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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>.

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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

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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](mailto:SOTF@sfgov.org)

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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)。

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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](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,





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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





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