SAN FRANCISCO FILM COMMISSION MEETING MINUTES

Monday September 28, 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**

   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 July 27, 2026 Commission special meeting.

   Supporting document: https://www.sf.gov/meeting--september-28-2026--september-28-2026-film-commission-meeting

Motion to approve: Commissioner Kaileh

Second: Commissioner Delorio

Commissioner Comment:
No comment.

Public Comment:
No comment.

Minutes are unanimously approved.

3. AMS PLANNING & RESEARCH PRESENTATION

DISCUSSION
Bill Blake and Lauren Frankel from AMS Planning & Research will provide an update on the SFAC's strategic planning process.

Bill Blake: AMS works in arts, culture, and entertainment across the country. We were retained by the San Francisco Arts Commission (SFAC) to assist with strategic planning. We use a model known as GOST: Goal, Objective, Strategy, and Tactics. By the end of the process, we will have the big-picture guiding principles of the new agency: the purpose, mission, and vision. Goals will come from those guiding principles.

Lauren Frankel: In fall 2024 we reviewed SFAC's structure, governance, programs, history and context. In Winter 2024 we engaged with over 100 stakeholders. In spring 2025, we engaged 800 individuals in the community, conducted peer research, and planned a commission and staff retreat. In summer 2025, after the arts department merger was announced, we expanded our stakeholder engagement, peer research, and community outreach.

Bill Blake: This fall we will conduct another engagement meeting, community survey, and determine the new department's mission, vision, goals, and values. In the winter we will engage City agencies and develop the department's objectives and strategies. By April 2027, the strategic plan will be complete.

Commissioner Comment:
Commissioner Moscone: What has changed in your process since the pandemic?

Bill Blake: We seek to get as much public input as possible, including in-person and virtual participation. During the pandemic, organizations had to lean on their mission statements to navigate unprecedented situations.

Commissioner Cheng: What other city arts departments did you view as a model?

Lauren Frankel: The primary model is Chicago. There are not many cities that put their film office with their arts agency.

Commissioner Hernandez: Will the strategic plan include a financial plan?

Bill Blake: That will be put together by staff.

Commissioner Hernandez: How can the commission give input?

Bill Blake: The annual budget process will allow input from staff and the commission.

Lauren Frankel: We have a film community survey out right now. It's important for the film commission to get as much community input as possible.

Commissioner Moscone: When we send it out, we must be clear what is at stake.

President Song: What is the deadline for the survey?

Lauren Frankel: October 9.

President Song: When will AMS present to the commission again?

Bill Blake: We don't have one planned, but we can present once we have a draft strategic plan to discuss in February.

Commissioner Kaileh: It wasn't clear on the email we sent what was at stake. We should add some language that explains the importance of the survey.

Commissioner Beaumonte: Has a name for the new arts department been confirmed?

Bill Blake: No.

Commissioner Beaumonte: I am concerned the film commission's identity could be lost in the merger.

Public Comment:

Rachelle Axel: I am with Arts for a Better Bay Area. It's important to rebuild trust with the community under this new administration. For the survey, I encourage you to go to where people are such as the Roxie or the Portal Cinema.

4. REVIEW AND APPROVE BYLAW CHANGES
ACTION

Presentation of and possible action to approve bylaw changes.

Supporting document: https://www.sf.gov/meeting--september-28-2026--september-28-2026-film-commission-meeting

Motion to approve: Commissioner Moscone

Second: Commissioner Kahn

Commissioner Comment:
No comment.

Public Comment:
No comment.

Approval is unanimous.

5. FILM SF STAFF REPORT
DISCUSSION

By Executive Director Manijeh Fata, Deputy Director Sofia Alicastro, 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 released our annual impact report. Since we updated our *Scene in San Francisco* incentive, we have a 300% increase of productions planning to film in San Francisco this fiscal year.

Deputy Director Alicastro: We are sponsoring the Mill Valley Film Festival, where *Josephine* will have its Bay Area premiere. *Josephine* used our incentive. We will be participating in a panel and at filmmaker brunches.

Senior Production Coordinator/Commission Secretary Halsne: In September we hosted a film industry mixer at Lion's Den. The next commission meeting will be October 26. Upcoming film festivals include Green Film Festival, San Francisco Short Film Festival, and San Francisco Dance Film Festival. Upcoming screenings of San Francisco films include *Pacific Heights* and *The Invite*.

Commissioner Comment:
President Song: *Josephine* is a great example of an incentive film that will continue to give us great press through the awards season.

Commissioner Tyler: How much did *Josephine* qualify for with the incentive?

Executive Director Fata: It was around $300,000.

Public Comment:
No comment.

6. 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 Delorio: We had our first annual film and entertainment luncheon with the unions, Mayor Lurie, and President Mandelman. There was a really good turnout.

Commissioner Kahn: The welcome reception for *A Man on the Inside* also had a great turnout.

Executive Director Fata: AB2319 is a standalone post-production incentive that just passed. The commercial incentive got held in suspension. A federal incentive was just

introduced. There is a push to uncap the California incentive and to include above-the-line.

Public Comment:
No comment.

7. 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.

8. ADJOURNMENT
Adjourned at 3:34pm.

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.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity, or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City accommodate these individuals.

DISABILITY ACCESS

To obtain a disability-related modification or accommodation, including auxiliary aids or services, to participate in the meeting, please contact Zoe Halsne, 415-554-6740 or zoe.halsne@sfgov.org, at least 48 hours before the meeting, except for Monday meetings, for which the deadline is 4:00 p.m. the previous Friday.

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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Government's duty is to serve the public, reaching its decision in full view of the public. Commissions, boards, councils and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, City Hall Room 244, San Francisco CA 94102-4689; by phone at 415-554 7724; by fax at 415-554-5784; or by email at sotf@sfgov.org.

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 at least 48 hours in advance of the hearing. Late requests will be honored if possible.

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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.

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。

語言服務

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

的情況下也將可提供。上述的要求，請於會議前最少48小時致電415-554-6241或電郵至 zoe.halsne@sfgov.org 向委員會秘書Zoe Halsne 提出。逾期提出的請求，若可能的話，亦會被考慮接納。

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。

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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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 (capitulo 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

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. 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.

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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 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 influencian 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.

Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-554-6241. Ang pagtunog at paggammit 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.

ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE

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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

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. 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 komisyon. 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 sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

LOBBYIST ORDINANCE
Ayon sa San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100], ang mga indibidwal o mga entity na nag iimpluensiya o sumusubok na mag impluensiya sa mga lokal na pambatasan o administrative na aksyon ay maaring kailangan mag register o mag report ng aktibidad ng lobbying. Para sa karagdagan na impormasyon tungkol sa Lobbyist Ordinance, mangyaring tumawag sa San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: sfgov.org/ethics