



SAN FRANCISCO FILM COMMISSION MEETING MINUTES

Monday, September 29, 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

Jack Song, Vice President; Jim Beaumonte, Commissioner; Claudine Cheng, Commissioner; Tony Delorio, Commissioner; Devanshu Patel, Commissioner; Carolyn Tyler, Commissioner

Film Commissioners Absent

Villy Wang, President; Erin Kahn, Commissioner; Kate Goldstein-Breyer, Commissioner; Franco Finn, Commissioner; Roberto Hernandez, Commissioner

Film SF Staff Present

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

Film SF Staff Absent

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

2. APPROVAL OF THE MINUTES

ACTION

Presentation of and possible action to approve the minutes of the June 23, 2025 Commission meeting.

Supporting document: <https://www.sf.gov/meeting--september-29-2025--september-29-2025-film-commission-meeting>

Motion to approve: Commissioner Delorio

Second: Commissioner Beaumonte

Commissioner Comment:

No Comment.

Public Comment:

No comment.

Unanimous vote to approve the minutes.

3. BAVC MEDIA FILM SPACE GRANT PRESENTATION

DISCUSSION

By Dawn Valadez, Director of Youth & Artistic Development, and Kailen Sallander, Research & Development Manager. They presented their report on the San Francisco Film Commission Film Space (SFFCFS) grant.

Manager Sallander: Over the last year, we expanded the BAVC MediaMaker Connect Residency so that it could be an in-person residency for local filmmakers. They also get free access to additional workshops, monthly meetups, and equipment. We currently host 6 residents in this program and have had over 10 events this year.





Director Valadez: Support from Film SF has been invaluable in the creation of the BAVC Media Connect Residency. Program staff provide a welcoming space for discussing projects, problem-solving, and being in community. As a facility, BAVC Media is now fully open and operates a range of in-person programming. Local filmmakers make use of the space to create, plan, and meet with each other. We know that filmmaking can be very isolating, and having a central, easily accessible location, with industry-standard technology and knowledgeable crew provides a one-stop shop for emerging and veteran filmmakers alike.

Manager Sallander: We're thrilled to share our programs with you and grateful for your continued support.

Commissioner Comment:

Executive Director Fata: Thank you so much for coming today. For context, this is BAVC Media's final report for the San Francisco Film Commission Film Space (SFFCFS) grant for the last fiscal year. SFFILM gave their final report for this grant in June. We are continuing this grant for one year. We are going to look at how to grow our funding with the upcoming arts merger. This grant is not just about providing space for filmmakers—it's also about professional development, mentorship, and community building.

Commissioner Beaumonte: So you have 6 in-person residents?

Director Valadez: Yes.

Commissioner Beaumonte: Are the residencies one year long?

Manager Sallander: Yes.

Commissioner Beaumonte: And they meet once a month?

Manager Sallander: Yes. Director Valadez hosts the meet-ups. But they also have additional opportunities to engage.

Director Valadez: We're generally open Monday through Friday, 9am-5pm. I meet with residents on Wednesday evenings, and we occasionally have events over the weekend. We've worked with at least 17 schools for our youth programs, and our residents are all adults. Most residents are in their 30s or 40s but there are a range of ages. We work with all ages.

Commissioner Beaumonte: Do you help them find jobs?





Director Valadez: We provide skill training to get into college. We also have an editing apprenticeship program. We have partnerships with film, media, and tech companies to help with job placement.

Vice President Song: How is BAVC incorporating AI tools?

Director Valadez: I want to make sure our youth filmmakers understand story structure and how to make a film. We are working on how to engage with AI and have our filmmakers understand where AI is already embedded in the programs they use. We're encouraging people to explore these tools.

Manager Sallander: We've been trying to incorporate emerging technologies in general in our workshop offerings.

Public Comment:
No comment.

4. CONSIDERATION TO APPROVE LETTER OF SUPPORT TO PRESERVE THE COMMISSION IN THE ARTS AGENCY MERGER PROCESS DISCUSSION/POSSIBLE ACTION

This was to approve a letter to the Commission Streamlining Taskforce on preserving the commission in the arts agency merger process.

Supporting document: <https://www.sf.gov/meeting--september-29-2025--september-29-2025-film-commission-meeting>

Motion to approve: Commissioner Cheng

Second: Commissioner Delorio

Commissioner Comment:

Commissioner Cheng: What does preservation mean in this context?

Vice President Song: The Commission Streamlining Task Force staff recommended to either eliminate the Film Commission or to combine it with the Arts Commission. This letter supports preserving the Film Commission as a separate entity through the arts merger process.





Executive Director Fata: The Commission Streamlining Task Force will discuss and vote on the staff recommendations on October 1. They also said this decision could be delayed due to the ongoing arts merger process.

Commissioner Cheng: The title of the letter implies we have accepted the film commission's fate.

Commissioner Beaumonte: I don't think we have accepted it. We need to know the process of the arts merger and our role in it.

Commissioner Tyler: This letter discusses keeping the Film Commission as a distinct body. I sent a letter to the Task Force to keep the Film Commission, not to merge with the Arts Commission. We play a singular role in this community.

Vice President Song: There are two aspects to this—the arts merger, and the Commission Streamlining Task Force staff recommendation. The letter is in response to the staff recommendation. We should take out “arts agency merger process”.

Commissioner Patel: The arts agency merger process is being managed by the Mayor's Office. The Task Force is separate from that. So the Task Force could make a decision on whether to keep the Film Commission or not, or they could defer that decision to be part of the arts merger process.

Commissioner Tyler: Can we remove the language where it says “arts agency merger process”?

Commissioner Cheng: I recommend simplifying the title to just “Urging Preservation of the San Francisco Film Commission”.

Vice President Song: We should remove “arts agency merger process” wherever it is mentioned.

Commissioner Cheng: We should also remove “intact” from the last paragraph.

Vice President Song: It should be rephrased to match the title of the letter.

Unanimous vote to approve the letter support with suggested edits.

Public Comment:
No comment.





5. FILM SF STAFF REPORT DISCUSSION

By Executive Director Manijeh Fata, Deputy Director Sofia Alicastro, Production Manager Mark Hogains, and Senior Production Coordinator/Commission Secretary Zoe Halsne.

This report included:

- Report on recent/upcoming meetings, events, festivals, and productions
- Production stats

Executive Director Fata: Governor Newsom signed the budget, which included a huge increase to the California Film & TV Tax Credit Program as well as legislature for changes to this program. I attended the Association of Film Commissioners International (AFCI) Cineposium, a conference for film commissioners around the world. Three other commissioners from California attended. There was a workshop from Bloomberg Associates about economic development in relation to the film industry. There was also an evening with George Clooney. Attending the Cineposium made it clear we need to change the narrative and perception of filming in California. We met with the consultants that have done a lot of research on studying and looking at other cities' arts and cultures departments. There will be community listening sessions about the arts merger.

Deputy Director Alicastro: We had our first quarterly mixer at Avocados and Coconuts in June. We hosted San Francisco Film Trivia Night at the San Francisco Public Library with Commissioner Finn. Bay Area Film Mixer is hosting a mixer on September 30, and Film SF's next film industry mixer is on October 22. There will also be a 10th anniversary screening of *The Diary of a Teenage Girl* on November 4. Our Impact Report for fiscal year 2024-2025 is live on our website.

Production Manager Hogains: From fiscal years 2006-2025, we've had 46 productions use the *Scene in San Francisco* incentive program. Five productions used the incentive in fiscal year 2024-2025. In the same fiscal year we had 9 entry-level local hires through the First Source Hiring Program, and so far for fiscal year 2025-2026 we've had 8 hires.

Senior Production Coordinator/Commission Secretary Halsne: From May 22 to September 28, 2024, we had 89 productions, 177 shoot days, and \$7.8 million estimated production spend in San Francisco. This same time this year we had 104 productions, 202 shoot days, and \$12.9 million estimated spend. Recent production highlights include feature film *The Invite*, a Red Bull stunt on the Bay Bridge, and the Nintendo store opening. Upcoming film festivals include Mill Valley Film Festival, UNAFF2025 International Documentary Film Festival, San Francisco Short Film Festival, Green Film Festival, and SF Dance Film Fest. Upcoming San Francisco movie screenings include





Invasion of the Body Snatchers and *Fairyland*. We now have over 4200 followers on Instagram. The Commission Streamlining Task Force Meeting will be October 1, and the next Film Commission Meeting is on October 27.

Commissioner Comment:

Vice President Song: Are we community partners with any of the film festivals?

Senior Production Coordinator/Commission Secretary Halsne: We are a community partner with Mill Valley Film Festival.

Commissioner Tyler: Are we sponsoring anything?

Senior Production Coordinator/Commission Secretary Halsne: No, as of now we are just a community partner.

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:

Commissioner Tyler: I'd like the Commission to recognize Belva Davis one of the national officers for the American Federation of Television and Radio Artists. She was an icon, legend, trailblazer, and role model. She was the first black woman television journalist on the west coast. She died last week at the age of 92.

Vice President Song: I will be attending the Mill Valley Film Festival.

Public Comment:

Assistant Executive Director Escobedo, Local SAG-AFTRA: Our numbers are down compared to last year, with 837 total local hires year-to-date 2025. We had 1,148 local hires year-to-date 2024.

Kali Harrison, IATSE Local 600: Thank you to the Film Commission for your leadership, support, and collaboration on the passed California Film & TV Tax Credit Program





updates. We appreciate the Commission's role in creating new opportunities for both local workers and incoming productions. Thank you to Commissioner Beaumonte for Local 16 support. Local 600's focus is on opportunity, sustainability, and excellence. We look forward to continued collaboration with the Commission and other stakeholders to make San Francisco a premiere production destination with a thriving local talent pool and global reach.

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 3:37pm.

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.

KNOW YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE (Chapter 67 of the San Francisco Administrative Code) 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 soff@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.

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.

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。

了解你在陽光政策下的權益

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.

CONOZCA SUS DERECHOS BAJO LA ORDENANZA SUNSHINE

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

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.

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 por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

ORDENANZA DE CABILDEO

Individuos y entidades que influncian 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

Tungkulin ng Pamahalaan na paglinkuran ang publiko, maabot ito sa patas at medaling maunawaan na paraan. Ang mga komisyong, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinitiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napagkaisahan ay bukas sa pagsusuri ng publiko. Para sa impormasyon ukol sa inyong karapatan sa ilalim ng Sunshine Ordinance (Kapitulo 67 sa San Francisco Administrative Code) o para mag report sa paglabag sa ordinansa, mangyaring tumawag sa Administrador ng Sunshine Ordinance Task Force .

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 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 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 nagimpluensiya o sumusubok na magimpluensiya 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

