

**Meeting Minutes
Marketing Meeting Committee
December 7, 2017
3:30pm – 4:30pm
Room 288, City Hall**

Committee Members

Vice President Stiker
Commissioner Jon Rubin
Commissioner Claudine Cheng

The meeting was called to order at 3:53pm by Executive Director Robbins. No public attended the meeting.

The working group started with a quick update about the current state of the marketing budget for Film SF. Executive Director Robbins provided a report of the current advertisement that Film SF contributes to in production-related publications. Publications include DGA Quarterly, Hollywood Reporter and Beyond Cinema Magazine. Online advertisements include Indiewire, Reel Directory and Productionville SF. Film SF also partners with the San Francisco Film Society through the San Francisco International Film Festival party and the San Francisco Film Society's Sundance Party at the Sundance Film Festival in Park City, Utah. This current fiscal year, Film SF also participated in the Mill Valley Film Festival.

Commissioner Rubin commented that Film SF should research the possibility of participating in South by Southwest (SXSW) in the future.

Commissioner Cheng commented that the committee should assist in creating a guideline as to how these advertisements are chosen. In addition, Commissioner Cheng commented that Film SF should look into participating in CAAMFest next year.

The working group then started to create their work plan. Vice President Stiker provided an initial idea of goals based on a Branding/Advertising/Marketing Plan Draft he created earlier this year.

Commissioner Rubin presented a list of questions for the working group to consider for building this work plan, including:

What is our budget?

What criteria do we use for what we buy?

How do we establish our priorities relative to our clients?

When considering the budget for advertising what do we definite as have to buys, like to buys, and what would buy if more money?

What is the primary purpose of spending our marketing dollars?

Commissioner Cheng inquired about the current budget for marketing. Executive Director Robbins answered that the fiscal year has \$42,000 in the marketing budget and the travel and non-travel budget is \$8,000. Commissioner Cheng added that perhaps the Commission should consider ways to fundraise more money to allocate to the marketing budget.

Vice President Stiker commented that positive public relations should also be considered and how Film SF can possibly have articles written. Executive Director Robbins mentioned that there have been some publications that reach out to the office for creating location-based articles.

Commissioner Rubin commented that a recent article in the San Francisco Chronicle happened to have a great quote regarding San Francisco. Quotes such as this could be considered for location-based articles to promote filming in San Francisco.

Executive Director Robbins called for public comment. There was no public comment.

The meeting adjourned at 4:30pm.