

**ARTS, CULTURE & HERITAGE
COUNCIL COMMITTEE MEETING MINUTES
MARCH 19, 2019 at 2:00 PM
PLAZA DE ARMAS, CULTURE COMMONS**

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| Committee Present: | Councilmember Roberto C. Treviño, <i>District 1, Chair</i> Councilmember Rebecca Viagran, <i>District 3</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Greg Brockhouse, <i>District 6</i> |
| Committee Absent: | Councilmember Art A. Hall, <i>District 2</i> |
| Staff Present: | Lori Houston, <i>Assistant City Manager</i> ; Debbie Racca-Sittre, <i>Director of Arts and Culture</i> ; Krystal Jones, <i>Sales and Marketing Administrator of Arts and Culture</i> ; Denzel Maxwell, <i>Executive Management Assistant</i> ; Alicia K. Beckham, <i>Office of the City Clerk</i> |
| Others Present: | None |

CALL TO ORDER

Chairman Treviño called the meeting to order.

1. Approval of the minutes from the February 19, 2019 Arts, Culture & Heritage Committee

Councilmember Viagran moved to approve the minutes of the February 19, 2019 Arts, Culture & Heritage Council Committee. Councilmember Gonzales seconded the motion. The motion carried unanimously by those present.

2. Briefing on the Film Strategic Plan and Marketing. [Lori Houston, Assistant City Manager; Debbie Racca-Sittre, Director, Arts and Culture]

Debbie Racca-Sittre stated that the San Antonio Film Commission was established in 1985 under the Convention and Visitors Bureau and transitioned to the Department of Arts and Culture in FY 2013. She noted that the Department of Arts and Culture Film Office was dedicated to promoting film making and providing various arts services. She noted that the Film Office Strategic Plan was adopted in October 2016 after stakeholder meetings and community visioning sessions, and approval by the San Antonio Arts Commission.

Councilmember Brockhouse entered the meeting at this time.

Mrs. Racca-Sittre stated that the San Antonio Arts Commission appointed a subcommittee to oversee the implementation of the Strategic Plan. She noted that since the adoption of the Strategic Plan; there was a 79% increase in film credits issued for City Properties. She added that in the past year, there were 465 film credits issued.

Mrs. Racca-Sittre reported that the key component of the Strategic Plan was film incentives and that there would be grants and rebates for films to be made in San Antonio. She noted that Texas offered a 20% rebate for filming in the state of Texas through cash grants and a State Sales Tax Exemption. She added that Texas offered an additional 2.5% incentive for filming in special areas outside of Austin, Texas.

Mrs. Racca-Sittre stated that the Strategic Plan offered a 7.5% incentive for filming in the San Antonio Area. She noted that the State provides 22.5% for filming which totaled to 30%. She added that other states offered 30% incentives for film makers to film in those states. She stated that the additional 7.5% incentive to film in San Antonio would attract film makers to this city.

Mrs. Racca-Sittre reported that the Strategic Plan was relaunching the San Antonio Production Directory and established locations for eight filmmakers arriving to San Antonio. She noted that they hosted professional development workshops to increase the film workforce in San Antonio. She added that the Film Office was giving grants to support local filmmakers in local film festivals.

Mrs. Racca-Sittre stated that they were creating a film culture by hosting screenings and a Student Filmmaker Contest. She noted that there was a Film Contest in partnership with the World Heritage Office and the deadline was March 29, 2019. She added that the winners would be entered into the International World Heritage Film Contest.

Chairperson Treviño stated that the activities that the Film Office was promoting were good examples of what the Committee wanted to showcase.

Councilmember Viagran asked if there would be an increase in filming in the city if there were no incentives. Mrs. Racca-Sittre stated that the tax incentives were used to get a film maker's attention.

No action was required for Item 2.

3. Alameda Theater Update

Lori Houston reported that the design concepts for the Alameda Theater had gone through an evaluation and would be presented to the Historic and Design Review Commission next. She noted that the design concepts were the same designs the Committee was updated on in January 2019.

No action was required for Item 3.

ADJOURN

There being no further discussion, the meeting was adjourned at 2:34 pm.

Respectfully Submitted,

Roberto C. Treviño, Chairman

*Alicia K. Beckham
Office of the City Clerk*