

Michigan Film Office Advisory Council
January 29, 2010

- I. Call to order
 - a. Meeting was called to order by Chairman Emery King (10:05 a.m.) at the University of Michigan Union in Ann Arbor, Michigan.
 - b. A quorum was present with the following members: Bill Black, Bob Brown, Jim Burnstein, Xenia Castillo-Hunter, Marcia Fishman, Emery King, Sue Marx, William O'Reilly and Marc Prey. Also present was Janet Lockwood, Director of the Michigan Film Office and Lisa Dancsok with the Michigan Economic Development Corporation.
 - c. Unable to attend was: Hopwood DePree, Cory Jacobson, Tim Magee and Michael Moore.
- II. Introduction of Members
 - a. Members of the Michigan Film Office Advisory Council introduced themselves.
- III. Adoption of Agenda
 - a. Motion made and duly supported to adopt the agenda of January 29, 2010. Passed unanimously.
- IV. Director's Report – Janet Lockwood
 - a. Since our November 20th meeting, the 2008 incentive payment has risen to \$34,590,163.14

2009 ended with 126 applications, 62 approved, 36 denied and the rest either filming elsewhere, pushed forward, on hold or still under review. Of those approved, 52 completed their work in 2009. The remaining 10 are still in some stage of production or plan to shoot in 2010. Of the 52 who finished, 38 submitted their post production audit paperwork by December 31, 2009, the end of their fiscal year. The remaining 14 have varying fiscal years and will be submitting as they choose. Those 14 will not be receiving incentive credits in 2010 but in 2011.

Our estimate of Michigan expenditures by those 52 projects is in excess of \$225 million.

So far in 2010, we have received 10 applications but none have been approved yet, as the process takes 3 to 4 weeks.

Re the infrastructure tax credit program, we have approved a new studio build in Grand Rapids, tentatively called the West Michigan Studio. While work is not yet complete, the film THE GUN with Val Kilmer and 50 Cents, filmed there extensively in December. There is little movement on any other studios.

Currently, only the television series "The Wannabes" is shooting; they continue their episodes at the Howell high school. We expect at least half dozen films to be setting up in the next 60 days. The largest film to date, DreamWork's REAL STEEL starring Hugh Jackman, has been approved and expects to be in Michigan from February through September. Jackie will be keeping you updated in our bi-weekly MFOAC emails. As

films are approved, they will be posted on the website, and as production offices open in Michigan, they will also be posted online.

Over the holidays, there were only a few scouts, but the location team sent out 40 photograph packets to productions interested in shooting in Michigan.

b. MFO updates

Staff continues with speaking engagements. Richard Jewell continues to speak and meet with numerous workforce development groups – he will report on anything of significance when he gives his report on Workforce Development. Ken Droz spoke to the Tri County Economics Club at Saginaw Valley State University and to the Michigan Production Alliance monthly meeting. He also did a conference call with the Dearborn Chamber of Commerce. His set visits included RED DAWN, PROSPECT PARK, MOOZ-LUM, GUN and TRUST. Tony Garcia and Janet Lockwood spoke to the Eaton County Commissioners in Charlotte, as that county hopes to establish a film office – they had a piece of RED DAWN and were struck by the economic impact that can occur from a film shot locally; Janet Lockwood spoke to the Detroit Area Movie Network in Canton, the West Michigan Film Office Monthly Filmmaker’s Mixer in Grand Rapids; and the University of Michigan Knight-Wallace Fellows. Meetings include several with legislators, with the Eyde Corporation in Lansing to discuss a possible stage, with Charlie Matthau, son of Walter Matthau and a filmmaker as he has a film he would like to bring to Michigan, with Tim Galtabriano, Emmy winning writer for all seasons of “Everybody Loves Raymond”, who will be working with a Grand Rapids children’s TV series; and several MI industry people. The director visited the sets of TRUST, RED DAWN and CEDAR RAPIDS and attended a special premiere of UP IN THE AIR which shot partially at Metro Airport.

Regarding the media, we have been inundated this entire year, and I would like to take a moment to especially thank Ken Droz, our Communications manager, for handling the lion’s share of these calls, emails, drop-in visits, television shows and radio shows. I would guess we’ve been contacted by the press in one form or another at least 250 times in 2009. This includes local, state, national and even international inquiries. Lisa Dancsok and Mike Shore of the MEDC gave us sound counsel enumerable times as we dealt with the 4th Estate. Of those 250 contacts, at least 25 of them quoted us correctly.

There is no legislative movement so far in 2010 that affects the incentive legislation.

V. 2009 MFO Accomplishments

- a. Unveiling of the new and wonderfully improved website, with special thanks to Mike Grabemeyer for his perseverance and skill and to Lisa Dancsok for beating all negativity into submission.
- b. Purchase and installation of Reel Scout, our invaluable locations database which currently contains more than 3,500 individual locations and over 30,000 photographs, growing daily.
- c. In sync with Reel Scout, we put the Locations Public Submission Engine in place which allows municipalities and individuals access to the film office website so that they may upload their photos to our database.

- d. And also in sync with Reel Scout, the Locations Team launched the Winter Location Photographs program, to build our base of winter pix. I would guess they will tailor the program for other seasons.
- e. Purchase and installation of Reel Crew, which puts our production directory online and accessible at the touch of a finger. It can also be downloaded, printed, ring-binder bound and sent to those who want a hard copy but at over 800 pages, or 400+ double sided, it's a handful. Listings are now free but we firmly require professional production credits for almost every crew category. There are 949 listings under Crew and 884 listings under Support Services at this time.
- f. We hired a Workforce Development manager, and both a competency and curriculum for the training of new crew have been developed with the help of our partnerships.
- g. We have a new and improved Application and Agreement packet, thanks to our team at Treasury, and all forms will soon be fill able online.
- h. We now have a state van just for the film office. We've put nearly 10,000 miles on it since taking possession in the late spring.
- i. We lost 3 staff members and hired just 1, but our efficiency and enthusiasm continues.
- j. This list undoubtedly is incomplete, and we welcome additions. The annual MFO report to the Legislature is due March 1st and the Advisory Council will be consulted as that is written in February.

VI. MFO 2010 Strategic Plan

- a. Janet Lockwood presented the following MFO Strategic Plan for 2010.
 - o Implement second year Workforce Development initiatives
 - o Develop a winter locations campaign through the MML
 - o Post and implement fill able PDF forms on the website
 - Application and Agreement packet
 - Post Production Certificate
 - Infrastructure Application
 - Infrastructure Post Production Certificate
 - o Educate and coordinate with Teamsters on Reel Scout capabilities
 - o Expand our outreach and participation with key players (MFB, MHA, MML) across the state for location inventory
 - o Improve quality and timeliness of entering information into Reel Scout
 - o Enhance reporting and results for the legislature
 - o Roll out Community Handbook
 - o Improve set visits and getting on set material
 - o Obtain film production promotional materials
 - o Roll out video gaming strategy
 - o Build and open two studios
 - o Expand our position with TV shows
 - o Roll out social media strategy
- b. Marcia Fishman discussed sharing information if council members are working on objectives parallel to the MFO strategic plan.
- c. Bob Brown noted that we should not lose sight on other aspect of the legislative incentives, including the capital access program.

- d. Bill Black asked if we knew if the Governor was bringing any of this up in the State of the State address that was going to take place on Wednesday.
 - i. Lisa Danscok said we have given the Governor information and we have seen drafts and it looks like she will mention it.
 - ii. Bill Black thanked the Governor for her continued support and for standing behind this program.

VII. 2009 Accomplishments for Workforce Development

- a. Richard Jewell presented the following accomplishments.
- b. Develop and sustain a skilled and talented labor pool of creative film production workers that will serve as a key factor for attracting and maintaining film productions in Michigan, while creating a sustainable indigenous film making community.

In the past four months we have been able to accomplish the following for the area of workforce development:

- i. Defined a mission and associated action steps.
- ii. Developed a PowerPoint presentation outlining the plans for workforce development.
- iii. Developed and implemented through the approval of the MFOAC the Film Industry Job Competencies now listed on our web site.
- iv. Develop and implement a model training program in Detroit through a United States Department of Labor Grant by coordinating the efforts the USDL, DELEG, WCCC, MFO, IATSE, Madonna University, Channel 56-Detroit Public Television, Detroit Public Schools, Big Screen Entertainment, PNC Investments, CVS, City of Detroit, Detroit Film Office, Wayne County Film Office. The program will graduate approximately 43 to 60 students over the next two years. The program includes internships on sets, hands on training, mentoring by IATSE members, and guest lecturers by prominent industry experts.
- v. Developed with our partners at DELEG a Film Industry Sector Skill Alliance. This alliance will be inaugurated in the winter of 2010. Its purpose will be to determine the exact needs of the industry and to then obtain the proper infrastructure components to achieve those needs. Several employers and union members will be the first invitees and once there is agreement on the needs of the industry other partners will be invited to augment and enhance the alliances efforts.
- vi. Formulated language for legislative consideration that would give the MFO some regulatory authority to mandate quality curriculum for all film schools.
- vii. Developed a model curriculum for film production training. This curriculum will be utilized in the Detroit grant program.
- viii. Started the process of developing a coordinated methodology for formation of articulation agreements between Universities and Junior colleges to coordinate their film production programs. This will also include the development of secondary educational articulation agreements with universities and junior colleges.

- ix. Developed a methodology to train the businesses that want to service the film industry. Teaching them how to work with the industry and what to expect when they have a film production as a client. This will be implemented in 2010.
- x. The Workforce Development Manager visited numerous educational institutions, met with key industry leaders, attended association meetings, and spoke at several events.

VIII. 2010 Strategic Plan for Workforce Development

- a. Richard Jewell presented the following strategic plan for the 2010 year.
 - i. Implement grant training program.
 - 1. Locate permanent funding for the grant program.
 - ii. Develop other grant and model workforce development programs in film, television, and gaming.
 - iii. Develop and implement a model film production curriculum.
 - 1. Gain Skill Alliance approval of curriculum
 - 2. Gain MFOAC approval of curriculum.
 - 3. Ask for and gain compliance by schools.
 - iv. Implement Film Industry Skill Alliance.
 - 1. Form Alliance.
 - 2. Identify the definite needs of industry.
 - 3. Submit RFPs for supply of those needs.
 - v. Implement a Gaming Skill Alliance.
 - vi. Implement a Television Skills Alliance.
 - vii. Alter MCL to allow for the regulatory authority of the MFO to approve and mandate curricula of industry related schools.
 - viii. Design and Implement the seminar “Doing Business With The Business” and conduct four seminars throughout the state.
 - ix. Assist in and develop and implement formal articulation agreements between secondary schools, community colleges, and universities for film, gaming, television, and animation production programs.
 - x. Promote independent film making and utilization of trained personnel from educational institutions.
 - xi. Implement a model workforce development program on the west coast of the state .
 - xii. Visit schools, associations, industry events promoting workforce development.
 - xiii. Add Q and A’s related to training, union membership, and basic workforce information to the MFO web site.
- b. Chairman King asked how the process will work with the students in the pilot program taking the experience and transferring that experience to get union cards.
 - i. Richard Jewell said that no one can guarantee anything. IATSE members will be mentoring and teaching these students. The classroom is designed around a production office model and we are creating a system to ensure that they are gaining the knowledge necessary to be a quality crew member and employee.

- c. Chairman King asked if there was a dollar figure on the grant that was being given by the Department of Labor.
 - i. Richard Jewell said that the grant is approximately \$450,000 and that in the future we could fund this program at \$5,000 a year per student which is also the amount of money a student can receive from No Worker Left Behind.
- d. Bob Brown asked if the grant program was for both above the line and below the line crew members.
 - i. Richard Jewell said that the pilot program will only be for below the line but that it will include some above the line components. All of the credits through the program can also be used to transfer to a four year university where they can move through a four year filmmaking curriculum that they choose.
- e. Sue Marx said there are a number of schools that are offering training and wanted to know if they are required to use our standards and curriculum.
 - i. Richard Jewell said the answer is no and there is no penalty for not working with them. However the schools that are working with us and certified will be on our website.
- f. Marc Prey asked if a school says they are following our competencies, is there a procedure in place to follow up and make sure they are following them.
 - i. Richard Jewell said we cannot, because that will be a regulatory measure, which the MFO does not have power to do. He also noted though that we have ten questions listed on our website to have the students ask to see if the program is meeting the program requirements.

IX. Legal guidelines for workforce training discussion

- a. Marc Prey discussed the fact that there has been some concern that we have no authority to enforce the guidelines that were established in our last meeting and that there are schools out there that are offering training and charging large fees but are not providing the proper training. He discussed two ways to go about changing that:
 - i. Push for some legislation that would give the council or the MFO authority to enforce those guidelines.
 - ii. To have the guidelines themselves be enacted into the law and then it would be under the Attorney General's office to regulate them, give out licenses, etc.
- b. Jim Burnstein discussed that doing this is a form of consumer protection and allowing the consumers to know which programs are legitimate. He proposed that DELEG only give funds to approved programs.
- c. Bill Black voiced his concern on opening the legislation. He said he would support a regulatory fix instead of a legislative fix.
 - i. Janet Lockwood said we planned to use a separate piece of legislation if we went that route and would not open up the current one.
- d. Marcia Fishman stated that we needed to publicize and educate the consumer to make them aware of what they should expect out of their education.
- e. Chairman King asked that Marc Prey, Bill Black and Danialle Karmanos work with him to move this forward and asked Marc Prey to be the point person.
- f. Xenia Castillo-Hunter offered Film Detroit's marketing resources to get the word out.

X. Ann Arbor updates

- a. Chairman King thanked the city of Ann Arbor and the University of Michigan campus for hosting the council and wanted to give a few members of the community opportunity to speak.
 - i. Lee Doyle with the University of Michigan welcomed the council to Ann Arbor. They have had seven movies on campus so far and are happy to set up tours for anyone who would like to learn more about the facility.
 - ii. Markus Nornes with the University of Michigan thanked everyone for coming and discussed the Screen Arts and Cultures curriculum and how it is growing.
 - iii. Kay Seaser with the Ann Arbor Convention and Visitor's Bureau discussed the fourteen projects they have worked with since May 2008. The CVB documented 4,000 room nights generated by film in 2008 and 20,000 room nights in 2009. They translated that into approximately \$6 million economic impact. She also noted that they have applied to AFCI to become a film commission.
 - iv. Jim Burnstein discussed the university and how they are trying to cultivate the above the line talent and keep their graduates here in Michigan.

XI. Other Film Office updates

- a. Rick Hert from the West Michigan Film Office discussed the projects that have recently wrapped on the west side as well as the new Hanger42 studio that will be open soon. He introduced his interns who were at the meeting and also mentioned that they would be attending Locations with the MFO in April.
- b. Xenia Castillo-Hunter from Film Detroit discussed the panel they were hosting in Los Angeles on March 23rd and also noted that Film Detroit will be at Locations.
- c. Susan Dorris with Oakland County gave a status update on their wrapped projects, infrastructure projects and said that they will be present at Locations as well.

XII. Old Business

- a. Chairman King asked the council if there was any old business to attend to. There was none.

XIII. New Business

- a. Chairman King asked the council if there was any new business to attend to. There was none.

XIV. Public Comment

- a. Jonathan Liebman with Specs Howard School of Media Arts announced that Specs Howard was celebrating their 40th year anniversary and noted that there are some great schools currently in Michigan and not to allow a few bad apples to discredit all the schools in Michigan.
- b. Rochelle Riley with the Detroit Free Press thanked everyone for the hard work they are doing and that she was very excited for the young people who are staying here and making this possible.
- c. Dick Rolfe with the Dove Foundation discussed the next issue of *Making Movies in Michigan* and that the purpose of the magazine was to call attention to Michigan as the place to make films.
- d. Mark Adler with the Michigan Production Alliance introduced the MPA board members in the audience, the Senator Cassis seat election and his experience working on the Red Dawn set.

- e. Richard Meega had questions regarding the council and MFO's support of film festivals, specifically the Detroit Windsor International Film Festival and also asked why there weren't more video game projects coming here.
 - i. Chairman King said the council and the MFO support festivals by doing speaking engagements and taking council meetings on location there.
 - ii. Janet Lockwood also pointed out that the MFO financially supports festivals through sponsorships, including DWIFF.
 - iii. Marcia Fishman said that SAG is currently in the planning and researching stage of the video game industry.
 - iv. Lisa Dancsok also noted that the MFO has done a lot of groundwork and research regarding the industry and now the next step is to go out and attract the industry.
- f. Pam Jackson suggested publicizing the annual reports in newspapers and the media and getting the good news out there. She also stated that she would be running for Senator Cassis' seat in the upcoming election.
- g. Mike Mosallum with Wayne County gave an update on infrastructure and productions that were taking place in Wayne County and also said to check out reelwc.com for updates and information.
 - i. Sue Marx asked if the city of Detroit Film Office, Wayne County Film Office and Film Detroit communicate on a regular basis.
 - ii. Mike Mosallum said that yes they all worked together to give productions the best experience possible. Their primary goal is that they are creating an efficient region in southeast Michigan that is complimentary to the industry.

XV. Adjournment (11:58 a.m.)

- a. Chairman King thanked everyone for coming and stated that the next meeting would be on the Wayne State University campus, most likely at the end of March.

Respectfully submitted,

Emery King, Chairman

Prepared by:

Jackie Wressell