

Michigan Film Advisory commission  
DRAFT MINUTES  
April 5, 2007

I. Call to Order

A. Meeting was called to order by Chairman Emery King (10:15 a.m.) at the Detroit Convention and Visitors Bureau in Detroit, Michigan.

B. A quorum was present with the following members: Bill Black, Bob Brown, Jim Burnstein, Marcia Fishman, Howard Hertz, Cory Jacobson, John Kelly, Emery King, Sue Marx, Richard McLellan by phone.

Also present by phone was Janet Lockwood, Director, Michigan Film Office.

Absent: Karen Dumas, Emily Loeks, Tim Magee, Brendan Ringlever.

II. Introduction of Members

-Members introduced themselves.

III. Adoption of Agenda

-Motion was made and duly supported to adopt the agenda of April 5, 2007.

Passed unanimously.

IV. Approval of Minutes of January 26, 2007

-Motion was made and duly supported to approve the minutes of January 26, 2007. Passed unanimously.

V. Chairman's Comments

A. Increase in Potential Business

-Emery King remarked that there has been increased interest in Michigan as a potential location for films since the incentive package has been in effect.

B. Detroit Metro Convention & Visitors Bureau

1. Emery King thanked Chris Baum, Senior Vice President, Sales & Marketing of Detroit Metro Convention & Visitors Bureau, for his hospitality for the MFAC meeting.

2. Chris Baum explained how his office will assist the Michigan Film Office with scouts, hospitality, etc. He also introduced the staff members who will be going to the locations trade show and assist Janet Lockwood at the Michigan booth.

3. Emery King introduced Al Fields, Deputy Chief for Mayor Kilpatrick.

4. Al Fields remarked that the Detroit mayor's office has a goal to help bring external people to Detroit and to increase jobs in Detroit through growth in the film industry.

VI. Director's Report

A. Applications for Incentives

1. Twelve application for incentive requests had been made before it was available online.
2. The first film to qualify for the incentives was “Jumper” (Director Doug Liman, starring Sam Jackson, Jamie Bell and Hayden Christenson) which shot for nearly a week in Ann Arbor and on the Lake Erie shoreline near Newport. The estimated amount spent in Michigan will be over \$600,000. The parent company is 20<sup>th</sup> Century Fox.
3. The film “Semi Pro” has submitted its application. It will begin shooting for 4 – 6 days in both Detroit and Flint at the end of April. The production spending estimate exceeds \$1 million.

B. Expenditures from the 21<sup>st</sup> Century Jobs Fund

1. Expenditures from the 21<sup>st</sup> Century Jobs Fund exceeds \$50,000 to date. Such expenditures include advertising in the Tribeca Film Festival catalogue, a new trade show booth, advertising on the back cover of the Hollywood Creative Directory and the Hollywood Representation directory for the rest of 2007 (4 issues), the Locations 2007 Trade Show expenses and new computer equipment for the film office.
2. The trip west with the Governor remains on hold.
3. The film Office has until September 30, 2010 to spend the monies of the 21<sup>st</sup> Century Jobs Fund.

C. Locations 2007 Trade Show

1. Janet Lockwood will be attending the Locations trade show in Santa Monica next week.
2. Janet Lockwood extended a thank you to the Detroit Metro Convention and Visitors Bureau for helping to pay for the booth rental and for sending two staff members, Carolyn Artman and Xenia Castillo-Hunter.

D. Website Update

1. The Michigan Department of Information Technology has requested a chance to produce a good website for the film office.
2. They will attempt to model the Michigan site after some of the best in the country, including Oregon, South and North Carolina, Nevada, New Jersey and others.
3. It is the hope that a new website will be live within the next 30 to 60 days.

E. West Michigan Film Office

-Work towards a West Michigan Film Office continues.

F. Event with Bob Shaye

1. Janet Lockwood joined Commissioner Jim Burnstein at a special showing of “The Last Mimzy”, directed by Bob Shaye (originally from Michigan). Mr. Shaye was in attendance.

2. Jim Burnstein thanked Janet Lockwood for hand delivering a letter to Bob Shaye from Governor Granholm.

G. Janet Lockwood thanked Commissioner McLellan and Megan Hard for their work on the incentive documents.

## VII. 21<sup>st</sup> Century Jobs Fund Budget Allocation

### A. Commissioner Bob Brown Develops Outline

-Bob Brown distributed an outline for allocation of funds from the 21<sup>st</sup> Century Jobs Fund budget, called the “21<sup>st</sup> Century Jobs Fund Budget Allocation”.

### B. Three Key Areas

-Bob Brown identified and reviewed three key areas of the outline:

- a. Incentive Publicity, Promotions & Advertising
- b. Workforce Training and Development
- c. Michigan Film Office Support

C. Motion made and duly supported that the Commission would accept the outline as a guideline, open for further discussion, and to move forward with the “21<sup>st</sup> Century Jobs Fund Allocation” as a working model. Passed unanimously.

### D. Discussion

1. It is the hope that there will be no out-of-state contracting.
2. Funds for marketing might be helpful to the film community in Michigan.

## VIII. Committee Structure

### -New Task Force Structure

1. Commissioner Marcia Fishman suggested that the current committee structure should be dissolved and a “Task Force” structure should be instituted instead.
2. Task forces can be formed when a commissioner has a special project and looks to the community at large for additional assistance and support.
3. Commission members agreed to have dissolution of standing committees in favor of task forces as needed.

## IX. Summit

### A. Progress of the Summit (formerly called Town Hall)

1. Marcia Fishman reported that a staff member from MEDC has been talking to potential key participants in the summit, asking for their advice and future participation.
2. Key participants would be members of the auto community, major advertising companies, etc., i.e. anyone who plays a role in the decision of what advertising work is done in Michigan or out of Michigan.

B. Incentives

1. Choice of incentives for participants to attend is a key issue.
2. Such incentives might include special recognition, advertising, etc.

X. Commission Member Remarks and New Business

- A. Commissioner Sue Marx suggested that MFAC have a presence at the Mackinac Conference this year. Commissioner John Kelly will investigate.
- B. Commissioner Marcia Fishman showed the article re: the Michigan incentives in "Screen Actor", the national magazine of Screen Actors Guild.
- C. Commissioner Howard Hertz announced a rally, in support for the arts, at the state capital on April 18, 2007.
- D. Commissioner John Kelly announced that there will be an organizational meeting, on May 8, 2007, for the new Detroit-Windsor International Film Festival. All MFAC members are invited to attend.

XI. Confirm Date for Next Meeting

- A. Chair Emery King announced the next scheduled MFAC meeting is Friday, September 14, 2007 in Traverse City.
- B. Consideration will be given to another meeting before September 14.

XII. Public Comments

- A. Mark Adler, Michigan Production Alliance, announced that approximately 20 people attended a MPA meeting to learn about the new film incentives. Mr. Adler asked if the MFAC would consider fund raising activities towards a foundation sponsored by the commission. Mark Adler would like to see relevant organizations' websites with a link to the Michigan Film Office website. Mr. Adler is producing a 5 – 7 minute DVD that will showcase Michigan locations by taking lifts from Michigan films such as "Renaissance Man", "8 Mile".
- B. Scott Paul Dunham, Creative Energy Alliance, would like to see mobilization to promote and use local film community professionals, including efforts of training, etc. Mr. Dunham asked if there were funds available to assist with such efforts.
- C. Ed Gardiner, Detroit Film District and Festival, would like to see efforts towards effective networking with the Michigan film community. He would like to see Hollywood film makers become acquainted with the Michigan professionals. Mr. Gardiner feels that the lack of networking in Michigan is encouraging people to leave the state. He would like to create a Michigan IMDB website.
- D. Caroline Artman, Manager, Media Relations, Detroit Metro Convention & Visitors Bureau, announced a video contest to create the new brand, \$10,000 first prize, Deadline April 20, 2007.
- E. Serenity Lynn, Detroit Women in Film and Television, volunteered to help support the efforts of MFAC. Serenity Lynn distributed a letter that asked for support of the Michigan's Film and Media Initiative.
- F. Ann Mayle, Forest Post, volunteered to be a participant on a task force, if needed. Ann Mayle will inform relevant people about the new film incentives.

XIII. Adjournment (12:25 p.m.)

Respectfully submitted by,

Marcia Fishman  
Secretary