

draftminutes
Michigan Film Advisory Commission
DRAFT MINUTES
January 26, 2007

I. Call to Order

- A. Meeting was called to order by Chairman Emery King (10:13 a.m.) at Dykema Gossett, PLLC in Lansing, Michigan.
- B. A quorum was present with the following members: Bill Black, Bob Brown, Jim Burnstein, Karen Dumas, Marcia Fishman, Emery King, Sue Marx, Tim Magee, Richard McLellan, Brendan Ringlever.
Also present was Janet Lockwood, Director, Michigan Film Office.
Absent: Howard Hertz, Cory Jacobson, John Kelly, Emily Loeks.

II. Introduction of Members

- Members introduced themselves.

III. Adoption of Agenda

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

IV. Approval of Minutes of September 13, 2006

- Motion was made and duly supported to approval the minutes of September 13, 2006. Passed unanimously.

V. Director's Report

A. Film Incentive Bill

- 1. The film incentive bill was passed during the December lame duck period. The Film Office has all of the details.
- 2. Janet Lockwood thanked MFAC member Richard McLellan and Nick Bozen, Regulatory Affairs Director for Department of HAL, for their work on the paperwork for the incentives, e.g. applications, etc.

B. Michigan Film Office Update

- 1. The year 2006 was the lowest revenue year for feature films for at least the past 15 years.
- 2. Janet Lockwood can hire a full time staff member (she now has a part time student assistant), but the process may be slowed down because of the governor's new Directives. Additionally, the new staff member's salary will come out of the 21st Century Jobs Fund allocation but all spending must now be pre-approved by the Budget Department.

VI. Discussion of Incentive Legislation/Strategy

- A. Chairman King thanked everyone for their assistance on the film incentive package, and especially wished to thank Representative Bill Huizenga, Dale Hull, Nick Bozen and Richard McLellan.
- B. Chairman King stressed the need to now strategize so that Michigan can

maximally benefit from the incentive package.

C. Janet Lockwood is already receiving calls about the film incentives because there was an article in Variety and word is out at Sundance.

D. New Website Status

1. Jim Burnstein has been receiving advice from a website designer.
2. An effective design should be accomplished within the budgetary constraints.
3. Janet Lockwood is meeting with the Department of Information Technology to establish a link from the Michigan Film Office website to an offsite server. Richard McLellan offered space on his firm's server, if allowable.
4. There is also a desire to make the entrance to the Michigan Film Office website more user-friendly.
5. There will be an effort made for the film incentive applications to be fillable online.

E. Miscellaneous Concerns with Film Incentives

1. Questions were raised as to whether or not there will be ethical issues if MFAC members want to utilize the film incentives, especially if there is an overflow of applicants.
2. Bob Brown, who has utilized incentives in other states, alerted the committee of some complications of film incentive applications, e.g. cell phone expenses, airfare expenses, etc.

VII. Update for Proposed SE Michigan Film Office

A. Chris Baum, Senior Vice President, Sales & Marketing of Detroit Metro Convention & Visitors Bureau, stated that, although the 2007 budget of the convention and visitors bureau was completed before the incentive package was passed, there is still a commitment to open a SE Michigan film office.

B. Staff of the SE office would work closely with Janet Lockwood of the Michigan film office. Metaphorically, the Michigan Film Office is the engine that will help drive the SE office.

C. Plans to proceed with a SE Michigan film office include the following:

1. Chris Baum will lead a team of five people to set up the workings of the office.
2. They will evaluate their progress after six months and then determine if hiring a full time person will be needed (and planned in the following year's budget).
3. The office will use the new brand identity of calling the Detroit area "Detroit" and, thus, the office will be called the Detroit Film Office. However, the office will work in the tri-county area.

VIII. Presentation by Dale Hull

A. Chairman Emery King introduced Dale Hull, legislative aide to Representative Huizenga.

B. Dale Hull, on behalf of Representative Huizenga, expressed that they would

especially like to see the establishment of an effective website as soon as possible, and the establishment of a process for a base line study.

C. The commission members expressed sincere thanks to Representative Bill Huizenga and Dale Hull for their years of hard work on the film incentives.

IX. Town Hall Meeting

A. Marcia Fishman has had discussions about the Town Hall concept with Lisa Dancsok of MEDC, Janet Lockwood, Hopwood Depree on the phone, and MFAC members Chair Emery King and Tim Magee.

B. Objectives of Town Hall Meeting Concept

1. To increase production of commercials and industrial films in Michigan.

2. To prove that there is enough talent and locations in Michigan to increase production.

C. Methods of Town Hall Meeting Concept

1. To invite buyers of advertising, as well as production staff.

2. To choose an effective location.

3. To choose an effective format.

D. Next Steps

- Janet Lockwood, Marcia Fishman and Lisa Dancsok will meet in the near future to continue with the planning process.

X. Schedule 2007 Meetings

-The following are tentative dates and locations of 2007 MFAC meetings:

April 5 – Detroit

September 14 – Traverse City

November 9 – Lansing

XI. Public Comments

A. Mark Adler, Michigan Production Alliance, thanked everyone who assisted in the passing of the film incentive bill. He questioned the status of the MFAC committees. He also agreed that work should be done to encourage more production in Michigan.

B. Sara Stelwagen, of West Michigan Film and Video Alliance and future West Michigan Film Commission, reported that a task force has developed a business plan for a West Michigan Film Office.

C. Scott Paul Dunham, founder of The SEMAFX Network, and representing Creative Energy Alliance, asked that the MFAC utilize members of Michigan's production community for grass roots efforts. He also asked if animation films would qualify for the incentives.

D. Nicole LaDouceur, Specs Howard School of Broadcast Arts, thanked those that assisted towards the passing of the incentives, and offered to assist the commission when needed.

E. Janaya Black, Trinity Film Coalition, wants to mobilize filmmakers. Since she attends many film festivals, she also offered to promote Michigan.

F. Marshalle Montgomery, Trinity Film Coalition, repeated the sentiments of

Janaya Black.

G. Ann Mayle, Account Manager of Forest Post Productions, recently learned of the MFAC and offered her services for a committee or anything else that might be needed.

XII. Adjournment (11:50 a.m.)

Respectfully submitted by,

Marcia Fishman, Secretary