

Michigan Film Advisory Commission  
DRAFT MINUTES  
July 14, 2006

I. Call to Order

A. Meeting was called to order by Chairman Emery King (10:30 a.m. EST) at Televideo Studios in Troy, Michigan.

B. A quorum was present with the following members: Bob Brown, Jim Burnstein, Marcia Fishman, Howard Hertz, John Kelly, Tim Magee, Brendan Ringlever. Also present was Janet Lockwood, Director, Michigan Film Office.

II. Introduction of Members

-Members introduced themselves.

III. Adopt Agenda

-Motion made and duly supported to adopt the agenda. Passed unanimously.

IV. Approval of the Minutes of May 12, 2006

A. The following corrections were made to the minutes:

1. VII.A.2. Change "put pressure on" to "contact"

2. VIII.A.4. Change "lawyers" to "lobbyists"

3. VIII.B.1. Change "of" to "as to" and eliminate final "s" in "legislatures" and "Towards".

4. IX.B.1. Change "Planning (or called Future Endeavors)" to "Future Endeavors"

B. Motion made and duly supported to approve the minutes of May 12, 2006 as amended. Passed unanimously.

V. Director's Report

A. Incentive Legislation Update

1. The incentive bills are still in the Senate Finance committee and people are working hard to get them onto the senate floor.

2. Since the legislature will only meet on Wednesdays during the summer, this will be a difficult task.

B. Tobacco Securitization Money Update

1. The Michigan Film Office has not yet received the tobacco securitization money.

2. A "memorandum of understanding" for the use of the money should be completed by the end of July.

3. The legislature approved \$175,000 for the film office budget. Janet Lockwood will be able to hire a full time assistant.

C. Filming in Michigan

1. There are no films of great size scheduled to film in Michigan. A \$5 million film chose Massachusetts over Michigan because of that state's incentive package.

2. Smaller films are beginning or finishing production, e.g. “Nevermore” just finished shooting in the Detroit area, and “Ocean of Pearls” will shoot in the Detroit area. The television show “Families that Take Real Trips” will do some filming in Michigan.

D. Film Festivals

1. There are approximately 20 film festivals held in Michigan.
2. The Michigan Film Office sponsored a party at the recent Waterfront Film Festival in Saugatuck. Commissioners Bob Brown and Marcia Fishman joined Janet Lockwood at the event.
3. Upcoming festivals are the Battle Creek Film Festival - July 15-16 and the Traverse City Film Festival - July 31-August 6.

VI. Detroit Metro Convention & Visitors Bureau report on Establishment of Southeastern Michigan Film Office – Presented by Christopher Baum, Senior Vice President, Sales and Marketing

A. Establishment of a Regional Film Office

1. Emery King has supported the idea of forming a regional film office, i.e. a southeastern Michigan film office.
2. Chris Baum explained that such an office would be a variation of the state film office and that it would be a subsidiary of the Detroit Conventions and Visitors Bureau.

B. Preliminary Needs

1. The approval of an incentive package is necessary before the film office would be established.
2. An official liaison of the city of Detroit is needed.
3. A budget plan must be developed.

C. Scope of Operations

1. The Detroit Metro Film Office will have the following major responsibilities:
  - a. Marketing
  - b. Locations
  - c. Scouting
  - d. Production Liaison
2. There must be a unified message.
3. The Detroit Metro Film Office will have a 501c3 status.
4. Staffing will consist of one dedicated Director-level employee with a shared Marketing Assistant.

D. Target Date

-The target date would be the beginning of the year 2007.

E. Concerns of Commission Members

1. The questions was raised as to the possibility of satellite offices in other parts of the state, e.g. the west side of the state or Ann Arbor.
2. There was a concern of the film efforts becoming fragmented via different film offices. It was emphasized, however, that a southeastern office could be a great help to the state office in Lansing, and that the southeastern office would work with the Commission’s marketing

committee to assure a unified message throughout the state. When the incentive package is passed, Janet Lockwood will need immediate assistance with potential new films to Michigan – this office could be of great assistance.

3. There was a concern of a focus on urban marketing, but Mr. Baum assured the commission that small towns and other assets of southeastern Michigan will also be marketed.

F. Role of the Commission

-A future discussion will review how the members of the commission can help with this effort.

VII. Committee Reports

-Incentive Legislation Action Steps

1. Jim Burnstein, Marcia Fishman and Howard Hertz met to formulate the outline of an “ideal” incentive package.

2. All agreed that the package must be competitive with Illinois. Jim Burnstein described the ad hoc committee’s ideas, and Howard Hertz read a potential letter to be sent to the appropriate legislators.

3. It was reported that a new committee is charged with creating a new tax to replace the single business tax, and perhaps Emery King could ask for that committee’s assistance in moving the film incentive package to the senate floor.

4. Janet Lockwood presented the “substitute bill”, an incentive package that will be more effective than the one presently in the Senate Finance Committee. The substitute bill is competitive with the Illinois incentive package.

VIII. Schedule Next Meeting

-The next meeting will be:

When: Wednesday, September 13, 2006

Where: Richard McLellan’s office at:

Dykema Gossett

Capital View

201 Townsend, Suite 900

Lansing 48933

When: 10AM-Noon with lunch following

IX. Public Comments

A. Sonya Avakian – Ms. Avakian asked if the Michigan Film Office could be moved back to the jurisdiction of the Department of Commerce and she commented that she had new ideas for marketing Michigan. Janet Lockwood responded that the Department of Commerce no longer exists.

B. Ed de Jong, Vice Chair of the West Michigan Film and Video Alliance, invited the commission to again meet in Grand Rapids. He also offered to assist Janet Lockwood in the design of a brochure that would outline resources of support in the film industry throughout the state of Michigan.

C. Bob Allman of Next Detroit Entertainment Alliance, commented that the commission spent too much time on the concern for film incentive packages, and that more time should be spent on assisting the entire entertainment industry of the state, i.e. the recording industry.

D. Richard Roy of Studio Seven, asked Chris Baum if the Detroit Visitor's Bureau was privately funded and the response was "yes."

E. Gil Kanat, Video Assist, commented that it would be beneficial if the commission could put a greater emphasis on the commercial and industrial film industry of Michigan. The work from those types of films is diminishing in Michigan, and perhaps the commission could look to ways to help to replenish the lost work of the industry (regardless of the incentive packages).

X. Adjournment (12:20 p.m. EST)

Respectfully submitted,

Marcia Fishman, Secretary  
Michigan Film Advisory Commission