

Michigan Film Advisory Commission
DRAFT MINUTES
June 21, 2007

I. Call to Order

A. Meeting was called to order by Chairman Emery King (10:10 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, Marcia Fishman, Howard Hertz, Cory Jacobson, Emery King, Tim Magee, Sue Marx, and Richard McLellan by phone.

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

Absent: Jim Burnstein, John Kelly, Emily Loeks, Brendan Ringlever.

II. Introductions of Members

A. Members introduced themselves.

B. Members of the public introduced themselves.

III. Adoption of Agenda

Motion was made and duly supported to adopt the agenda of June 21, 2007. Passed unanimously.

IV. Approval of Minutes of April 5, 2007

Motion was made and duly supported to approve the minutes of April 5, 2007. Passed unanimously.

V. Director's Report

A. Congratulations

Janet Lockwood extended congratulations to MFAC members Sue Marx - for the regional Emmy win; Jim Burnstein - for the NBC screening of his film, "Ruffian"; and Bob Brown - for the Waterfront Film Festival showing of his film "The Trouble With DeeDee."

B. Update on Incentives

1. Two films plus a DVD series have been approved for the film incentives.
2. Another large mailing is going out, promoting the incentives to the Los Angeles film community. A following mailing will be done to the New York film community and to advertising agencies.
3. The question was raised as to whether or not the applications were formally tracked, and Janet Lockwood responded yes - through a computer program.

C. Budget

1. The Film Office has been given up to \$42,000 to spend from the previously frozen budget money. Some of this was already committed to previous expenses and those bills are now paid.
2. Some of the funds are being set aside for the request for payment (RFP) for the benchmark study. That RFP should be posted soon. This study was included in the language of the law for the 21st Century Jobs Fund money.

D. Work Force Development

1. Janet Lockwood is working with Tim Magee re: the work force development program.
2. Tim Magee explained that, at an amount up to \$24,000 per film, the Michigan Film Office would offer to pay for less experienced keys or other levels of crew workers, as these people work and learn with more experienced crew.

E. Web Site

1. The staff of Michigan.gov continues to work on the Michigan Film Office Web site. The designs of other film office Web sites are being examined. The new site should go live by the middle of July.
2. Chairman Emery King will write a letter, on behalf of MFAC, asking the Web site staff for a Web site completion date of August 1, 2007.
3. Janet Lockwood wanted to stress that, in the meantime, the present Web site is functional and many people are using it.
4. Discussion followed re: the possibility of obtaining a new address for the site.

F. Scouts

1. Two more scouts of feature films have contacted Janet Lockwood.

2. Janet Lockwood has several new scripts to read but no scouting dates for those films.
3. Janet Lockwood has been given permission to hire location scouts as necessary for the next two months.

G. Trips to Los Angeles

1. There is still no movement on a governor's trip to LA to promote the incentives. Janet Lockwood's most recent contact with the scheduling office was June 20, 2007.
2. Since the last MFAC meeting, Janet Lockwood was in Santa Monica working the trade show, Locations 2007, with some positive results. Janet Lockwood thanked Carolyn Artman and Xenia Castillo-Hunter of the Detroit CVB, for their assistance at the Michigan booth. They were all invited to the set of "Semi-Pro," a film that was also shot in Detroit and Flint, where over 90 crew members and 300 extras were hired. The production company was very happy with their work in Michigan.

H. Speaking Opportunities and Meetings

1. Emery King and Janet Lockwood spoke to SAG members about the incentives at The i Group Talent Agency.
2. Janet Lockwood met with the Kalamazoo CVB on their annual legislative calls in Lansing.
3. Bob Brown and Marcia Fishman joined Janet Lockwood at the Michigan Film Office reception at the Waterfront Film Festival.
4. Marcia Fishman and Janet Lockwood, along with Representative Huizenga and others, sat on a panel, "Made in Michigan," at the Waterfront Film Festival.
5. Janet Lockwood attended the Michigan branch of National Association of Theatre Owners annual meeting at the lobbying firm of Karoub and Associates on June 14, 2007. The theatre owners continue to support indie filmmakers with free or practically free screenings.
6. Janet Lockwood will be visiting the set of "To Live and Die in Dixie," the first full feature film to be produced by a Michigan university (Grand Valley State University).

I. Film Festival Support

1. The Michigan Film Office modestly supported both the Kalamazoo International Animation Festival in Kalamazoo and the Planet Ant Film Festival in Hamtramck.

2. The Michigan Film Office is a sponsor of the upcoming Traverse City Film Festival. It will be a prime sponsor of a film at the primary venue in Traverse City, The State Theatre. The film or date is not yet determined.

J. Absence

1. Janet Lockwood will be out of the office in July due to surgery.
2. Kathy Webb, a HAL employee who has been temporarily reassigned to the Film Office, will be in the office at least half days every day. She can be reached at the same 800 number; her emails are kwebb@mi.gov or filmassistant@mi.gov.
3. Janet Lockwood will continue to do as much work as possible from home.

VI. Film Detroit

A. Chris Baum, senior vice president, sales & marketing, of Detroit Metro Convention & Visitors Bureau, announced that the combined tri-county services, out of the Detroit CVB, will be coined Film Detroit.

B. Al Fields, deputy chief for Mayor Kilpatrick, remarked that there is a need for synergy between the city and the CVB plan.

C. There has been a resurgence of student films, and more commercial productions are returning to the city, according to Mr. Fields.

VII. Commission Member Remarks and New Business

A. Marcia Fishman said that she and others are working on three efforts:

1. To meet with as many advertising companies as possible, along with Adcraft members, in order to explain how the incentive package works for commercials,
2. To take the phrase “Bring One Home” and use it in a campaign to encourage commercial producers to bring one commercial back to Michigan, and
3. To continue to get a meeting with buyers of commercial to meet and discuss the importance of commercials made in Michigan.

B. Bill Black stated that there is some legislative interest in improving the incentive package.

C. Bob Brown announced that Allied Advertising will assist MFAC with press releases when needed - gratis.

D. Cory Jacobson added that he has spoken with people at Allied about the incentives.

VIII. Schedule Next Meeting

Chairman King announced that the next MFAC meeting will be September 14, 2007 in Traverse City.

IX. Public Comments

A. Ed Gardiner, Detroit Film Society, announced the Detroit DOC Festival in October, and reminded MFAC members that the Detroit-Windsor International Film Festival is being planned for next year.

B. John Prusak, Detroit Arts Festival, said that this festival, in its 40th year, includes work from elementary through high school students. It is the oldest such festival in the country.

C. Kathy Mooney, The Talent Shop, asked if more “extras” work of theatrical films could go to SAG or AFTRA members. Marcia Fishman, SAG, explained that the unions don't cover extras under those contracts in Detroit, which is the same for all smaller markets. A change might deter producers from coming to Michigan. Tim Magee of IATSE concurred with Marcia Fishman.

X. Adjournment (11:20 a.m.)

Respectfully submitted by,
Marcia Fishman
Secretary