

Michigan Film Office Advisory Council Minutes
Meeting of June 10, 2011

1. **Call to order**
 - a. The meeting was called to order by chair Emery King at 10:07 a.m. at the Saugatuck Brewing Company in Douglas, Michigan.
 - b. A quorum was present with the following members: Tim Magee, Marcia Fishman, Jim Burnstein, Emery King, Bob Brown, Hopwood DePree and Marc Prey.
 - c. Unable to attend were: Bill Black, Xenia Castillo-Hunter, Cory Jacobson, Danialle Karmanos, Sue Marx, Michael Moore and William O'Reilly.
 - d. Also present was Carrie Jones, Director of the Michigan Film Office.
2. A motion to adopt the agenda of June 6, 2011 was made, supported and approved.
3. A motion to adopt the minutes of the meeting of April 15, 2011 was made, supported and approved.
4. **Film Office Director's Report**

MICHIGAN FILM OFFICE DIRECTOR'S REPORT

JUNE 10, 2011

WATERFRONT FILM FESTIVAL

SAUGATUCK, MICHIGAN

INCENTIVES

Applications:

Since our last advisory council meeting in April, we have received an additional 8 applications bringing our total number of applications for 2011 to 66.

We have approved and announced the following projects:

DOMESTIC JUSTICE, THE CITIZEN, DETENTION OF THE DEAD, FREAKY DEAKY, and HAVE A LITTLE FAITH for a total of \$15,991,537 in incentives and \$38,528,849 in Michigan spend. This is a total of 11 projects approved in 2011(2 applied in 2010).

MBT Film Credit Refund:

2008 projects: We have received 35 MBT film credit refund returns. Of the 35 returns received, we have processed 33 returns for a total of \$46,702,693.

2009 projects: We have received 38 MBT film credit refund returns (representing 39 projects). Of the 38 returns received, we have processed 38 returns for a total of \$70,127,510.

2010 projects: We have received 15 MBT film credit refund returns. Of the 15 returns received, we have processed 8 returns for a total of \$7,755,137.

PRODUCTION

11 projects currently in pre-production

9 projects currently in production

(DETROIT HUSTLES HARDER, WHEN I NEED TO SMILE, LITTLEST ANGEL,

CHASING JIMMY, 5 YEAR ENGAGEMENT, HUNG- SEASON 3, BEN HOGAN WII, BEN HOGAN INTERACTIVE WEB SITE, SPY KIDS 4)

8 productions wrapped this year to date

Commissioner Jones also:

- a. Thanked Hopwood DePree for hosting the meeting at the Waterfront Film Festival, and acknowledged former Film Commissioner Janet Lockwood who was in attendance.
 - b. Recognized Rick Hert and Mike Mosallam in audience and thanked them for their participation at the AFCI tradeshow in Los Angeles. Michigan had a strong presence at the show and sent a message that we are still here and still have a program.
 - c. Provided update on S.B. 383 and status in the Legislature.
 - d. Asked Council to put together recommendations on how best to utilize the \$25 million allocated to the film incentive program in the FY 2012 budget.
5. Discussion ensued regarding \$25 million allocation and S.B. 383.

Marcia Fishman asked if people understood the legislation when it was introduced.

Jim Burnstein asked if there was an intention to keep the “up-to” legislation after SB 383 expires at the end of the year. He expressed concerns that it would primarily benefit big studios that have the advantage when it comes to negotiating. He also expressed concerns as to the transparency that would be involved in the process.

Bob Brown questioned whether there should be set parameters if negotiations were on a per-project basis, but agreed with strategy of focusing on most Michigan-centric projects with \$25 million to work with. He would rather have a high-level indigenous film industry than fluid pot of money hoping something will happen.

Marc Prey indicated the importance of determining which projects would meet the criteria to be incentivized. He also asked about rolling over pending projects when fiscal year changes.

Hopwood DePree asked about allocating more money to out-state projects going forward.

Jim Burnstein expressed need to develop an overall philosophy about what the Michigan film program will be going forward. He stated that without a governing philosophy to guide decisions, program won't work.

6. Marcia Fishman asked if officials from the MEDC would be willing to sit down with representatives from the industry to help guide the decision making on how the \$25 million would be administered. Carrie Jones said she would work to set up such meetings.
7. Hopwood De Press spoke to the Waterfront Film Festival and its role as an economic driver for the city of Saugatuck. An economic impact study done on the festival showed that \$1.6 million was generated for the local economy as a result of Waterfront. There was also discussion related to the Academy Award party fundraiser held for the festival. He thanked the Saugatuck Brewing Company for hosting the meeting.

8. Marc Prey gave an update on the letter signed by the Council that was sent to the governor, Legislature and the MEDC.
9. Jim Flood made a presentation to the Council regarding his idea for the Michigan Fund – Film Endowment. The endowment, funded through a large-scale 50/50 raffle, would help enhance and expand the Michigan film industry by providing funding to subsidize infrastructure and invest in projects originating in Michigan.
10. Emery King acknowledged Rick Hert, who welcomed the Council to West Michigan.
11. Marcia Fishman congratulated Compass Film Academy on becoming an accredited college: The Compass College of Creative Arts.
12. **Remarks from the Public**

Michael DeWitt: Asked about the skills a modern independent filmmaker needs to develop in the area of social networking with other filmmakers and their audience.

Dick Rolfe, Dove Foundation: Spoke to need for transparency in any “up-to” legislation and expressed support for the joint Michigan Film and Digital Media Proposal, which would offer incremental percentage increases laid out statutorily.

Daniel Irving: Expressed concern that under the \$25 million currently allocated experienced crew in Michigan will leave, and future productions will have to bring in crew from out-of-state, making it difficult for legislators to justify any future funding of the program.

Jacqueline Witton, senior at University of Michigan: spoke to concerns of student filmmakers currently in the state.

Kate Przypytek, Red Pony Productions: Indicated had signed a petition to recall Governor Snyder that was circulating at the Art Festival in Grand Rapids.

13. **Next Meeting:** Chair Emery King indicated the next Council meeting would be held at the Traverse City Film Festival in July, with specific date and location information to follow.

Meeting was adjourned at 11:34 a.m.

Respectfully submitted,

Emery King, Chair

Prepared by:

Michelle Begnoche