

Michigan Film Advisory Commission  
Minutes  
May 12, 2006

I. Call to Order

A. Meeting was called to order by Chairman Emery King ( a.m. EST) in Lansing, Michigan.

B. A quorum was present with the following members: Jim Burnstein, Karen Dumas, Marcia Fishman, Howard Hertz, John Kelly, Emily Loeks, Sue Marx, Tim Magee, Richard McLellan, Brendan Ringlever. Also present was Janet Lockwood, Director, Michigan Film Office.

II. Introduction of Members

-Members introduced themselves and expressed their desires for an effective commission.

III. Adopt Agenda

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

IV. Approval of the Minutes

-Motion made and duly supported to approve the minutes of October 6, 2005. Passed unanimously.

V. Chairman's Remarks

VI. Election of Commission Officers

A. Vice Chairman

-Motion made and duly supported to elect John Kelly as Vice Chairperson of the Michigan Film Advisory Commission. Passed unanimously.

B. Secretary

-Motion made and duly supported to elect Marcia Fishman as Secretary of the Michigan Film Advisory Commission. Passed unanimously.

VII. Director's Report

A. Incentive Package

1. HB5204-5209 passed in the House 104-0.
2. The bills are now in the Senate Finance Committee. They must get out of this committee and onto the floor. The chairperson of the Finance Committee, Senator Nancy Cassis, has other priorities. Janet Lockwood encouraged people to contact Senator Cassis.

B. Tobacco Securitization Money

1. The \$2 million from the tobacco securitization will be received by the end of July.
2. There needs to be a plan for the expenditures. Commissioners John Kelly and Richard McLellan will assist Janet Lockwood with the writing

of recommendations for the expenditure. Language of the bill will be taken into consideration.

C. Filming in Michigan

1. Business of films in Michigan is slow but better than last year at this time.
2. Janet Lockwood scouted for three feature films of size but the producers are waiting for the tax incentive package.
3. "Spiderman" was lost to Cleveland because of the looks of the city, not because of the lack of an incentive package.

D. Locations Trade Show

-Janet Lockwood recently attended the Locations Trade Show in Los Angeles.

E. Film Festivals

1. The Michigan Film Offices supports film festivals with approximately \$500 each.
2. The next large Michigan film festival is the Waterfront Film Festival in Saugatuck. The film office will sponsor a cocktail party at the festival.

VIII. Update on Incentive Legislation

A. Since the tax incentive package is not moving out of the Senate Finance Committee, the question was asked "What can the commission members do towards the passing of the incentive package?" The following were some suggestions:

1. Show legislators the state's potential loss without the package.
2. Lobby.
3. Show legislators various incentive packages that have been successful in other states.
4. Ask assistance from lobbyists who are carrying weight in the legislature.

B. Action Steps

1. The members of the commission must be clear as to what is wanted in a package and then sell it to the legislature. Toward that end, Howard Hertz, Jim Burnstein and Marcia Fishman will examine other successful packages.
2. Motion was made and duly supported to have the following letters written and sent from the commission through Chairman Emery King:
  - a. Letter of support to Representative Bill Huizenga.
  - b. Letter to Senator Nancy Cassis, asking her to move the package out of the Finance Committee. That letter will be copied to Senator Ken Sikkema and members of the Finance Committee.Passed unanimously.
3. Commission members will receive an email when the abovementioned letters have been sent so members can put further pressure on Senator Cassis.
4. Commissioners Richard McLellan and Brendan Ringlever will then follow up with further pressure.

5. Motion made and duly supported that some members of the commission re-look at successful packages throughout the country. Substitute motion: That the commission produce a document of “substitute ideas” for the incentive package, give it to LSB, have a meeting with Representative Huizenga and ask him to support the “substitute ideas”, have a legislative reception in September to sell the package. Passed unanimously.
6. Producers who have chosen not to film in Michigan because of the lack of an incentive package will be asked to write a letter about such decisions.

## IX. Discussion of Committee Structure

### A. Planning Committee Report

1. Chair John Kelly reported that his committee met and discussed the following ideas:
  - a. A possible event in Hollywood
  - b. How the \$2 million of tobacco money could be spent
  - c. A new film festival
2. It was suggested that the name of this committee might be changed to “Future Endeavors Committee.”

### B. Committee Structure of the Commission

1. Motion made and duly supported to keep committees: Future Endeavors, Budget and Legislative Policy, Marketing and Website. Passed unanimously.
2. At-large members can join committees through the appointments by Chairman Emery King.

### C. Purpose

- Committees should focus on increasing production and jobs in Michigan.

## X. Commission Member Remarks

- A. Marcia Fishman suggested that a letter be sent to any identified production company that has brought their work to Michigan, or possibly to thank those companies who keep their work in Michigan. As secretary, she will send the letters. Sue Marx will help to write the prototype of the letters.
- B. It was suggested that legislators should be invited to the next meeting.
- C. Emery King reported that there is a proposal to have a film office in southeast Michigan and the people working on this effort could be invited to a meeting.

## XI. Schedule Next Meetings

- A. The next meeting will probably be in July in the Detroit area. Marcia Fishman will ask a production house to host the meeting.
- B. The fall meeting will take place in Lansing in conjunction with potential legislative efforts, e.g. cocktail party with the legislators.

## XII. Public Comments

- Public comments included the following:

1. Frustration towards accomplishments of MFAC.
2. A documentary is being filmed in Michigan.
3. Filmmaker's offer as a resource person.
4. Justin Conway, of IATSE, helped to lobby for incentives in Illinois and Wisconsin and offered his support to Michigan.
5. Tim Thatcher of Triangle Images offered to do a newsletter at no cost. Motion made and duly supported to endorse the newsletter for three years. Passed unanimously.

XIII. Adjournment (12:30 p.m. EST)