

Michigan Film Advisory Commission
MINUTES (as amended 12/7/07)
November 9, 2007

I. Call to Order

A. Meeting was called to order by Vice Chairman John Kelly (10:20 a.m.) at the office of Dykema, Gossett, PLC in Lansing Michigan.

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

Absent: Emery King, Bill Black, Karen Dumas, Emily Loeks, Sue Marx, Richard McLellan.

II. Introduction of Members

-Members introduced themselves.

III. Adoption of Agenda

-Motion made and duly supported to adopt the agenda of November 9, 2007.
Passed unanimously.

IV. Approval of Minutes of September 14, 2007

-Motion made and duly supported to approve the minutes of September 14, 2007.
Passed unanimously.

V. Director's Report

A. Janet Lockwood had meetings with the following people:

1. Jim Shanley ("Dock Porter"), re: possibly shooting a film on Mackinac Island in 2008.
2. The Governor's representative twice recently, to discuss the Governor traveling to Los Angeles to promote the incentives. There might be a small window of opportunity later this month but there are no details at the moment. Janet Lockwood is working with Jim Burnstein on the possibility.
3. Bob Brown and executives at the Doner advertising agency to discuss the development of a brand and new advertising for the Michigan Film Office. Doner is very interested in helping and hopes to have something for review by month's end.
4. Staff at Team Detroit and executives and tax lawyers from Ford Motor Company to discuss the incentive package and how it works for the commercials world. Others in attendance were Marcia Fishman and, on the speaker phone, Scott Schragger of the Michigan Department of Treasury.
5. People at Critical Moves and Bill Duke and his production team to discuss three small films that he is considering bringing to Michigan.

6. Senator Randy Richardville and a filmmaker friend of his, Jeff Thomas, who is hoping to shoot in Michigan in 2008.
 7. The newly reorganized West Michigan Film Office group in Grand Rapids. Janet Lockwood has agreed to become a member of their board.
 8. Al Fields, Chris Baum, Carolyn Artman, Xenia Castillo-Hunter and others to discuss how the Detroit Convention and Visitors Bureau will be working with the Detroit Film Office and the MFO.
- B. Screen Actors Guild
- Janet Lockwood attended the screening of “Bonneville” at the Emagine Theater in Novi. Bob Brown was the producer.
- C. Janet Lockwood had the following speaking engagements:
1. One of the senior film classes at the Compass Film Academy in Grand Rapids.
 2. MSU’s Creative Arts Forum.
 3. Appeared with Emery King and Jim Burnstein on “Michigan Matters”, hosted by Carol Cain. Mark Adler made the arrangements.
- D. New Employee
1. The recent MFO hire was not a good fit; Michael Grabemeyer begins December 3, 2007.
 2. A new intern, Kathy Rogers, will work at the film office from December 2007, to April 2008. She has previously worked for the Traverse City Film Festival and is a MSU senior.
- E. Janet Lockwood has worked with the following projects:
1. At least six films and a dozen commercials since the last MFAC meeting. No new feature film has committed firmly to shooting in Michigan, nor has any commercial company actually filled out the incentive application. Some of each seems promising.
 2. A small thesis film called “Grass Stains” lensed recently in Lake Orion. The film office assisted with this small budget film.
 3. Rich Brauer completed his shooting of “Mr. Art Critic”, with Bronson Pinchot, on Mackinac Island.
- F. Budget Matters
1. All spending is frozen at the moment, which is hampering several things the film office is trying to put into place.
 2. The film office budget was raised by more than \$15,000 in October, due to cost of living, insurance costs, etc.
 3. There might be a 5% or so mandated cut very soon across the board in state government.
 4. Janet Lockwood reported that there is still \$4 million that could be available this year if any productions qualify for the incentives. A discussion followed re: the \$4 million, especially with suggestions of promoting the incentives and the available rebate monies.
- G. Updates
1. Bob Brown and Tim Magee have begun work on the work force development package.
 2. The film office has begun work on a new hard copy production guide.

VI. Windsor Detroit International Film Festival Update – John Kelly

A. John Kelly reported the following updates on the Windsor Detroit International Film Festival:

1. The Detroit Windsor International Film Festival is scheduled for June 26 -29th 2008. The event will take place after the Detroit River Days, the Fourth of July Fireworks and before the annual Cityfest featuring Detroit restaurants.

2. The events will feature Public Engagement and Core Activities on both sides of the Detroit River. The firm "Without a Box" has been retained to handle the electronic submission of films and strong interest has already been expressed in the film community for the event as a chance to showcase Michigan talent.

3. The proposed Public Engagement plans for the festival will host an array of movie-themed activities along the Detroit River Conservancy and the companion public parks in Windsor. The showcase will focus on multiple roof-top drive-in sites on river front parking garages on both sides of the River. There will also be musical events and dusk picnic sites planned at Hart Plaza, Tricentennial Park and Chene Park for foot traffic.

4. The Core Activities will take place at multiple venues to include the DIA Detroit Film Theater, the Center for Creative Studies and other film venues in Detroit. The University of Windsor has agreed to be the principal host for the activities in Windsor. A 48 hour film competition, an on-line global festival for non-selected films and a variety of other high tech events are planned as well. Two simultaneous campus-based Tech Fair's in Detroit and Windsor will display new technological advancements in the film industry.

5. ASG Renaissance, a project management group, has been hired to provide general management. Sponsorship opportunities are available on-line at DWIFF.org.

VII. Keep One Home Campaign – Marcia Fishman and Ann Mayle

A. Update

1. "Keep One Home" Campaign task force members Marcia Fishman and Ann Mayle reported that more companies and corporations are interested in the campaign for their commercials work, including Ford Motor Company, Campbell Ewald, Meijer, and possibly Chrysler and DTE.

2. Task force member Gary May will help to get publicity at The D Awards on November 28, 2007.

3. A press release re: the campaign is being distributed.

B. Next Steps

1. Marcia Fishman expressed the need to have a publicity piece that describes the incentives, the campaign and the unused \$4 million. Bob

Brown will ask someone at Doner Advertising if they will help with such a publicity piece.

2. Marcia Fishman and Ann Mayle, along with other task force members, will continue to get out the word of the campaign.

VIII. Work Force Initiative – Bob Brown

A. Additional Incentives

1. Bob Brown proposed the possibility of additional incentives from the 21st Century Funds in order to subsidize workforce training for crew, e.g. pay 50% of a salary.

2. Questions were raised as to whether or not to structure the initiative to grow with the size of a project, and whether or not funds could be depleted with such an initiatives.

B. Trip to Los Angeles

-Bob Brown was in LA and made studio visitations, talking up the Michigan film incentives.

IX. New Business

A. “Bring One Home” – Jim Burnstein

1. As an add-on to the “Keep One Home” campaign, Jim Burnstein proposed a “Bring One Home” campaign, i.e. target directors and producers from Michigan and encourage at least one of them to bring one film home to Michigan.

2. Janet Lockwood asked for emailed lists of any known Michigan film people who now live outside of the state.

B. Screenwriting Contest – Bob Brown

-Bob Brown proposed the idea of a screenwriting contest, predicated on the incentive that the film will be shot in Michigan.

X. Schedule Next Meetings

The following dates and locations were suggested:

February 8, 2008 – Detroit area

June 13, 2008 – Saugatuck during the Waterfront Film Festival

September 12, 2008 – Lansing

November 14, 2008 – Ann Arbor

XI. Public Comments

1. Michelle Carlson, East Lansing Children’s Film Festival, reported that the film festival is February 8 – 14, 2008, and that 100 films for all ages will be shown. There will also be a youth film competition.

2. Al Fields reported that there is steady production of commercials and documentaries in Detroit.

3. Scott Dunham, Creative Energy Alliance, reported that events have been successful. He described the Creative City Summit.

4. Mark Adler, Michigan Production Alliance, pitched the upcoming “Michigan Matters” program, discussed the “Michigan Living” magazine’s tour of Michigan

films. He suggested a campaign to have hyperlinks to the Michigan film office in order to promote incentives, and a master calendar of events.

5. Deb Havens and Jax Baker, West Michigan Film Video Alliance, reported on their organization's progress.

XII. Adjournment (12:00 p.m.)

Respectfully submitted by,

Marcia Fishman, Secretary