

Michigan Film Advisory Commission  
DRAFT MINUTES  
Meeting held October 6, 2005

Chairman Emery King called the meeting to order at 10:12a.m in Grand Rapids, Michigan. A quorum was present with the following members: Bill Black, Jim Burnstein, Bob Brown, Harry Carlson, Alice Gilbert, Nancy Hagan, Cory Jacobson, John Kelly, Sue Marx. Also attending was Janet Lockwood of the Michigan Film Office. Each introduced themselves to the public attending. Appreciation was expressed to Nancy Hagan for the hospitality of the Loeks Theatre Chain in hosting the meeting.

A motion to adopt the meeting Agenda was made, seconded and passed. Relating to the Minutes of June 28, 2004, Mr. Carlson moved to table until Commissioner McLellan could be present to speak to his objections.

Relating to the draft Minutes for the meeting of August 11, 2005, Mr. Carlson addressed the issue of including the actual committees created, whereupon it was moved, seconded and passed that the Minutes be approved with the addition of attaching the written resolution which created the committees.

An update of the pending incentive legislation was presented by Bill Black and augmented by Janet Lockwood, who briefly described the amending language to define Michigan's existing obscenity law by reference rather than full text. The proposed bills are currently before the House Tax Policy Committee with a hearing to be held Wednesday, October 26<sup>th</sup> at 9am in the House Office Building. Discussion followed as to those persons invited to address the House Committee, including Chairman King and others. Jack Schick of Karoub Associates and the NATO spoke on the update and stated that Governor Granholm was on board for both the tax incentive bills and the training bill.

Lockwood gave a brief report on activities of the Film Office, including the Michigan Production Guide, and recent industry activity in the state, comprising several films and reality shows.

The next agenda item was devoted to a report coupled with a video presentation by the West Michigan Film & Video Association. Susan Shannon of the City of Grand Rapids gave the Commission members a warm Grand Rapids welcome to western Michigan. Deb Havens of the WMFVA presented their brand new website and its searchable date base, email links and many other features.

Committee reports: the first report was given by Chair John Kelly, who stated his Planning committee did not meet because he was out of the country. Nevertheless, he envisioned the committee's role as screening proposals and suggestions of the public and to make recommendations to the Advisory Commission. He made an open request for suggestions.

Chair Bill Black of the Budget and Policy/Legislative committee referred to his earlier remarks at the meeting re the incentive package.

The report for the Private Support/Fundraising committee, chaired by Richard McLellan, was given by Bob Brown, as McLellan was out of the country. It was noted that Marcia

Fishman of SAG was appointed by that committee to chair a separate fundraising committee, as she has extensive experience. Mr. Brown reported that they discussed many aspects of seeking funding sources, from the private sectors, grants, partnerships, and joint efforts with NATO. They also discussed becoming a 501(c)(3); no firm decisions were reached.

Chair Harry Carlson of the Awards and Events committee spoke to the need for networking statewide, giving recognition to Michigan filmmakers and making the awards honorary, not competitive. He spoke to interfacing with ArtServe, possibly joining forces with ArtServe and their events. For an event promoting the film industry, he suggested that consideration be given to the possibility of a trade show.

Chair Jim Burnstein of the Website/Marketing committee gave a lengthy report of the committee's 9/28 meeting. He mentioned the need for press releases intra Michigan as well as in New York, California and other parts of the country, including AP and UPI, and trade publications such as Variety. He also championed paid advertising, and had several examples of the work done by other states. He said that it is imperative that widespread publicity accompany the passage of Michigan's incentive legislation and also suggested a special event in Los Angeles, with the Governor, possibly at a Michigan producer's home. He spoke to the need for support materials enhancing the state's image, climate, advantages and resources to be made available to the film industry. He addressed the need for a solo website with our own logo, sound bite, etc., separate from [www.michigan.gov](http://www.michigan.gov) and the restrictions accompanying that site. John Kelly said he intended to seek a legal opinion on the issue of a separate website and discussion ensued over the issues raised.

The next meeting should be held in Lansing on one of these dates: December 1, 2, 8 or 9. Said meeting date will be chosen after polling members and checking availability of space.

Chairman King opened the meeting for public comments. Among the comments made was a statement from Rich Brauer, a prominent filmmaker from Traverse City (BARN RED, ESCANABA IN DA MOONLIGHT, etc.) who stated that filmmaking should be considered statewide and not just regionally.

The meeting was adjourned at 12:05pm.

Respectfully submitted,  
Alice Gilbert, Secretary  
Michigan Film Advisory Commission