

Michigan Film Advisory Commission
DRAFT MINUTES
September 13, 2006

I. Call to Order

A. Meeting was called to order by Chairman Emery King (10:16 a.m.) at Dykema Gossett, PLLC in Lansing, Michigan.

B. A quorum was present with the following members: Jim Burnstein, Marcia Fishman, Howard Hertz, Emery King, Richard McLellan, Tim Magee, Sue Marx
Also present was Janet Lockwood, Director, Michigan Film Office

II. Introduction of Members

-Members introduced themselves.

III. Approval of the Minutes of July 14, 2006

-Motion was made and duly supported to approve the minutes of July 14, 2006.
Passed unanimously.

IV. Adopt Agenda

-Motion made and duly supported to adopt the agenda of September 14, 2006.
Passed unanimously.

V. Directors Report

A. Michigan Film Office Update

1. 2006 has been the slowest year since Janet Lockwood came into the Michigan Film Office.
2. There were seven feature film inquiries, three of which sent scouts.
3. Some work for *Transformers* and *Dreamgirls* will be shot in Michigan.
4. *Across the Bridge*, a Canadian television series, will be filming partially in Detroit. Their first Detroit shoot will be in early October at Old Tiger Stadium.

B. Tobacco Monies

1. Regarding the Film Office usage of the tobacco monies, the Memorandum of Understanding for the 21st Century Jobs Fund money has been written.
2. RFP – An RFP for the baseline study is being written.
3. Work can begin on a website soon.
4. Janet Lockwood will be working with Tim Magee and IATSE to structure the Work Force Development Program.
5. Reel Scout – The Michigan Film Office plans to purchase *Reel Scout*, a new and dynamic location photos program.

C. Student Assistant

-Janet Lockwood is looking for a student assistant to work 20 hours in the film office.

D. Office Move

1. The Michigan Film Office will be moving elsewhere in the building sometime before the year's end.
2. The conference room, previously used for MFAC meetings, will no longer be available. Janet Lockwood asked for some MFAC members to assist in finding new space in that building. Richard McClellan offered space in his firm.

E. IFP/Chicago

-Janet Lockwood will be attending the IFP/Chicago conference in Chicago in October.

F. Traverse City Meeting

-Janet Lockwood met with Traverse City Arts Council and DDA members to discuss their vision for filming incentives in Traverse City. She also met with Senator Jason Allen regarding the same subject.

G. National Association of Theater Owners

-Bill Black, Marcia Fishman, Cory Jacobson and Janet Lockwood attended the NATO Legislative reception in Lansing.

VI. Committee Reports

-Marketing and Website

1. Jim Burnstein has been getting free advice from a website expert re: the establishment of a new MFAC website.
2. They examined websites of other film offices and liked the Louisiana site the best.
3. If MFAC works with freelance website professionals, the professionals will help to design and set up the website. However, it would be up to the film office staff, or members of MFAC, to be concerned with the maintenance issues of that site.
4. If MFAC works with a specific website company, the costs may be higher but that company would be responsible for maintenance.
5. MFAC members must learn about the allowable parameters of having a website, e.g. the question of whether or not advertising is permissible.
6. Most likely, an obvious link will be established from the Michigan Film Office website, to the MFAC website.
7. Jim Burnstein will create a plan for the website, including procedures and costs. Then MFAC will decide if the plan should be implemented with or without a Michigan film incentive package.

VII. Michigan Film Incentive Update

A. Publicity

1. The question was raised re: the effectiveness of newspaper articles that discuss Michigan and its lack of film incentive packages.
2. Jim Burnstein had already arranged such an article with the *Ann Arbor News*.

B. Status Quo

1. Presently, the bills are still in the Senate Finance Committee.

2. If moved out of the Finance Committee, the substitute bills can replace the original bills.

C. Lame Duck Period

1. There is still a chance that the bill can be put on the Senate Floor during the lame duck period.
2. It was suggested that Chairman Emery King and Brendan Ringlever try to meet with Senator Sikkema and discuss the importance of the legislation and ask that the package be brought out on the Senate floor during lame duck.
3. Motion made and duly supported to have the Michigan Film Advisory Commission ask Chairman Emery King and Brendan Ringlever to meet with Senator Sikkema in order to discuss the importance of the film incentive legislation. Passed unanimously.

D. Remarks from Representative Bill Huizenga

1. Representative Bill Huizenga reviewed the status of the film tax incentive bills, clarifying that the substitute bills can be adopted in committee.
2. Representative Huizenga entertained a brief question and answer period re: the bills.

VIII. Town Hall Meeting Proposal

A. Proposal

1. In an effort to increase commercial and industrial filming in Michigan, by Michigan production companies, Marcia Fishman proposed a town hall meeting. Moderated by Emery King, the participants would include buyers of commercials and industrial film projects, members of the production community, members of the advertisement industry, etc.
2. Topics posed at the meeting would deal with encouragements of more production to take place in Michigan.

B. Challenges

1. The greatest challenge for such a town hall meeting will be the incentive for participants. Perhaps the participation of a well-known director from Hollywood, i.e. someone who directs commercials besides theatrical film, would be an incentive.
2. The most effective time and place needs to be determined.

C. Volunteers

-Both SAG and IATSE would work on this project.

D. Sponsorship

-Marcia Fishman is asking that MFAC be one of the sponsors of this project. Perhaps the Michigan Economic Development Corporation will join in as a sponsor.

IX. New Business

-Resolution: Motion made and duly seconded to adopt the following resolution:

“WHEREAS, In 2005, the Governor and the Legislature appropriated and transferred from the 21st Century Jobs Trust Fund to the Michigan Strategic Fund \$400,000,000.00 for the purposes of carrying out the purposes of economic development; and

WHEREAS, In 2005, the Governor and the Legislature directed the Michigan Strategic Fund transfer \$2,000,000.00 for the Michigan Film Office to promote the filming of motion pictures in this state; and

WHEREAS, in 2006 the funds were made available through the sale of tobacco settlement revenue bonds; and

WHEREAS, as of September 13, 2006 the funds for the Michigan Film Office have not been transferred;

NOW, THEREFORE, IT IS RESOLVED AS FOLLOWS:

1. The Michigan Film Advisory Commission respectfully requests that the Michigan Economic Development Corporation expeditiously complete the transfer of the \$2 million to the Michigan Film Office; and
2. The Michigan Film Advisory Commission urges the Director of the Department of History Arts and Libraries to request immediate transfer of the funds to the Michigan Film Office; and
3. The Michigan Film Advisory Commission requests the Director of the Michigan Film Office to share any plans for expenditure of the funds with the Advisory Commission.”

Passed unanimously.

X. Schedule of Next Meeting

-The next MFAC meeting will be Friday, November 17, 10:00 a.m. in Lansing at the Michigan Historical Center/Library of Michigan building in the Lake Ontario Room, 3rd Floor.

XI. Public Comments

- A. Sara Stelwagen, member of the West Michigan Film Video Alliance Ms. Stelwagen is a member of the committee which is developing a West Michigan Film Commission. She wanted to introduce this concept to the MFAC.
- B. John W. DeMonaco, IATSE 812 (Motion Picture Studio Mechanics) Mr. DeMonaco thanked the commission for past and future work towards the passing of film incentives in Michigan.

C. Tim Thatcher, Thatcher Producers Mr. Thatcher distributed a sample newsletter, i.e. a Michigan Film Office newsletter that he has volunteered to produce. The newsletter would provide news and commentaries. Comments on the newsletter followed.

X. Adjournment (12:02 p.m.)

Respectfully submitted by,

Marcia Fishman
Secretary