

Michigan Film Advisory Commission
DRAFT MINUTES
September 14, 2007

I. Call to Order

- A. Meeting was called to order by Chairman Emery King (1:02 p.m.) at the Traverse City Chamber of Commerce in Traverse City, Michigan.
- B. A quorum was present with the following members: Bob Brown, Jim Burnstein, Marcia Fishman, Howard Hertz, John Kelly, Emery King, Tim Magee
Also present was Janet Lockwood, Director, Michigan Film Office.
Absent: Bill Black, Karen Dumas, Cory Jacobson, Emily Loeks, Sue Marx, Richard McLellan, Brendan Ringlever.

II. Introduction of Members

Members introduced themselves.

III. Adoption of Agenda

-Motion was made and duly supported to adopt the agenda of September 14, 2007. Passed unanimously.

IV. Approval of Minutes of April 5, 2007

-Motion was made and duly supported to approve the minutes of April 5, 2007. Passed unanimously.

V. Chairman's Comments

-Chairman Emery King expressed a note of gratitude to those who helped us to hold the meeting in Traverse City: Brad Van Dommelen of the Traverse City Convention and Visitors Bureau and Doug Luciani and Wendy Sachs of the Traverse City Chamber of Commerce.

VI. Director's Report

A. Website

-The website has been vastly improved. There will soon be a running calendar and a bi-monthly newsletter, as well as some new categories.

B. Incentive Applications

1. Three applications for the incentives have been turned in since July 1, 2007 – one was ineligible, one is a small video series, one is an \$8 million feature film, still vacillating between Michigan and Connecticut.
2. Janet Lockwood reported that the number of applicants for the Incentive is lower than expected.

C. Cineposium

-Janet Lockwood attended the AFCI Cineposium in Santa Fe and took classes on economic development, marketing, digital camera location shooting and others.

D. Traverse City Film Festival

1. Janet Lockwood attended the Traverse City Film Festival and, in the governor's absence, presented the 2007 Michigan Filmmaker of the Year Award to Christine Lahti.
2. The Michigan Film Office sponsored one film at the festival, "Sherrybaby."

E. Benchmark Study

1. The RRP for the Benchmark study mandated by P.A. 225 of 2005, was posted and later awarded to Charity Island Pictures, Robert Brown. [The language of that Act is as follows: Sec. 88j (3) (e) (i): To hire an independent firm to conduct a baseline study that will accurately demonstrate Michigan's status within the film industry and include recommendations of necessary improvements for Michigan to attract motion pictures.]
2. There is no conflict of interest for Robert Brown re: his role as a commissioner on MFAC and his work with the study.

F. Cultural Travel Series

1. Janet Lockwood met with a producer in Wixom who has a cultural travel series that should qualify for the incentive program.
2. The producer, Keith Famie, Visionalist Entertainment Productions, has produced shows called "Our Story of..." e.g. Italy, Poland, etc. Janet Lockwood recommends watching them if the opportunity arises.

G. Ads

1. The MFO will be advertising the Incentive program in both *Variety* and the new *The Hollywood Reporter Incentive Guide*.
2. There will also be a series of black and white ads that will be running in consecutive issues of THR later in the year.
3. Discussion followed re: opinions of the ad with the elephant.
4. Bob Brown and Jim Burnstein will go to an advertising agency and seek out some assistance, preferably pro bono, for new advertising ideas.

H. Regional Michigan Film Offices

1. The West Michigan Film Office effort went off track for a very short time (staff member moved), but there is a new group working with the MFO on a west Michigan presence. Janet Lockwood has accepted an invitation to sit on their board.
2. The funding for a working Detroit CVB film office has been postponed until 2008. Two members of that office attended Cineposium to learn the business of being a film office.

I. Upcoming Film Festivals

1. Thriller Chiller in Grand Rapids, October 25 - 27, 2007
2. Hell's Half Mile Film & Music Festival in Bay City, October 11 - 14, 2007.

J. State Budget Concerns

1. In spite of the state budget concerns, there does not seem to be any threats to the film office budget or the incentive program.
2. If the budget is not settled by October 1, there may be a state government shutdown, including the film office.

K. New Employee

1. Janet Lockwood has hired a new full time employee, Todd Walsh.
2. Todd Walsh formerly worked for the Michigan Historical Commission in the preservation office. He is a long time movie fan, a computer whiz and a graduate from Michigan State University.

L. HAL Roof

1. The roof of the Michigan Historical Center, where the MFO is housed, has been basically condemned.
2. The location of the Michigan Film Office is in transition.

VII. Report from John Kelly

A. Action Plan

1. Vice Chairman John Kelly recommended that MFAC members should meet with Adcraft and encourage its members to use the incentives by bringing commercial work back to Michigan.
2. John Kelly recommended that MFAC members go to MEDC and ask for assistance towards the goal of getting businesses to commit to producing their work in Michigan. Both Marcia Fishman and Janet Lockwood made separate efforts to do this with MEDC, with so success (members were not interested). John Kelly will go to MEDC.
3. John Kelly reported that Detroit Renaissance, a collection of corporations in southeast Michigan, has a "creative corridor." John Kelly will spearhead an effort to involve Detroit Renaissance to help grow the film industry.

B. Detroit-Windsor International Film Festival

1. John Kelly reported on the progress of the Detroit-Windsor International Film Festival, to be held on June 26-29, 2008.
2. A major sponsor has almost made a final commitment of support.
3. There is a hope to have drive-in style theaters on the riverfront.

VIII. The Governor's Trip to Hollywood

A. Possible Meeting with Michigan Producers

1. It is the hope of MFAC members that the governor will make a date to go to Hollywood and sell the Michigan film incentive package to producers and directors.
2. Until the state budget is settled, staff of the governor's office reports that there will be no consideration for the governor to go to Hollywood.
3. There is still hope for such a trip for the end of October or beginning of November.

B. Design of the Trip

1. If the governor does go to Hollywood, it is important to determine how to arrange her trip.
2. There was discussion as to whether the governor might attach her visit to a Hollywood event or just have a few small meetings.

3. There will probably be a party event with the Michigan producers, although it will be important for her to meet non-Michigan producers besides.
4. Janet Lockwood and Jim Burnstein will follow up with the staff of the governor's office.

IX. Base Line Study and Work Force Development Plan

A. Base Line Study

1. Bob Brown is gathering information for the base line study.
2. He is studying the film incentives from across the country.

B. Work Force Development Plan

1. Bob Brown states that there is a perception of a loss of work force in the Michigan production industry.
2. He is planning a state to state comparison of work forces, and is particularly looking at the work force development of New Mexico as a model.
3. Tim Magee has been working on a work force plan.
4. Bob Brown and Tim Magee will further discuss the work force plan.

X. "Keep One Home" Campaign

A. Presentation

1. Marcia Fishman presented the "Keep One Home" Campaign.
2. The goal of the campaign is to target corporate leadership and ad agency executives and ask them to keep one production in Michigan.
3. The task force for the campaign are producer and director Gary May of GMayTV, Ann Mayle of Forest Post, and Marcia Fishman
4. Marcia Fishman reviews the activities of the task force thus far. Most important were the meetings of the task force members and leaders and executives of corporations and advertising agencies.
5. It is the hope to culminate the initial campaign at the Big "D" Awards on November 28, 2007.

B. Support from MFAC

-Motion made and duly supported for the MFAC to support the "Keep One Home" campaign. Passed unanimously.

XI. Commission Member Remarks

-from Bob Brown: *Bonneville*, starring Joan Allen, Jessica Lange and Kathy Bates and produced by Mr. Brown, will premiere at multiple venues nationwide on February 29, 2008. Mr. Brown will give us details at a later time.

X. Date of Next Meeting

-November 9, 2007 in Lansing – specific location to be announced.

XI. Public Comments

1. Carolyn Hoover from Elk Rapids reported that people in Elk Rapids are planning to create a production studio.

2. Rich Brauer of Brauer Productions in Traverse City is beginning a new film, "Mr. Art Critic", which will be shot in Traverse City and Mackinac Island.
3. Deb Havens of West Michigan Film and Video Alliance reported that members of WMFVA are now concentrating on crew development for west Michigan.

XII. Adjournment (2:50 p.m.)

Respectfully submitted,
Marcia Fishman, Secretary