

Attachment for MFAC Minutes of 6/28/04:

June 28, 2004

Public Comment: MFAC

I would like to thank and welcome a few people.

I first would like to thank former MFAC Chairperson Richard McLellan and MFO Commissioner Jan Lockwood. I believe Richard has directed the MFAC onto a positive pathway. For all your time and dedication to the committee, thank you Richard. Likewise I would like to thank Jan Lockwood for all her years standing alone fighting for Michigan. You are truly an unsung hero to the vast amount people in Michigan who work in the motion picture and video production industries.

It is also my pleasure to welcome Geoffrey Fieger, both as member and Chairperson of the MFAC. I hope that you will welcome the opportunity to challenge all the MFAC committee members in terms of sharing their expertise and collectively providing Governor Jennifer Granholm with a concise plan to enrich and revitalize both the MFO and the industries it serves.

At the last MFAC meeting on April 1st I provided a handout to the MFAC members. I wrote of the troubling economic situation that all Americans face and the epidemic of runaway production and how legislative solutions are needed to balance the playing field. Now here we all are almost three months later, and several incentive proposals seem to be moving forward for Michigan. Thank you to all the men and woman who are working to make this a reality.

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Today I have reports for the MFAC to review from the Motion Picture Association's Worldwide Market Research:

- + U.S. Entertainment Industry: 2003 MPA Market Statistics
- + 2003 U.S. Movie Attendance Study
- + Snapshot Reports of the 2003 Domestic and International Theatrical Markets.

I hope that both Chairperson Fieger and his fellow commissioners find the material of use. If there is anything that the production community can do to provide support to your plans of action please let us know. I am very encouraged and inspired by the number of you who have been devoted to the MFAC. It signals to me the depth of your interest in and commitment to. I look forward to all of your continued participation and hope that many more of us will be inspired by your actions.

John W. DeMonaco

President

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