



Seattle Film Commission

Meeting Minutes

Monday, February 24, 10:00AM – 12:00PM

M5 Creative and Virtual

Commissioners: Beth Barrett, Laura Jean Cronin, Lowell Deo, Champ Ensminger, Tom Florino, Mark Freid, Michael Huang, Kat Ogden, Melissa Purcell, Anthony Tackett, Budi Mulyo

Staffed by Office of Economic Development: Chris Swenson, Leslie Daniels

AGENDA

1. Call to order
2. Roll Call
3. Land Acknowledgement
4. Public Comment
 - a. Christine, Blake present, no comment
5. General Order of Business
 - a. Review and approve previous meeting minutes
 - i. Tabled
 - b. Review of past commitments and events
 - i. February 13 Inside Scoop “Filming on Location”
 1. Outreach needs to be more than just film office social media
 - a. Successful conversation
 - b. Small group, good questions, positive feedback
 - c. Outreach and awareness
 - i. Feedback was to get more out there
 - ii. City resource page as starting point
 - iii. Potential for SFC partnership with other orgs
 - c. Preview of upcoming commitments and events
 - i. SAIFF is on March 29-30 at M5 Creative
 - d. Industry and community engagement
 - i. Inside Scoop series
 1. March 13 “AI and Emerging Tech”
 - a. Budi developing content
 2. April 17 “Film Festivals”
 3. May 15 “Independent Filmmakers”
 4. TBD Union presentation, Melissa will work with new business agent
 - e. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 1. Industry advocacy, working with GSP to create roundtables to discuss important of commercial production (Kat and Mike attend)
 2. DEI training available and how to align with trainings with what’s being done at state and local level
 3. OED scheduling meeting with Wa Filmworks regarding working with indigenous tribes and communities; Tom will share work done with Cherokee Nation, also discuss workforce and location opportunities



- ii. Policy (Mark Fried)
 - 1. Commercial attraction campaigns
 - 2. Indigenous and tribal connectivity and training
 - 3. Normalizing AI at physical location
 - iii. Marketing, Branding and Initiatives (Champ Ensminger)
 - 1. Champ absent
 - f. General
 - i. Commissioner seating
 - 1. Three positions (2, 5, 8) rolling off April 30, one position (11) rolling off 7/24
 - 2. Preview public process and timeline
 - ii. SFC Budget
 - 1. Review and Vote: Treasurer bylaw amendment draft language
 - 2. Voted to approve
 - iii. SFC foundation
 - 1. Norms
 - a. Capacity of SFC and OED
 - b. Develop strong protocol for engagement, communication, speaking
 - c. Reaffirming values of SFC
 - i. Statement reaffirming charter?
 - ii. Beth – Loss of NEA funding is impacting non-profits including potentially SIFF
 - iii. Mark – Recommend staying the course, and show by action
 - 1. Budi, Michael, Kat agree with action-based items
 - iv. Michael – Need a communications channel ASAP in order to make the decision on what to say and whether or not to say it
 - v. Anthony – Must do the work individually and collectively; a bit on pause to see how this will affect us; what obstacles do we set up by making a statement
 - 2. Industry and community engagement
 - a. Digital engagement
 - b. Communications and communication strategy
 - 3. Administrative support
 - a. Fewer meetings?
 - b. More OED administrative support
 - 4. Action
 - a. OED meeting with new Comms Director
 - i. Scheduling before end of March
 - iv. OED
 - 1. M5 Creative transition to film-centered use
 - a. OED shared information
 - 2. Mayor's Film Award transition
 - a. Tabled
6. Presentations:
 - a. SEAFWC26 – Meet & discuss local production and creative opportunities (April)
 - i. Michael – Connecting LOC creative and production opportunities with crew, agencies, and companies; asks for ways for SFC to be helpful to co-strategize hiring local
 - 1. Requests anything SFC can provide with data and talking points
 - 2. Some pre-qualification conversations followed by application



3. Primarily open-sourced opportunities will be prioritized
 4. Recommend coming back early Summer to SFC and then work to share the opportunities with community and industry
 5. Melissa – Recommends hosting something like a job fair for film crew and companies to understand opportunities
 6. Budi – What type of emerging technology are being planned, and are they being done locally
 - a. Working on app that works with the FIFA ticket app; also working with local
 7. Action items:
 - a. Melissa – Recommends putting together a resource one-sheet for April, Kat will reach out to Champ
 - b. All – Mark May 2025 for follow up check in with April
7. Adjourn
- a. Voted to adjourn