



Seattle Film Commission

Meeting Minutes

Monday, April 28, 10:00AM – 12:00PM

M5 Creative and Virtual

Commissioners Present: Beth Barrett, Laura Jean Cronin, Lowell Deo, Mark Freid, Michael Huang, Kat Ogden, Anthony Tackett, Budi Mulyo

Commissioners Not Present: Champ Ensminger, Tom Florino, Melissa Purcell

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

Meeting Minutes

1. Call to order
2. Roll Call
3. Land Acknowledgement
4. Public Comment
 - a. None
5. General Order of Business
 - a. Review of past commitments and events
 - i. April 17 Inside Scoop “Film Exhibition”
 1. Panelists Peggy Case and Zia Mohajerjasbi moderated by Beth Barrett, great conversation about film exhibition including festivals and online resources
 2. About 40% of registered attended, 15-ish people
 3. Recommend utilizing attendee lists to invite to future SFC events
 - ii. April 24/25 Washington Filmworks “Bounce Back”
 1. Michael:
 - a. Attended online version
 - b. Insights shared were not compelling, felt very standard
 - c. Cohort of attendees was good, had great breakout conversations discussing how to create more diverse and inclusive sets
 - d. Networking – not everyone is looped into community, how can we create more community gatherings or meetings or ways to make connections
 - e. Big takeaway was led by black women filmmakers – with DEI under attack, key will be being intentional, creating entry points for historically marginalized rather than just hiring a person of color, also creating a safe work space
 2. Anthony:
 - a. If info felt standard, might be new to participants and helpful in that respect
 3. Budi: Requests a copy of the WF final report
 - iii. April 24-27 Seattle Black Film Festival
 1. Anthony attended all four days, great festival
 2. Chris (OED) and Anthony attended Friday Scope Screenings, well produced, audience was largely under 30 and enthusiastic
 3. Second SBFF screening happening in Bremerton this weekend
 - b. Preview of upcoming commitments and events
 - i. May 15 SIFF Opening Night Gala



1. Passes being mailed to commissioners
2. Swag ordered
- c. Industry and community engagement
 - i. Inside Scoop series
 1. May 22 Inside Scoop “Independent Film Production”
 - a. Conflict on 5/22, move to 5/27
 - b. Planned panel: Sara Crowe, KD Hall, Laura Jean
 2. 2025 calendaring
 - a. June – Post-production (Champ)
 - b. July – PA/AD interaction or screenwriting (Kat)
 - c. TBD – Anthony says he can lead a DEI conversation, August very busy but will check
 - d. Deadline for commissioner submissions end of May
 - d. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 1. Corporate roundtables in development with GSP
 - ii. Policy (Mark Fried)
 1. Commercial and corporate attraction is priority
 2. FIFA WC production opportunities in 2025 and 2026
 - iii. Marketing, Branding and Initiatives (Champ Ensminger)
 1. Socials planning in process
 - e. General
 - i. Commissioner appointments
 1. New Commissioner appointments
 - a. Position 2: Davis Powell
 - b. Position 5: KD Hall
 - c. Position 8: Lawrence Alexander (Lex)
 2. Process and timeline
 - a. 5/8 Council Committee, ask SFC chair or vice chair to participate
 - b. 5/20 full Council vote
 - c. OED will share info for public comments from Commissioners
 3. Outgoing and incoming Commissioner celebration
 - a. OED will plan celebration for late May, will include outgoing and incoming commissioners
 - b. Melissa: Not present
 - c. Laura Jean: Honor to be on the Commission, excited to go out with inside scoop focusing on film education via indie film production, learned so much about gaps in education and all the things that already exist
 - d. Beth: Honor to represent exhibition on the Commission during big time of change, excited for the new Commissioner will push the envelope
 - ii. SFC Budget
 1. Budget review
 - a. \$3k-\$5k over on projection
 - b. Prioritize
 - i. Community engagement (Inside Scoop)
 - ii. Indigenous training
 - iii. Sales trips
 - c. SFC Chair will present request to Council in June; prioritize positive experience of AFCl trip and Inside Scoops



2. Treasurer position
 - a. Recommend waiting until three new Commissioners are seated
 - iii. City Council
 1. 2025 legislation recommendations
 - a. M5 Creative, hub and funding, create impact study and showcase of work there
 - b. Increasing SFC budget
 2. June SFC Council Committee presentation
 - a. Review 2024 priorities and things commission met
 - b. Bring new goals and legislation proposals
 - iv. OED
 1. Federal impacts information request
 - a. Michael: Agency world is tied directly or indirectly to federal funding, e.g. PSA campaigns, social service agency is being defunded; broader commercial scale, bracing for impact of consumer brands are pulling back because of impacts on supply chains, will hurt overall commercial film; entertainment in LA
 - b. Anthony: Large percentage of Langston Hughes comes from NEA, forced to consider the model of black excellence, org may be at risk if they do not adhere to mandates.
 2. Assessment of meetings and cadence - *TABLED*
 - a. How does SFC work and do work
 - b. Learn from Music and Arts Commissions
 - c. Recommendations on full commission and committee meeting cadence
 3. Commission socials/public engagement
 - a. Will establish socials and norms for review at May meeting
 4. Commercial attraction campaign review
 - a. May Los Angeles
 - b. June New York (AICP)
 - c. August Cincinnati (AFCI)
 - d. OED recommends prioritizing AFCI for SFC travel, will continue to share details as plans are developed
 5. Round tables - *TABLED*
 - a. Corporate: GSP-assisted
 - b. Commercial: Crew, production company, agency recommendations
 6. Indigenous training
 - a. GOIA date options
 - i. OED shared May and June 2025 dates, will share survey with SFC
 - b. Free training collateral
 - i. Will re-share with SFC
 7. SFC Retreat planning - *TABLED*
6. Adjourned