



Seattle Film Commission

Monday, June 24, 2024, 9:30 AM – 11:30 AM

Meeting Minutes

City Hall, Boards & Commissions Room

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

Not present: Laura Jean Cronin

Staffed by Office of Economic Development: Chris Swenson

Note: As always, these are "raw minutes notes" based on the discussion of the 06/22/24 meeting and do not include every word spoken - not a literal transcript - merely a summary of ideas.

AGENDA

1. Call to order
2. Roll Call
3. Land Acknowledgement
4. Public Comment
 - a. None
5. General Order of Business
 - a. Review and approve previous meeting minutes
 - i. Unanimous vote to approve
 - b. Review of past commitments and events
 - i. Anthony – Moneys of Color event, great to see empathetic group of people of color; feel like connecting will help the Filmmakers of the African Diaspora
 - ii. Anthony – PGA Tour, reminded about the disparity historically and currently; want to continue the DEI discussion and priority
 - iii. Budi – Toured M5 Creative building, lots of collaboration and interest
 - c. Preview of upcoming commitments and events
 - i. The Mixer – June 27, 2024
 1. Tabling times
 - a. 5:00pm Kat
 - b. 6:00pm Budi
 - c. 7:00pm Lowell
 - d. Champ will be there for tabling help as needed
 2. Tabling items
 - a. FAQ sheet
 - b. Stand ups
 - c. Other handouts, potentially including stickers
 - ii. AFCI – August 25-28, 2024
 1. Tom working with team on items
 - a. Conference should be well attended
 - b. Cocktail hour on campus
 - c. Panel planning has been much more difficult than years past; working on panel availability for Washington Filmworks and an SFC member



- d. Need to hear more from chairs and executive committee to travel; recommend at least one travel to participate
 - e. SFC have budgeted for two commissioners to travel
 - f. Beth and Melissa
 - i. Commissioner is different and more intended for state film commissioner
 - ii. Visibility, marketing, promoting, engaging will be key
 - 2. Certification
 - a. Use the conference to determine what the education sessions would be
 - b. Beth and Melissa feel that training is not necessary
 - 3. Commissioner recommendations
 - a. Beth recommends Michael Huang and Anthony Tackett
 - b. Melissa moves to send chairs Kat and Michael
 - i. Kat may have conflict
 - ii. Anthony offers to go in Kat's place, or coordinate days
 - iii. Motion is tabled
- iii. The Summit – September 6-8, 2024
 - 1. Raised for awareness
- d. Industry and community engagement
 - i. Film Crew Town Hall with OED, King County Creative, Washington Filmworks
 - 1. Melissa
 - a. Should be at least two week's notice; not available week of 7/8, perhaps week of 7/15 or after
 - b. Hearing from crew that not interested in presentations, prefer brainstorming and discussion and then a presentation maybe after that
 - c. Want to make sure it's not just a gripe session
 - d. Bring solutions that can help the film offices' work
 - 2. Anthony
 - a. Lots of people don't understand what we do
 - b. Good opportunity to explain what each org does including SFC
 - c. People can gauge us to see if we're really set out for the path or just playing the game
 - d. Every sector, including BIPOC, need to be represented in the discussion
 - e. DEI should be in everyone's priority and focus every time; if you have to stop to say "let's listen to DEI" you've failed
 - 3. Budi
 - a. Recommends having people sign up with their crew position/discipline
 - b. Recommends colored stickers to distinguish disciplines
 - 4. Champ
 - a. Any structure to help funnel in discussions would be help
 - b. Having a space for postproduction folks will be important
 - 5. Kat
 - a. Want to create a safe space for all communities; will check with everyone on best ways to do this before, during, and after the meeting
 - 6. Recommendations
 - a. Online form to bring questions
 - ii. Small Talk series at M5



1. Anthony – Engaging,
great way to connect with constituents to see what we do and how we’re doing;
need to be checking the pulse of community; promotes SFC and the building
2. Budi – Can we combine them with the weekly tour dates, to have
- e. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 1. Discussed the donors of color group and connecting with filmmakers need of funding
 2. BRIC foundation supporting underserved youth into tech
 3. Excited about MXR event going into neighborhoods, interested in understanding the continued emphasis and who is engaged from DEI perspective
 4. Recommendation made regarding City arts funding to follow up on where the money is going
 5. Melissa – Concerned that there was not a lot of economic development discussion, seemed to stray out of purview away and into grants and arts funding, focus
 6. Anthony – Need more tangibles to stay focused on economic development
 7. Kat – Heard from City Council the priority to understand and hear from SFC on economic development and policy recommendations to support the
 - ii. Policy (Mark Fried)
 1. Tabled
 - iii. Marketing, Branding and Initiatives (Beth Barrett)
 1. Recommend including DEI (spelled out) to the beginning, should be its own category
 2. Recommend keep it brief and visual, Budi will send template to OED
 3. How are we blasting the awareness of SFC and branding out to the industry
 - a. Get the branding done first
 - b. Preempt questions in advance that need to be answered
 - c. Let’s get ducks in a row as early as possible, then plan for roll out to get in front of everyone, website, proper ecosystem
 - d. Ultimately a big release moment
6. Office of Economic Development
 - a. New Commission and Committee dates and times
 - i. Dates do not work for two Commissioners, but dates may open up after August
 - ii. One Commissioner has extreme difficulty on Mondays
 - iii. Michael would like to see the survey reopened for any date in the month
 - iv. Recommend not overlapping any Committee meetings
 - b. AFCI travel and certification
 - i. Discussed earlier
 - c. Commissioner Chair and Committee appointments
 - i. Conversations will happen digitally, then final discussion and vote at July meeting
7. Upcoming
 - a. Engagement with Film Leadership Council (WA) and Executive Film Advisory Board (KC)
 - i. OED will discuss opportunities with both agencies and bring info to SFC
 - b. Producers - Out of town and local producers experiences filming in Seattle
 - i. OED received SFC Marketing & Branding Committee recommendation to restart or re-envision the “Film Production of the Week” after-wrap production narratives
8. Adjourn