



Seattle Film Commission

Agenda – Monday, July 22, 2024, 9:30 AM – 11:30 AM

City Hall, Boards & Commissions Room

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, Taylor Durand-Scaggs

Members of the public may attend virtually or in person. In-Person Public Comment: Register to speak on the Public Comment sign-up sheet located inside Boards and Commissions Room. Speakers must be registered in order to be recognized by the Chair. Submit written comments to Seattle Film Commission: SeattleFilmCommission@Seattle.gov

AGENDA

1. Call to order
2. Roll Call
3. Land Acknowledgement
4. Public Comment
 - a. Will Reeve with SAG AFTRA in attendance, no comment
5. General Order of Business
 - a. Review and approve previous meeting minutes
 - i. Unanimous approval
 - b. Review of past commitments and events
 - i. MXR:SEA – June 27, 2024
 1. Anthony – Great turn out, great diversity, lots of questions about the commission, heard feedback that there were not enough black businesses there, want to address that in the future; mentors weren't aware, but leadership didn't know about it, recommend better outreach
 2. Champ – Question, tabling organizations is there a list of orgs?
 3. Budi – Had a hard time hearing and talking because music was so close; overall loved the event; made a lot of personal and professional connections
 4. Kat – Had questions from writers on who is the SFC rep, could be a future workshop for SFC; Anthony recommends connecting with WGA, Kat responds that Seattle area writers may not do enough work to qualify, and much of the work is on spec so it's different than other areas in the industry
 - c. Preview of upcoming commitments and events
 - i. MXR:SEA – July 25, 2024
 1. Anthony – Need more diverse partners including Arte Noir, Langston, Wm Grose recommended to participate; recommend connecting with Africatown
 2. Michael – Need to do a better job getting partners involved in the mix earlier, troubling call with MXR producer that DEI community was invited late to the table
 3. Budi – Recommend advising City on better marketing;
 4. Anthony – Need the flyer now, it's already late getting it out
 5. Mark – Not everyone is online, maybe flyer and poster locations, physical flyers in physical locations will help; Michael advises flyering in community centers and hubs; Mark recommends relaying back to OED the list of places to focus/consider
 6. Anthony and
 - ii. Film Crew Town Hall – July 30, 2024



1. Recommend
- iii. AFCI – August 25-28, 2024 (vote)
 1. Michael Huang selection to represent SFC
 - a. Budget for one person to travel
 - b. Kat would like to see more reps going in future years; in particular Anthony in the first year
 - c. Kat recommends Michael this year
 - d. Michael accepts, happy to take notes and reminders
 - e. LMGI connected with AFCI this year, weekend before; Seattle has a commercial in award contention, Mark will be there for that on his own
 - f. Vote approved to send Michael as rep in 2024
 2. SFC/OED AFCI membership
 - a. Will determine if it's OED or SFC in name, TBD,
 - b. Vote approved to become members in 2024
- iv. The Summit – September 6-8, 2024
 1. OED meeting with organizers to learn more about SFC and OED opportunities
 2. 2022 mixer was confusing, didn't see diversity priority, would want to see that in order for SFC to consider
- d. Industry and community engagement
 - i. Small Talk series at M5
 1. OED – Can tie this into the Friday
 2. Anthony – Ability to have tours consistently will work well for constituents
 3. Beth – Having a place to have smaller conversations is good. May be complicated. How would this be curated? Need to have interesting topics, and recognize the value of participants being there. That's where the work is.
 4. Kat – Content ideas
 - a. Self-taping for actors
 - b. Inviting agents to discuss how actors submit; Lowell recommends Big Fish
 - c. Child actors, unions
 5. Anthony – Recommend appointing one meeting to each seat (11 positions minimum)
 - a. Mark – This is an ask for work, probably two hours to help curate
 - b. Anthony – Recommends community outreach investment; Kat responds that committee structure can; Mark responds that Policy Committee will oversee this
- e. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 1. AFCI sponsorship and travel opportunity discussed
 - a. No panel, opening night and happy hour opportunities
 - b. Co-branding opportunity with Washington Filmworks
 - c. Discussed membership vote at SFC
 2. Discussed connection with Amazon's priority regions including Ghana
 - ii. Policy (Mark Fried)
 1. Hosted Mike Astle, who runs Film Community Training program
 2. Discussed safety on set and intimacy safety discussions; hosting them at M5 was proposed
 3. Discussed first aid kits with SFC logo/branding, love the idea
 4. Committee open to hearing from all commissioners on priority discussions



- iii. Marketing, Branding and Initiatives (Beth Barrett)
 - 1. Talked about any FAQ changes for 7/25 MXR, none identified
 - 2. Discussed need for separate finance point of contact and process since the budget is not just for marketing
 - 3. Discussion for new Chair
- f. General
 - i. Committee membership discussion
 - 1. Budi appreciates all the commissioners who've taken committee leadership positions
 - 2. Kat is interested in reducing from three to two committees
 - 3. Beth is interested in reducing from three to one committee
 - 4. Michael proposes SFC consider restructuring; Kat concurs about sustaining ability for commissioners to actually do the meetings the way it is
 - 5. Budi and Anthony – Struggling to juggle all the meetings with busy and uncertain schedules
 - 6. Mark is available always unless he's not, because of being freelance
 - ii. Committee vice-chair discussion
 - iii. SFC Budget
 - 1. Bylaw amendment
 - a. Where it should live
 - i. Doesn't need to be a standing meeting or conversation
 - ii. Treasurer would not be in a committee, but would report to the Executive Committee
 - b. Appointing a treasurer
 - i. Beth volunteers to be treasurer; familiar with complex processes like this
 - c. OED will create bylaws language for SFC to review and approve
 - 2. 2025 look-ahead
 - a. Need to gather budget information for CP Nelson and Sept budget work for 2025
 - iv. Meeting cadence and priority advisory look-ahead
- 6. Office of Economic Development
 - a. Review feedback on new Commission and Committee dates and times
- 7. Presentation
 - a. Seattle Entertainment Experience – Randy Lafollette
 - i. Tabled to August 2024
- 8. Upcoming
 - a. Engagement with Film Leadership Council (WA) and Executive Film Advisory Board (KC)
 - b. Producers - Out of town and local producers experiences filming in Seattle
- 9. Adjourn