



Seattle Film Commission

Meeting Minutes

Monday, January 27, 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

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
5. General Order of Business
 - a. Review and approve previous meeting minutes
 - b. Review of past commitments and events
 - c. Preview of upcoming commitments and events
 - i. Film Festivals gathering 1/27
 - ii. Zeta Maya Creative Economy lunch and learn 2/6
 - iii. AI Film Festival at M5 Creative 3/29
 - d. Industry and community engagement
 - i. Inside Scoop series
 1. January 15 “On-Screen Talent”
 - a. Melissa – Get input from full SFC before finalizing program
 - b. Budi – More mics, some front lighting for panelists
 2. February 13 “Filming on Location”
 - a. Discussion – Intent and focus of who it’s intended for
 3. March 13 “AI and Emerging Tech”
 4. April 17 “Film Festivals and Distribution”
 5. May “Independent Filmmakers” – Independent producers & training positions
 - e. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 1. GSP – Connected with Brian Surratt, roundtable of corporations re filming here
 2. AFCI – No conference, will have presence at Cannes, likely no SFC presence; 2026 will return in person
 3. Washington Filmworks – Learning from WF realistically if they’ll go for funding or contribution increases; working on better inroads to assist legislative efforts rather than their regular all-crew call
 - ii. Policy (Mark Fried)
 1. Branded no-parking signs policy
 2. Indigenous and Tribe relations
 3. FIFA conversation planning



4. Corporate and
commercial communication

iii. Marketing, Branding and Initiatives (Beth Barrett/Champ Ensminger)

1. Chair transition plan
2. Sundance planning for Kat
3. Swag – Needs to be more purposeful

f. General

i. SFC Terms

1. Three positions rolling off April 30:
 - a. Position 2: Film industry labor unions (Melissa)
 - b. Position 5: Film schools, film programs, or film educators (Laura Jean)
 - c. Position 8: Film festivals or film content distribution companies (Beth)
2. One position rolling off July 24:
 - a. Position 11: Immersive technology (such as augmented, extended mixed, and virtual reality) and emerging technology businesses (Budi)
3. Budi – Recommends ending position 11 to align with April positions
4. Recommend open to public plus Commissioner recommendations; current seated Commissioners can choose to reapply

ii. SFC Budget

1. Review Treasurer bylaw amendment draft language

iii. SFC messaging and culture norms

1. Tabled

iv. Discuss SEAFWC26 talking points

1. Discussion

v. OED sales trip, commissioner travel

1. Will invite Commission Vice Chair Michael Huang to travel with OED

vi. Tribal relations

1. Seattle Indigenous Advisory Council
2. State training opportunity

vii. SFC retreat planning

1. Recommended wait until new commissioners are seated to schedule

viii. Melissa – IATSE updates, new pres is Rebecca Cook, VP is Luce Cusino, new business agent is Mike Vucas (Spokane)

6. Upcoming

- a. SEAFWC26 – February
- b. Seattle Entertainment Experience – Randy LaFollette (on hold)
- c. Engagement and Executive Film Advisory Board (KC) in Q1 2025
 - i. EFAB update, new roof and sound baffling should be done by end of March

7. Adjourn