

# PROPOSED MICHIGAN FILM OFFICE ADVISORY COUNCIL MINUTES

July 25, 2017

West Bay Beach Hotel  
Traverse City, MI

## 1. Call to Order/Welcome from the Chairman

The meeting of the Michigan Film Office Advisory Council (MFOAC) was called to order at 1:05 p.m. by Council chairman Bill Ludwig. A quorum was present with the following Council members in attendance: Bill Ludwig, Joe Voss, Michael Mittelstaedt, Rick Hert, Hopwood DePree, Terry Terry, Brian Winn, Niki Adams, Tim Pietryga, and Dan Lemieux. Members excused: Jennifer Fischer, J. D. Loeks, Sanford Nelson, Andriy Pereklita.

Mr. Ludwig welcomed the newest Council members Niki Adams, Dan Lemieux and Andriy Pereklita (not present). The Council members and Commissioner Jenell Leonard introduced themselves to the audience.

## 2. Adoption of the Agenda

There was a motion by Mr. Terry to approve the Agenda; seconded by Mr. DePree; motion passed unanimously.

## 3. Adoption of the Minutes from March 31, 2017 meeting

There was a motion by Mr. Hert to approve the minutes of the March 31, 2017 MFOAC meeting; seconded by Mr. Terry; motion passed unanimously.

## 4. Director's Report – Jenell Leonard

Incentives - There are still two incentive projects whose announcements are pending.

Legislative – Outreach to legislators is ongoing and built into the programs and initiatives the MFDMO is actively promoting and marketing. No specific report for this meeting.

Google Partnership/CS First - the free online computer science education program created by Google and represented in Michigan by the Michigan Film & Digital Media Office, has a 20% enrollment increase in the 2016-2017 school year and includes approximately 6,100 students, 345 clubs and 133 groups (includes schools and supporting organizations). Google is also working on and testing a high-school/adult version of computer science education. The Commissioner meets with individual legislators to introduce the program to them, so they can promote it in their district schools.

Creative Chamber Pilot Program - Legislators have been very supportive of our Chambers program. This is a talent attraction initiative that will work with the five pilot communities: Marquette, Grand Rapids, Detroit, Washtenaw County and Traverse City. This \$1.5M grant program will be distributed among the five pilot communities over a 3-year period. The business communities in those five respective communities will be charged with gathering the creatives in their areas to build recommendations that grow creative businesses, make their communities more culturally inviting, and attract and retain creative talent. This initiative has been endorsed by Governor Snyder, and was included in his 21<sup>st</sup> Century Economy Report released this year at the 2017 Mackinaw Policy Conference. For further information about this report, go to

[http://www.michigan.gov/documents/snyder/21C\\_Economy\\_Commission\\_Final\\_Report\\_572369\\_7.pdf](http://www.michigan.gov/documents/snyder/21C_Economy_Commission_Final_Report_572369_7.pdf).

The Commissioner shared a video (*Michigan: State of Creativity*) that has been produced by the MFDMO to better promote Michigan and its creative environment and talent.

### Subcommittee Recommendations

Commissioner Leonard acknowledged the hours of meetings conducted by the Council and their subcommittees in proposing a list of recommendations that will contribute to the strategic direction of the MFDMO. The video shown helps capture the essence of the creative economy, the talent pool in Michigan and the ways in which this Council and the MFDMO hope to promote the creative economy. She commented that although we have executive, legislative and administrative support, we have to be realistic about the limitations imposed by the length of time left to implement any recommendations made, as well as funding limitations. With that said, her report/update included commentary and status updates on ten (10) marketing, finance, digital media, talent development and networking recommendations. Some recommendations have already been implemented or introduced, and some have been incorporated into the requirements of the Creative Chamber grant program.

### **Traverse City Film Festival Presentation – Deb Lake, Executive Director, Traverse City Film Festival**

The first TCFE presented 31 films, hosted 3 filmmakers and had around 300 volunteers. Current festivals offer 200-250 films for viewing, host 100-150 industry guests, and have experienced a noticeable growth in the number of volunteers. The festival's growth is directly correlated to the demand for tickets to attend the festival, and has also contributed to the addition of more venues. Other unique facts about the festival are that films are included by invitation not submission, and that industry guests and filmmakers are not limited to the number of films they can view. She said that the current estimate for attendance is around 130,000 admissions, although that does not include free events and open events which are difficult to count.

### **Traverse City Chamber of Commerce : Creative Chamber Update – Kent Wood, Director of Government Relations, Traverse City Chamber of Commerce**

Mr. Wood welcomed everyone to Traverse City. He expressed the Chamber's excitement about being included as one of the pilot communities in the Creative Chamber program. He thinks the program will take TC to the next level in establishing itself as a creative 'hub.' Creative jobs in incredibly high demand, including farming and food to aerospace technology. Farmers need programmers who can facilitate satellite technology, and who are creative on another level the city and the area has never addressed. There is a year-round demand for creative talent, despite TC's reputation as a seasonal destination. He said he has met with local creatives across the spectrum in the last month. The feedback has been very positive and many people want to get involved. According to Mr. Wood, this program is 'scratching an itch' in TC's creative industry and offered his thanks for this opportunity given to TC.

### **Interlochen Center for the Arts: Michael Mittelstaedt, Founding Director of the Motion Picture Arts Division at Interlochen Center for the Arts**

Mr. Mittelstaedt said that he has been at Interlochen for 13 years, and he is also an independent filmmaker, stating that he considers it very important to continue great cinema and video storytelling for generations to come. He showed a several short videos, which gave an overview of Interlochen, and the motion picture arts program, explaining that Interlochen is an academy, a summer arts camp, a boarding high school, a radio station, an adult arts program, and a concert and event venue with international attendance. He

showed three short trailers of student productions: *Full Count* by Patrick Collier, *Hero Club* by Keaton Manning and Jeff Kasanoff, and *Dreams That Transcend All Boundaries* by Mida Chu.

### **Public Comments**

An audience member suggested that MFDMO (through its Creative Chamber grant program) would benefit from making a connection with the Michigan Writers group in Traverse City, which is trying to make connection with Robert McKee to teach screenwriting, as well as a connection with Russell Schindler at TCNewTech, an organization and a place to pitch projects that have a digital connection.

### **Old Business**

There were no items discussed under Old Business.

### **New Business**

Reminder: MFDMO staff Tony Garcia and Selam Ghirmai, MFOAC Council member Joe Voss and filmmaker Rich Brauer will be participating in “Ask the Michigan Film & Digital Media Office,” a TCFE panel at noon in Scholars Hall, Northwestern Michigan College.

Reminder: Michigan State University is hosting “The Woz” at Hotel Indigo, starting at noon on July 26, as well as a party from 6-8 p.m.

Reminder: MFDMO’s sponsorship of the TCFE includes 4 *Facebook* live locations, so sharing is encouraged on everyone’s social media.

### **Adjournment**

There being no further business, there was a motion by Mr. Terry to adjourn the meeting, seconded by Mr. Hert; motion passed unanimously. The meeting adjourned at 2:21 p.m.