

MICHIGAN FILM OFFICE ADVISORY COUNCIL MINUTES

July 21, 2025

The Collective Studios

18000 West Nine Mile Road, Suite 450

Southfield, MI 48075

&

Microsoft Teams Open Virtual Meeting

1. Call to Order/Welcome from the Chairman

The meeting of the Michigan Film Office Advisory Council (MFOAC) was called to order at 2:05 p.m. by Chairman Bill Ludwig. The following Council members were in attendance: Bill Ludwig, Niki Adams, Dori DePree, Dan Lemieux, Andriy Pereklita, Tim Pietryga, Terry Terry, Skot Welch, Brian Winn and Selam Ghirmai.

2. Adopt Agenda

There was a motion to approve the agenda, which was seconded; motion passed unanimously.

3. Approval of Minutes of December 13, 2024 meeting

There was a motion to approve the minutes of December 13, 2024, MFOAC meeting; which was seconded; motion passed unanimously.

4. Director's Report / Presentation – Selam Ghirmai

a. Legislative - Michigan Multimedia Jobs Act

- i. The Multimedia Jobs Act did not move forward in the legislative session that closed out in December 2024.
- ii. The Michigan Film Industry Association (MiFIA) continues to mobilize local film industry professionals behind legislation to support film industry
 1. Next event – July 23 – Detroit Event at Sahara Restaurant (6-10pm)

b. Tourism Industry Coalition of Michigan (TICOM)

- i. Film Office is a member of TICOM in an effort to put a spotlight on the intersection between film and tourism. One aspect of this is *Film Festival Tourism*, which fits within the cultural tourism category.
- ii. February 25, 2025: TICOM Legislative Luncheon at Heritage Hall Atrium, State Capitol in Lansing
- iii. April 22 - May 5: the Michigan Travel Commission embarked on a process to develop the new Michigan Travel Strategic Plan for the travel industry. As part of the development process, Travel Michigan invited businesses and community leaders from various travel industry sectors to attend focus group sessions via Zoom. Film Office promoted the opportunity to participate in the following focus group with film festival organizers:
 1. Attractions, Arts, Culture & History
 2. Sports, Festivals & Events
- iv. May 5 - The National Travel & Tourism Week press conference held at Frederik Meijer Gardens and Sculpture Park in Grand Rapids.
 1. This event was presented by the TICOM and hosted by Experience Grand Rapids in partnership with Travel Michigan, the office that manages the Pure Michigan campaign.
 2. As a member of TICOM, Film Office attended and extended invitation to Mosaic Film Experience and Grand Rapids Film Festival.

- c. Fiscal Year 2024 Annual Report (October 1, 2023 – September 30, 2024) was submitted to the Legislature in March

d. Michigan Film Office Advisory Council meetings - next meeting date TBD

5. Presentation by

Presentation by Marshall Favours, co-founder of Trinity Films Entertainment Group (TFGE)

6. Public Comments

None

7. Old Business

There were no items discussed under Old Business.

8. New Business

There were no items discussed under New Business.

9. Adjournment

There being no further business, there was a motion to adjourn the meeting, that was seconded; motion passed unanimously.