

PROPOSED MICHIGAN FILM OFFICE ADVISORY COUNCIL MINUTES

April 13, 2018

Lansing Public Media Center

Lansing, 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, Rick Hert, Dori DePree, Terry, Niki Adams, Tim Pietryga, Dan Lemieux, Eric Kuiper, Andriy Pereklita, Joe Voss, Brian Winn and Skot Welch. Members excused: Michael Mittelstaedt, Jennifer Fischer.

Mr. Ludwig welcomed new member Mr. Skot Welch of Global Bridgebuilders and Mosaic Film Experience to the Council. He spoke about immediate past Commissioner Jenell Leonard, her productive leadership, and wished her well in her new endeavors. He also congratulated Ms. Selam Ghirmai on her promotion to Interim Director of the Michigan Film & Digital Media Office, prefaced by her work on the Creative Chambers initiative as well as the introduction of the Google CS First program in Michigan and for suggesting the intro slogan, "Welcome to the Wild, Wild Midwest..." for the MFDMO promotional video, *Michigan: State of Creativity*.

2. Adopt Agenda

A presentation by Lansing Community College is no longer on the proposed agenda; there was a motion by Mr. Terry to approve the Agenda; seconded by Mr. Pereklita; motion passed unanimously.

3. Approval of Minutes from September 29, 2017 meeting

There was a motion by Mr. Hert to approve the minutes of the September 29, 2017 MFOAC meeting; seconded by Mr. Lemieux; motion passed unanimously.

4. Director's Report – Selam Ghirmai

Ms. Ghirmai extended thanks to Mr. Ludwig, the Council, the Capital City Film Festival for hosting the MFOAC meeting, and to the Lansing Public Media Center for use of their venue.

Incentives - \$1,625,799 in total incentives are approved with executed agreements, but pending announcement for two projects (deferring to the production companies).

Office reorganization – Ms. Ghirmai thanked former Commissioner Leonard for her leadership, passion and commitment to reinventing and stabilizing the office to serve film and the broader creative industries in sustainable ways in a post-incentives climate. She went on to comment that she has been with the office for seven years, seeing growth beyond film and digital media to a broader landscape that includes all creative industries, with a focus on retaining and attracting creative talent to fuel Michigan's creative and traditional businesses and promoting Michigan on the national stage as a great place to live, work and play.

Ms. Ghirmai acknowledged the MFDMO team consisting of Lynn McNamara and Tony Garcia. Ms. McNamara has become Program Manager for the Creative Chamber program and Sponsorships. She will also retain the management of the Incentive Claims process. Mr. Garcia will assume management of the Google CS First program, and retain management of the MFDMO website, social media platforms and

locations services. The office is also in the process of hiring a departmental technician who will become the liaison to the MFOAC as well as be responsible for general office systems and reports management. The MFDMO team has and will be conducting several in-depth internal meetings centered on operations and promotional efforts, to develop future action plans, audit and streamline internal processes, integrate more creative industries into the core functions of the office, strengthen regional partnerships, and seek alignment with other MEDC divisions to advocate for the creative industries.

Google Partnership – Ms. Ghirmai gave a brief background on the genesis of the CS First program in Michigan, as well as the projections on demand for computer science skills by 2020. Over 3,100 students are enrolled this school year to date in the MFDMO/Google program. On February 27, the MFDMO partnered for a second year with Tech248 (a supporting organization) in the third annual CS First event, this time in Southfield (Oakland County). This year's event engaged 300 students, eight schools and nine companies with interactive demonstrations (Google LLC, Alchemie, DASI Solutions SolidWorks, DigiBit LLC, GHI Electronics Amtech, The Mars Agency, Lawrence Technological University Marburger STEM Center, Aero Design Services and Stefanini.)

On March 9-10, the MFDMO also participated as a Google Local Partner in "Grow With Google," held at Lansing Community College, which featured free workshops on tech and digital skills to help job-seekers, small business owners and educators.

Creative Chamber Pilot Program – In December of 2017, the five community leads came to Lansing to meet with the MFDMO team and talk about best practices and review results to date. More recently, the MFDMO team has begun the first-year evaluation of all the communities' reporting. Some exciting deliverables to date include Marquette's launch of a co-working space called 'Ampersand', as well as a Creative Residency, an initiative that recruits creatives with proven social media followings to live and work in Marquette for 3 months, with the goal of marketing Marquette as a great place to live, work and play.

Annual report – MFDMO submitted an annual report to the Governor and legislature (enclosed in meeting packet). The process of gathering relative data has shown us that we need to build a better data intake mechanism to help harvest all the calls and requests we receive throughout a year, and to help convey the value of the services we provide.

Film Festivals: Recently sponsored festivals include the Grand Rapids Film Festival, Freep Film Festival and the Capital City FF.

Other: Ms. Ghirmai joined Mr. Ludwig in welcoming Mr. Welch to the Council, noting that we've worked with Mr. Welch for a couple of years, primarily through Mosaic Film Experience sponsorships. She also noted the MFOAC 'Save the Date' sheet in the meeting packet, showing the next meeting at Traverse City during the Traverse City Film Festival, on July 31.

5. Capital City Film Festival Presentation – Payal Ravani, Festival Co-Director and Dominic Cochran, Festival Co-Director

Mr. Cochran talked about the Lansing Public Media Center as being a public access studio and one of the venues for the CCFF. The Council was shown a couple of promotional videos of the festival and was given information about some of festival's features, such as the Fortnight Film Contest, symphonic cinema featuring the Lansing Symphony Orchestra, traditional klezmer music, an AFI-sponsored workshop for

women filmmakers. The Fledge, Reach Studio Art Center, and Hot Water Works are all new venues for the festival in 2018. Expected festival attendance is around 8,000.

6. Michigan Film & Digital Media Office Newsletter Presentation – Tony Garcia, Locations, Web and Social Media Manager (replacing Lansing Community College Digital Media, Audio & Cinema Program Presentation on the proposed agenda)

Mr. Garcia showed a PowerPoint and spoke briefly about promotional tools the MFDMO uses to get our messages out today, including the MFDMO website, Facebook (11,600 followers), Twitter (3,500+ followers) and YouTube, and Granicus for on-time, bulk messaging (newsletter, calls to action and other major announcements – 6,500 film and creative subscribers and 5,000 educational subscribers). Recent outreach included an article on recent film festivals (Grand Rapids FF, Freep FF and Capital City FF.) Calls to action include promotion of Seed & Spark's Hometown Heroes program, CS First program school recruitment, and industry profiles or alerts (such as the Detroit Public TV/Rich Homberg spotlight article), and special events relating to Michigan's creative industries. He pointed out that the goal is to highlight more creative entrepreneurs and businesses, Council members' bios, more visual storytelling, and youth in the creative industries in the newsletter, and he asked Council to help provide leads and content to help achieve that goal.

7. Public Comments

Mr. Hert acknowledged the recent passing of Mr. John Hyatt, President of the West Michigan Film Office.

8. Old Business

There were no items discussed under Old Business.

9. New Business

There were no items discussed under New Business.

10. Adjournment

There being no further business, there was a motion by Mr. Terry to adjourn the meeting, seconded by Mr. Winn; motion passed unanimously. The meeting adjourned at 2:03 p.m.