

Seattle Film Commission
Meeting Minutes
Monday, February 24, 2024, 9:30 AM – 11:30 AM



Seattle Film Commissioners: Beth Barrett, Laura Jean Cronin, Lowell Deo, Champ Ensminger, Tom Florino, Mark Freid, Michael Huang, Kat Ogden, Melissa Purcell, Anthony Tackett

Staffed By Office of Economic Development: Chris Swenson, Taylor Durand-Scaggs

Note: As always, these are "raw minutes notes" based on the discussion of the 09/25/2023 meeting and do not include every word spoken - not a literal transcript - merely a summary of ideas.

Call to Order

1. Roll Call
 - a. All Commissioners present
2. Land Acknowledgement
3. Public Comment

General Order of Business

- a. Review and approve December and January meeting minutes
- b. Review of past commitments and events
 - i. Career Day 2024 - February 9, 2024
 1. Stickers for the win!
 2. Budi – Managed an interactive booth with two AR and several computers, great experience
 3. Vendor booths
 - a. Booth configuration as a horseshoe didn't work well for student access; prefer backs to the windows and in a line next to each other
 - b. Need more advance communication with producers
 - c. Great interaction with youth overall
 4. Panels
 - a. IATSE/wardrobe was attended okay
 - b. Michael and agency had a fireside chat about full ecosystem of client/agency/creative; youth got excited and positive reaction from the emerging talent
 5. General
 - a. Conversations were best outside the "horseshoe"
 - b. Some people were connected by other commissioners' reference
 - c. Still a belief that filming in Seattle is hard (no examples, just heresay)

- d. A lot more post-production people that has been experienced; make sure there's a path for them
 - e. Feel this was a very positive experience for emerging talent
 - f. Would have been great to have a tangible item from each commissioner
 - g. Saw youth being emboldened to further her efforts in filmmaking
 - ii. SAMI film Festival @ Nordic Museum
 - 1. Report that the event was compelling
- c. Preview of upcoming commitments and events
 - i. Washington Filmworks Funder event - March 1, 2024
 - 1. WF has extended a +1 to all SFC
- d. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 - 1. Presented EWDC workplan
 - 2. Use AFCI as a portal to production and creative meetings
 - 3. Creative RFP includes DEI within grading criteria, though actual hiring can look different than the practice; consider how national companies outbid local companies for Seattle/Washington jobs
 - 4. Seattle Film Summit connected with Tom and Tom Skerritt to discuss getting PNW content on Amazon and other streaming services
 - ii. Policy (Mark Fried)
 - 1. Added green initiative to priorities
 - 2. Discussed considering advisory on safety training
 - 3. Will address survey results, would like to see a broader outreach in next iteration
 - iii. Marketing, Branding and Initiatives (Beth Barrett)
 - 1. Distributed budget draft with commissioners
 - a. AFCI membership
 - b. Travel for two commissioners to AFCI
 - c. Website
 - d. Promotional items
 - e. City will review
 - 2. Branding
 - a. Milli responded with several brand directions and next step of ecosystem for
 - b. City is reviewing and will provide feedback to Beth/MBIC, then to SFC in full for review
 - c. No longer has March AFCI deadline
 - 3. Marketing
 - a. Once branding is done, can move forward with all collateral
 - b. Reviewed swag examples collected by Beth at Sundance
 - c. Idea: Boardgame to choose paths in film industry, like the Game of Life; good physical tool to be part of physical collateral
- e. 2023 Year-End Report development

- i. Will be presenting to City Council recommendations, experiences, notes for progression to improve as a service to the community
- ii. Will connect with SMC to review what they've done in the past
- iii. Due per ordinance and bylaws by end of May
- iv. OED recommends using the committee priorities as pillars to build the doc
 - 1. Each committee chair distill priorities, deliver to SFC chair and cochair
 - 2. Final review by SFC
 - 3. Review by OED
 - 4. Design by SFC or OED budget, TBD
 - 5. Delivered to City Council/MO by SFC
- f. 2024 Workplan development
 - i. Start with a 1/3/5 year plan
 - ii. Succession planning needed to start now, OED will provide options for how to proceed
- g. Opportunities
 - i. Large event streaming
 - 1. Highly produced events like Bumbershoot and Teatro Zinzanni
 - 2. Budi recommends large community events liked Umojafest or Juneteenth
 - 3. Anthony recommends creating a portal for people to apply and Amazon to vet
 - 4. Amazon and Twitch are seeking recommendations and referrals
 - 5. Not intended for connecting smaller streaming companies/organizations
 - 6. Still early on in development, looking for recommendations

Office of Economic Development

- a. M5 (Mercer & 5th) building tours
 - i. Scheduled in March, dates TBD

Upcoming

- b. Retreat planning
 - i. Put together a date and time options for 4+ hour meeting
 - 1. OED will start conversation and date choices
 - 2. What can each commissioner bring to the commissioner
- c. Engagement with Film Leadership Council (FLC - Washington Filmworks) and Executive Film Advisory Board (E-FAB, King County)
 - i. Prefer get togethers separate from the full SFC meetings, which are packed with other things
 - 1. Roundtable, meet and greet
 - 2. Add an agenda of priorities between groups; consider presentations
 - 3. Propose hosting at HIS; OED will inquire with KC
- d. OED Green Industry - Presentation and discussion of green filmmaking

- i. Chris will connect with OED's green economy leader for presentation at March SFC meeting
- e. Producers - Out of town and local producers experiences filming in Seattle
 - i. FTF did a series of interviews with producers who did/did not work in Seattle; challenges and successes were collected
 - ii. Would like to learn why productions choose Spokane over Seattle
 - iii. Understand the difference between commercial and corporate work vs narrative work, and why each choose to go where
- f. Establishing SFC culture to set tone for current commissioners and build foundation for future iterations of the commission, to have a working culture and give space to good will and good faith
- g. Chair will post action items in Slack; "reply in thread"

Adjourn