

Seattle Film Commission
Meeting Minutes
Monday, March 25, 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 03/25/24 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 members present
2. Land Acknowledgement
3. Public Comment
 - a. None

General Order of Business

- b. Review and approve previous meeting minutes - TABLED
- c. Review of past commitments and events
 - i. Washington Filmworks "Gold Star Awards" & "Film Day in Olympia" events
 1. Gold Star – Great to see technical ability of Vossler; welcoming; great crowd; great event
 2. Film Day – Anthony and Champ were there as part of the ATL cohort; film day went well; Lowell there in a superhero costume; met legislators on last day of session, great to meet legislators and their staff; great posters and other things that showcased movies shot in WA; discussed \$15M-\$30M future increase planning
 3. Washington Filmworks Above the Line program (Champ) – Organized by WF, speakers and mentors, finding community in cohort for emerging filmmakers; filmmakers become eligible for industry mentorship to incubate next project; potential Spokane studio tour planned
 - ii. M5 Creative building tour – March 22, 2024
 1. Exciting space, lots of opportunity, can start getting productions in there immediately

2. Exciting opportunity for film production, office space, workshops, student visits, community meetings
3. ~40K sf of office and production room space
- d. Preview of upcoming commitments and events
 - i. SFC Chairs & Council President meeting – March 29, 2024
 1. Chair asks commissioners to share all background hours spent on commission
 2. Discussing SFC budget, priority recommendations, and AFCI trip
 - ii. SFC Retreat – April 2024
 1. Priorities – Takeaways are beginnings of discussions/presentations/what we want to talk about in 2024 year
 2. Recommendation combining two 90 minute sessions to cover the priorities, split them before and after the lunch
 3. Recommend re-sharing committee priorities with full commission in advance
 4. Recommend starting with administration then go into priorities
 5. Recommend hosting at M5 building
 6. Dates – OED will send doodle poll for dates in late April
 - iii. SFC & OED City Council Committee presentation – April 2024
 - iv. AFCI – August 25-28, 2024
 1. Being the voice for Seattle film is important, how we are communicating about the City is important; partner with Washington Filmworks, discuss KC and HIS
 2. Emerging/re-emerging locations panel with Washington Filmworks and City rep
 3. Roundtables and one-on-ones with studios
 4. Tabling at event: Need to identify how WF and SFC share, include assets like HIS and Spokane
- e. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 1. Priority docs
 - a. Vision and mission in a good place
 - b. How to focus work
 - c. Convening corporate leads panel to discuss resources and talent in region; good first discussion, will continue building plan
 - d. Need to explore what productions need, important for leadership to understand the benefits of the impacts of production
 - e. Understand how we compete in the state and in the region; AFCI will help crystalize how that will work
 - ii. Policy (Mark Freid)
 1. Added initiatives to consider

- a. Green filmmaking: How to make Seattle recognizable as a leader, ensuring equity and affordability; bring current green leads into committee setting
 - b. Safety: Training and certification in other cities, not all productions are adhering to general safety regulations (OSHA, State); identify any City programs; more than that, develop a norm for safety across all productions
 - c. Local products filming outside of Seattle: Sound Transit filmed commercial in Portland; why is this happening? Recommend WF and City encourage them to film here; meet with MO and electeds to discuss priorities; encourage SFC to join conversation in Slack; recommend creating a survey for productions to say why/why not filming here
- iii. Marketing, Branding and Initiatives (Beth Barrett)
 - 1. Delivered budget to OED
 - 2. Logo work continuing; next round in mid April; SFC will have a week to review; needs to align with City which will review week of 4/15; final review and approval at April SFC meeting
- f. SFC Culture Guidelines
 - i. Reviewed draft, noted inclusion update recommendation
 - ii. Beth noted these guidelines are being adapted into a film festival group SIFF is a part of
 - iii. Recommended to not formalize them in bylaws, but keep them evergreen as an evolving process of guidelines
 - iv. Use them as a living document to use for meetings and other activities
- g. SFC 2024 budget
 - i. Tabled

Office of Economic Development

- h. M5 Creative priorities review
 - i. Discussed high level film production and creative production at the building
 - ii. Key is connecting with State production incentive programs; also productions filming in HIS
- i. SFC appointment/reappointment process
 - i. Presented reappointment option
 - ii. Presented applicant and selection process
 - iii. Questions and thoughts:
 - 1. Can we make a 1/3rd roll off each year, changing each term to two years?

2. Want to make space for others who are interested, but also feel I can do more on the commission myself out of qualifications and merit; need feedback on how I've been doing
3. Feels like we're just getting started, would like to continue, but let others have opportunity; need to ensure commission has consistency but also has opportunity for others
4. Recommend reopening and not revisiting the past list; need to open it to the public
5. Recommend informing past applicants that it's reopen and we can use their submitted info if they want to be considered
6. Request feedback from OED on how they're doing
7. Believe that one year is too short
8. Can legislation be changed for reappointments to be two years each
9. SFC recommends that all current one year appointments choose to be reappointed

Presentations

- j. OED Green Industries – Vincent Valentino, OED Green Economy Manager
 - i. Scope of work is Green Energy and Green Economy advocacy and programs for City of Seattle
 - ii. Part of role is to make sure Seattle and region are taking full advantage of green/clean energy opportunities
 - iii. Over \$1B of federal funding coming to WA for fusion and green energy endeavors
 - iv. Focus on workforce development, economic development
 - v. Film focus
 1. Waste reduction
 - a. Reuse Seattle, reusable cups and service wear, construction waste reduction programs
 2. Sustainable food sourcing
 - a. WMBE and locally sourced option
 - b. Connection with OED small business team and priorities
 3. Clean energy
 - a. Diesel generator reduction
 - b. BC program rolled out in 2022
 - c. Converting to equipment like ion batteries, larger equipment
 4. Seattle's inherent value in equity and green economy
 - a. Highlighting and educating how it's more green than other locations
 - b. Understand and align with programs already taking place
 - vi. Commissioner questions

1. Request collateral to be able for SFC to share digitally and with hand-outs; OED will have this by end of May
2. Anything Seattle has that BC doesn't? Not a lot that may transfer to filmmaking; Seattle has 90% pollution-free energy; Vin will research
3. Are there workforce and finance opportunities from Seattle? Financing in first year will be clean energy retrofits and housing
4. Pointing out no brown people in the green city slide; threw off the presentation, recommend changing this
5. Any other partner cities? Working more with PDX, who are scaling up their green economy programs; have been on early calls with PDX and BC; all three collectively are leading the way in green economy strategies; would like to understand what's happening in Spokane

Upcoming

- k. Engagement with Film Leadership Council (FLC - Washington Filmworks) and Executive Film Advisory Board (E-FAB, King County)
- l. Producers - Out of town and local producers' experiences filming in Seattle

Adjourn