

Seattle Film Commission
Meeting Minutes
Monday, April 22, 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 04/22/24 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

1. Review and approve previous meeting minutes – Tabled
2. Review of past commitments and events
 - a. SFC Retreat – April 19, 2024
 - i. OED thanks commissioners
 - ii. Kat: Excited about the use of M5, and the work OED has done to provide things like that
 - iii. Mark: Nice to have room to have longer conversations about things/issues
 - iv. Lowell: Great to get to know everyone better, ice breakers were great
 - v. Anthony: loved spending time with everyone
 - vi. Michael: post-mortem reflection was great looking at the inaugural year, nice to hear everyone's thoughts on moving forward
 - vii. Budi: Thank you for allowing the space to ask questions and express ideas; liked the structure without the rigid structure
 - viii. Laura: Thought icebreakers were really well chosen
 - ix. Champ: Liked use of building at its start up phase, seeing how to get there is good; bus was easy, little bit of a walk from CPA/KEXP Metro stop
 - x. Melissa: Thought icebreakers were excellent and well chosen; made it feel like we were getting closer, feel like its a much tighter group now
3. Preview of upcoming commitments and events

- a. NFFTY – April 24-26, 2024
 - b. SFC & OED City Council Committee presentation – May 9, 2024
 - c. SIFF Opening Night – May 9, 2024
 - d. AFCl – August 25-28, 2024
 - e. The Summit – September 6-8, 2024
4. Committee and workgroup updates
- a. Economic and Workforce Development (Tom Florino)
 - i. Appreciate info about recent Christmas shoot, starting conversations about local screenings, look into connecting partners @ Culver about telling hiring/vendors/impact stories; maybe show during SIFF holiday screening?
 - ii. Touring HIS with culver partners this week
 - iii. Will have a doc on mission/vision and goals for 2024
 - iv. Important to celebrate productions we do have, large and small
 - b. Policy (Mark Fried)
 - i. Invited local crew to give background, advice on green filmmaking in Seattle, was very informative
 - ii. Asking Vin to come back at future meeting to discuss green filmmaking
 - iii. Want to create a safety awareness plan centered by SFC and its recommendations; next meeting bringing in locals to discuss safety discussion; IATSE offers a safety rep; OED recommends DGA rep (1st AD); Kat recommends producers; Melissa recommends anti-harassment information; Mark recommends L&I
 - c. Marketing, Branding and Initiatives (Beth Barrett)
 - i. Delivered two option recommendations to OED
 - ii. Beth will send full deck and recommendations via email to Commissioners; asking for response by Friday 4/25
 - iii. Need to have decision on what branding elements are needed including public engagement, will have this for next Marketing agenda (full time)

Office of Economic Development

- 5. SPU reuse Seattle
 - a. Sheryl Anayas discusses reuse program
 - i. 10 special events, zoo tunes, venues, four theaters
 - ii. Beginning food service (utensils, plates) program soon
 - iii. Mark asks about ability to get program into on-set work
- 6. M5 Creative building update
 - a. Budi recommends photo-tizing it for a virtual tour
 - b. Recommendations
 - i. Host a film competition, like fly film or 48HFP?

- ii. Recommendations:
- iii. Wm Grose Ctr, Langston youth groups, African Diaspora group, Mike Astel (HIS group)
- c. Questions
 - i. Any plans for cleaning up the space with
 - ii. When can we talk about it and share it generally?
 - iii. Question about rates
 - iv. OED will share request for tour inquiries
- 7. SFC Priorities & Budget review update
 - a. AFCI
 - i. Training: Need at least one commissioner trained, good to have them attend and give feedback to full SFC; AFCI may recommend State is the actual representer and not SFC
 - ii. Recommend keeping travel for two commissioners to event
 - iii. Recommend one commissioner to be trained
 - b. Next steps: Share curriculum of AFCI in order for SFC to review what the budget adjustments should be; Marketing committee makes recommendations in Committee meeting

Presentations

- 8. Film Permit Fee Reform “Master Film Permit Fees” summary and final report – A/V Consulting (Alma Villegas)
 - a. Questions
 - i. Is there anything in what we shared today that is validating your current work?
 - ii. What are you already doing that’s in alignment with these recommendations.
 - iii. What should be the next steps?
 - b. Comments
 - i. Urban vs rural, where does Seattle fit in the overall mission of WA attracting productions; need from urban side is important to distinguish, requires more support in general and specifically as reported in this setting – how do we get filmmakers themselves into filmmaking opportunities
 - ii. Very helpful related to SFC sharing back with community, industry, which is a priority soon for SFC
 - iii. Question about distinction of security requirement – Feedback was related to presence of SPD; lack of clarity on why they’re needed, or what is needed; headline really is lack of trust or familiarity with SPD
 - iv. Impact of fee raising: Need to invest in updates to program before raising fees
 - v. Key to understand to focus on quality vs quantity
 - vi. Very important information to bring to all work of SFC

- c. Next steps:
 - i. Give SFC more time to review
 - ii. SFC discuss in committees
 - iii. SFC makes statement that can be included in final report

Upcoming - Tabled

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

Adjourn