



Seattle Film Commission

Meeting Minutes

Monday, May 28, 2024, 9:30 AM – 11:30 AM

City Hall, Boards & Commissions Room

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

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

Members of the public may attend virtually or in person. In-Person Public Comment: Register to speak on the Public Comment sign-up sheet located inside Boards and Commissions Room. Speakers must be registered in order to be recognized by the Chair. Submit written comments to Seattle Film Commission: SeattleFilmCommission@Seattle.gov

AGENDA

1. Call to order
 - a. Absent: Kat Ogden, Anthony Tackett, Melissa Purcell
 - b. Quorum achieved
2. Roll Call
3. Land Acknowledgement
4. Public Comment
5. General Order of Business
 - a. Review and approve previous meeting minutes
 - i. Unanimous vote to approve previous meeting minutes digitally
 - b. Review of past commitments and events
 - i. SIFF events
 1. Beth: Very successful, people came out in
 2. Laura: On jury for shorts program, great package of shorts
 3. Champ: Attended shorts screening
 4. OED: 18th year for Mayor's Film Award, presented to Donna James, wonderful fit for SIFFTY (SIFF 50th Anniversary)
 - ii. City Council Committee Commissioner reappointment and one year update – May 23, 2024
 1. Lowell: Attended virtually, Kat did a great job
 2. Committee voted approval for all reappointments
 3. Full City Council vote on 6/4/24
 - c. Preview of upcoming commitments and events
 - i. City of Seattle, King County, Washington Filmworks "Town Hall" - June 2024
 1. Opportunity presented by OED for coordinated three-agency town hall to communicate with and hear from film crew and businesses on state of production, and agency efforts to attract film production
 2. Mark: Crew wants to know what WF is doing to attract business, not just make us attractive, but what they're doing
 3. Budi: Also invite bigger corporations? Ones who have means for bringing productions to Seattle?
 4. Champ: Offer a survey or feedback loop for folks working and can't make it
 - ii. The Mixer – June 27, 2024



1. Restarting in June after 18+ month pause; details to come in presentation
- iii. AFCI – August 25-28, 2024
 1. Tom presented calendar with draft program
 2. Will work with OED to continue to develop panels and events for City/SFC/WF
- iv. The Summit – September 6-8, 2024
 1. Will connect with Ben Andrews on film-related plans and SFC opportunities
- d. Committee and workgroup updates
 - i. Economic and Workforce Development (Tom Florino)
 1. Recapped HIS visit with Melissa; great to see the facility, location is good, work to be done on the facility itself; have seen a lot worse examples of adaptive re-use of buildings, lots of great opportunity there including the school-style building that may come online; don't believe it's show-ready for production executives to visit, not in a state to invite folks to come and see; recommended branding on the building; like that it's located in an industrial area, it shows that film is an industry; gave great feedback for showcasing specs and previous productions online, understanding parking facilities and capacity
 - a. Lowell: Encouraged that HIS is still a work in progress and not finished
 2. Discussed AFCI panels
 3. Discussed things to bring to the Executive Committee – “Film Local” to hire and buy local to remind people to film local, could be a campaign to cut across all SFC committees and city/county/state programs
 - ii. Policy (Mark Fried)
 1. Safety discussion with Eugene Mazzola and Melissa Purcell
 2. Early education is key, producer is responsible for safe workplace
 3. Curious about getting safety data in film industry
 4. Eugene shared that Seattle has a very good safety record with few significant issues or events over the years
 5. Would like to explore SFC or City “Safe in Seattle” initiatives and branding
 - iii. Marketing, Branding and Initiatives (Beth Barrett)
 1. Presented final logo versions
 2. Planning for overall development of collateral
 - a. Plan to have a full brand guidelines concept this week
 - b. Looking to produce some quick-turnaround swag (stickers, visors, etc.)
 - c. Now can be proactive instead of reactive in conversations; looking forward to understanding any restrictions on website and other collateral to get the word out
 3. Big moment to come out with branding, need to be strategic about being big in the moment rather than being piecemeal
 - a. MXR timing might work well
 - b. Would like to get Kat, Melissa, Anthony up to speed on MXR and SFC branding
6. Office of Economic Development
 - a. M5 Creative building update
 - b. SFC Priorities & Budget review
7. Presentations
 - a. OED “MXRS” (the Mixer) relaunch and plan – Olivia Neal Howell, Tone Global
 - i. Inclusivity and BIPOC focused, “bringing City to neighborhoods” instead of vice versa



- ii. Establish model to spread to other cities
- iii. Questions and comments
 - 1. Budi: Excited that M5 is kick off event; what can live on at locations after the mixer? What about sizzle reels for subsequent MXR events?
 - 2. Lowell: Love how it connects with work, community, and creativity; love GET IN THE MIX
 - 3. Laura: Presentation of workshops is intriguing
 - a. Created as immersive interaction, demo and proof of concept, some neighborhoods/locations may lean more towards panels, some may have workshop element; intent is to drive innovation in the individuals
 - 4. Michael: Inclusion of Langston and others who do black film festivals on the film side of things; also encourage folks not “in the know” to get in
- 8. Upcoming
 - a. Town Hall with Washington Filmworks, King County Creative, City of Seattle – Proposal
 - i. Place to introduce the idea of a Film Local campaign
 - b. Engagement with Film Leadership Council (FLC - Washington Filmworks) and Executive Film Advisory Board (E-FAB, King County)
 - i. SFC interested in connecting with County and State advisory groups
 - ii. A separate meeting outside of SFC monthly meeting would be best
 - iii. Priority outcomes
 - 1. Establish relationships, foster alignment
 - 2. Discuss each group’s collective efforts to advise on policy to attract and retain film production in WA
 - iv. Recommended setting
 - 1. Model after SFC/SMC social with space, food, presentation, introduction by film office reps
 - 2. Location: In Seattle, perhaps M5, Atomic, or other working space?
 - c. Producers - Out of town and local producers experiences filming in Seattle
 - i. OED redeveloping post-permit survey
 - ii. Bring folks in to MXR settings on future events
 - d. Moving monthly meeting dates
 - i. Executive Committee open to ideas about moving monthly meetings
 - ii. Mondays are tougher for folks
 - iii. Tuesdays and Thursdays are okay
 - iv. Afternoons are better
 - v. OED will send poll with options
- 9. Adjourn