

Seattle Film Commission
Meeting Minutes
Monday, July 24, 2023, 9:30am to 11:30am



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: Taylor Durand-Scaggs, Hamdi Hassan

Note: These are "raw minutes notes" based on the discussion of the 7/24/23 meeting, do not include every word spoken, and are not a literal transcript.

Meeting Called to Order at 9:30am by Chair Kat Ogden

General Order of Business

- I. Land Acknowledgement
- II. Roll Call
- III. Public Comment
 - A. A SAG-AFTRA rep commented during the "Media Request" portion to say they were not affiliated / nor did they endorse the message of the writer of the Stranger editorial
- IV. General Order of business
 - A. Budi Mulyo, Position #11 on Seattle Film Commission, is introduced
 - B. Administration
 - 1. Review and approval of 6/28/23 meeting minutes - Unanimous vote to approve
 - 2. Reminder of upcoming commitments
 - a. Discussion: 2023 City of Seattle Creative Industries Career Day engagement and surveys, info to come
 - b. Discussion: Seattle Film Commission hosting Mixer at The Summit, Saturday, September 9, info to come
- V. Committee Updates
 - A. Economic and Workforce Development Committee, Chairman Tom Florino
 - 1. Meetings will convene this week after members return from travels.
 - B. Policy Committee, Chairman Mark Fried
 - 1. Discussion:
 - a. Mark Freid inquired about the committee's understanding of policy and its significance within the film commission
 - b. Committee members actively engaged in sharing their thoughts and discuss their viewpoints on policy. The film guide was presented as example of policy which will be updated and adopted as a framework for the commission. Another example of policy being used as a problem-solving tool is highlighted.
 - c. The importance of access and diversity is emphasized during the discussion. It was recognized that the foundation year plays a key role in establishing the necessary structure to guide future endeavors. The committee also emphasized the importance of fostering partnerships

rather than creating obstacles. The focus the is on identifying pinch points, reducing barriers to entry, and increasing access to opportunities. Leveraging partnerships was acknowledged as a key strategy to achieve these goals.

C. Marketing and Branding Initiatives Committee, Chairwoman Beth Barrett

1. Discussion:

a. The committee is exploring how to effectively to portray the Seattle's film industry, the committee is brainstorming ways to approach this as a marketing strategy while emphasizing inclusivity, the committee aims to prioritize the stories of marginalized individuals. While considering the competition with other states, the committee brainstorms ways to promote Seattle as a preferred filming destination and ways to generate excitement among the Seattle community. While acknowledging the requirements for successful marketing, the committee identified the need for additional resources and the examination of key parameters. The establishment of transparency is essential to achieve the desired objectives.

VI. Media Request

- A. Members are aware of the media request on slack
- B. Discussion on SAG strike effect on Seattle. WGA Strike is also discussed as well. A member has asked the film commission on their thoughts on possibly discussing the strikes effect on Seattle. Committee is considering but tabled the discussion until labor representative Melissa Purcell is present

VII. Summary and next steps

- A. Next meeting agenda will be shared on Slack
- B. Committee will set internal deadlines

VIII. Adjourn

- A. Motion to adjourn
- B. Unanimous vote approval
- C. Meeting ends