



**Seattle Film Commission**

**Meeting Minutes**

**Monday, September 23, 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](mailto:SeattleFilmCommission@Seattle.gov)*

**AGENDA**

1. Call to order
2. Roll Call
3. Land Acknowledgement
4. Public Comment
5. General Order of Business
  - a. Review and approve previous meeting minutes
    - i. Vote, approved
  - b. Review of past commitments and events
    - i. MXR:SEA – August
      1. Chris presents on MXR at Pioneer Square Mall
    - ii. The Summit – September 6-8, 2024
      1. Champ presents on participation at event
    - iii. NWFF Local Sightings Industry Mixer – September 20, 2024
      1. Kat, Champ, Chris present on participation at event
    - iv. SIFF Gala – September 20, 2024
      1. Budi, Melissa, Lowell, Kat attended; met many filmmakers and SIFF funders; great networking event, congratulations to Beth on a successful fundraiser
    - v. Port Townsend Film Festival – September 20, 2024
      1. Anthony – Attended, vibrant but not a lot of people knew about it, not many knew about the incentive program, got info about national periodicals and places to advertise WA, recommend being more present at all events, recommend being at national festivals as well to spread awareness of filming in Seattle and WA
  - c. Preview of upcoming commitments and events
    - i. FCT Cultivating Culture of Safety – September 23, 2024
    - ii. MXR:SEA – September 26, 2024
    - iii. Seattle Queer Festival – October 11-13, 2024
    - iv. Tasveer – October 15-16, 2024
      1. SFC booth opportunity
      2. State/County/City presentation possibility
  - d. Industry and community engagement
    - i. Small Talk @ M5 series
      1. Budi – Add tech as a discussion focus



2. Kat – PA classes/Nuge as a presenter
  3. Budi – Sustainability in filmmaking
  4. Lowell – Seattle Channel is broader in cultural programming, would be a good connection
  5. Melissa – Would be good to learn about other groups starting to have similar community conversation
  6. Laura – Avoid large, broad conversations like “camera” or “lighting”, have smaller more focused subjects
  7. Mark – Monthly for 11 commissioners, then year-end report from OED
  8. OED to send requests to Commissioners for content
6. Committee and workgroup updates
- i. Economic and Workforce Development (Tom Florino)
    1. AFCI
      - a. Tom - Very successful week at AFCI, able to secure a sponsorship for event, dues covered for 2024-2025, incredibly important to partner with Washington Filmworks understanding that Seattle is the epicenter of WA production; execs not surprised
      - b. Michael – Learned that SFC is very unique, most were there as “Amy” film commissioner representation, lots of folks knew about M5 and HIS, great questions and reactions, good connections with BC and Montana, potential exchange between Seattle and BC, clear lot of interest in general, quality and density at Amazon mixer, good conversations with HBO and other execs; important to have clear information about what WA and SFC and City do and can do
      - c. Anthony – Recommend newsletter follow up
    - ii. Policy (Mark Fried)
      1. LMGI is a good resource for advertising
      2. Recap of winning LMGI award, won by a landslide, great showcase for City and State
    - iii. Marketing, Branding and Initiatives (Beth Barrett)
      1. External messaging important to development
      2. Business cards and getting folks back to SFC website and info
  - b. General
    - i. Congratulations to Anthony for graduating with Masters in Producing
    - ii. SFC messaging and voice protocols; Quarterly newsletter
      1. Messaging protocols: Great conversations about purpose of SFC, when to show up publicly or add our voice to media, speaking on panels representing SFC vs personal work, will work on development and bring back to SFC
      2. Newsletter: Came up from Anthony’s discussion about communicating with various communities; feel it’s best to have something come into people’s email inbox instead of relying on socials; Kat offers to write updates; Michael supports, understanding everyone’s connection with communities varies, very important to understand things can come back on a personal level
    - iii. Meeting cadence and priority advisory look-ahead
      1. OED will send meeting information via email
    - iv. SFC Budget
      1. Building budget for monthly small talks and semi-annual Town Halls
        - a. Drafted budget for monthly small talks and semi-annual town halls
      2. Bylaw amendment



- a. Will review language in Slack/email
3. Appointing a treasurer
  - a. Beth volunteers to be SFC treasurer
4. Keeping film production local, recommend SFC draft overarching letter with best practices to do so, links to information on City, County, State websites
7. Office of Economic Development
  - a. SFC priorities review
8. Presentation
  - a. AFCI and LMGI reports
    - i. Presented in Committee reports
9. Upcoming
  - a. Seattle Entertainment Experience – Randy Lafollette (October)
  - b. Executive Film Advisory Board (KC)
10. Adjourn