



**Seattle Film Commission**

**Meeting Minutes – Monday, October 28, 2024, 10:00AM – 12:00PM**

Virtual Meeting

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

Commissioners absent: Michael Huang, Tom Florino

Staffed by Office of Economic Development: Chris Swenson

*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
  - a. None
5. General Order of Business
  - a. Review and approve previous meeting minutes
    - i. Voted to approve
  - b. Review of past commitments and events
    - ii. Tasveer Film Market and Festival– October 15-16, 2024
      1. Champ – Attended the Film Market keynote panel, heard info previously presented by film offices. Great to see engaged filmmakers. Also attended the opening night gala and movie, scale of filmmaker investments
      2. Chris – Self, Amy Lillard, Kate Becker presented at the Film Market keynote panel on filming in Seattle and Washington. Moderated by Anterpreet Bains with Tasveer, introduced by AFCI Board Chair / BC Film Commissioner Marnie Gee. Film studio executives and over 100 south Asian filmmakers present
    - iii. MXR:SEA – October 24, 2024
      1. Chris gives recap of event at Black & Tan Hall.
  - c. Preview of upcoming commitments and events
    - ii. Washington Filmworks Annual Industry Update – November 7, 2024
      1. Hosted in-person in Seattle and Spokane, plus virtually, recommended Commissioners attend
    - iii. MXR:SEA (Capitol Hill) – November 22, 2024
      1. Year-end edition, SFC participation requested, tabling likely, will send info separately
    - iv. Freelancers Union monthly meeting – November 12, 2024
      1. Non-profit based in NYC supporting freelancers of all sectors
      2. Not an official union or affiliated with a union, just using that moniker
      3. Meredith Ruff with City Office of Labor Standards participating, highlighting pre-work disclosure and independent contractor protections



4. Collective Chemistry co-working space in Ballard will host the event
  5. Free for independent contractors; Champ pitching attendance to post-production sector
  6. Will send Eventbrite link to commissioners
- d. Industry and community engagement
- i. Small Talk @ M5 series
    1. Consider series name change
      - a. Small Talk indicates low level conversations;
      - b. Marketing interested in a fun name change:
        - i. Behind the Scenes
          1. Could do BTS/SFC logo which would be fun
        - ii. Inside Scoop
          1. Gives the inside scoop on how something happens
          2. Indicates we can go deep into issues so folks go into things deeper
        - iii. Melissa, Laura Jean, Lowell each support Inside Scoop as new name
      2. November 21 "Filming on Location" kick off (Mark Freid)
      3. December "On Screen" (Lowell)
      4. Schedule:
        - a. Nov 20 – Filming on Location (Mark)
        - b. Dec 18 – On-Screen (Lowell)
        - c. March 2025 – Festival behind the scenes (Beth)
        - d. OED will re-send request for all Commissioners to give input on their sector
  - e. Committee and workgroup updates
    - i. Economic and Workforce Development (Tom Florino)
      1. Tom absent, no update
    - ii. Policy (Mark Fried)
      1. Plan for filming impacts during FIFA World Cup
        - a. Plan for engagement with film production opportunities in 2025 and 2026
        - b. Also explore opportunities to connect Visit Seattle with local crew and production companies
      2. Anthony re broadcast:
        - a. Not all jobs are Local 793, different companies require different unions
        - b. PPI and PPC recruiters look for crew, more of a private recruitment process
        - c. Recommend it be part of the conversation with LOC re FIFA 2025 and 2026
    - iii. Marketing, Branding and Initiatives (Beth Barrett)
      1. Renaming talk series (addressed above)
      2. Branding materials update
        - a. Presentations:
          - i. Know your place on 11/4 and 11/7
          - ii. Sweetheart Deal in late Nov early Dec
          - iii. Seattle Film Society in late Nov early Dec
          - iv. Freelancer's Union Nov 12
          - v. Cine event sign up
        - b. Still looking for a chair for Branding Committee; Beth happy to stay on committee but needs to move from Chair position



- f. General
  - i. Seattle Music Commission annual meeting
    - 1. SMC offers hosting 11/20/24 @ Boards & Commissions
      - a. SFC recommends hosting at M5 in-person with virtual option
    - 2. Priorities: Meet new Music Commissioners, share commission updates, explore collaboration opportunities
    - 3. SMC and SFC chairs to connect to coordinate
  - ii. SFC Branding Material Update
    - 1. Have: Stickers, visors
    - 2. On order: Cards, stand-up sign, table wrap, No-Parking A-Frames, business cards
  - iii. Washington Filmworks and “Dead Deer High”
    - 1. \$1M production with majority spend in WA
    - 2. Laura Jean spoke with Amy
      - a. \$700K spend in WA, but applied for \$1M
      - b. Five days before shoot were notified their application was incomplete
      - c. Discrepancy was \$300K post-production unfunded budget noted in the application, money was not in the bank so it was a disqualifier
      - d. Good talk with Amy Lillard
      - e. Amy shared that this issue has never happened before
      - f. Amy agreed that it was unfortunate to deny a woman director local indie film production, but that her hands were tied because of WF Board direction on the matter
      - g. Boiled down to Amy sharing WF will change the wording on their application process to help with clarity
      - h. Discussed with Amy the idea of SFC being able to articulate the WF requirements if asked by community or filmmakers
    - 3. Lowell – Production loved their experience in WA and Seattle, unhappy with the incentive funding process; Laura Jean meeting with producer to share what happened per her conversation with Amy
    - 4. Anthony – Is this a problem with other regions? Melissa: WF prioritizes low budget productions, others go after bigger budget productions. Chris: Each incentive program is unique with complex requirements, recommend contacting Ken @ WF with any questions related to that
  - iv. Budi – Technology access information on Immersive Storytelling Lab
    - 1. Budi presents on equipment moving in to M5 building
      - a. LED wall, two motion suits, and camera
      - b. Use for low cost or free
      - c. \$100K grant, which would include stipends
      - d. Applied for \$45K City of Seattle IT funding
      - e. Initiative is to bring in underserved community youth to skill up
      - f. Want to do a 48 hour film project type event at M5 and other locations in the future
      - g. Trying to plug into the production side of Tasveer, Langston Hughes, Centro de la Raza
    - 2. Anthony – Connect regarding Langston and other community groups
    - 3. Champ, Laura Jean – Interested in learning more once scheduled



- v. SFC Budget
  - 1. Review bylaw amendment draft language: OED still building, not a lot of examples in City as most commissions do not have funding, Chris will connect with Beth to help source language
- vi. Cancel December SFC meeting (vote)
  - 1. Several commissioners including chair/vice chair will not be available
  - 2. Chair – considering the monthly frequency and high load of volunteer hours in December recommend canceling it
  - 3. Voted to cancel December meeting
- vii. Future meetings to be held at M5 creative, in person preferred
  - 1. Virtual option allowed; Commissioners can park for free in the attached M5 lot
- viii. Film Office website feedback
  - 1. Searched “Seattle Film Office” and was brought to OED Creative Economy page
  - 2. Calling it the Film “Program” is wrong, should be Film “Office”
  - 3. “Program” doesn’t seem to fit the function, very unclear on what that means, “Office” is better
    - a. As an outsider or industry rep it is confusing; is “Film Sector” with “Film Office” embedded make more sense?
    - b. Film Program indicates education or some other service, so one would be confused if I found this and it wasn’t there or got me to permitting/policy
    - c. OED should use Film INDUSTRY and not sector, it’s about the industry and the work (Laura Jean, Kat, Beth)
  - 4. CE page image feels very conferencey, not very industry related, recommend more of a film set or other actual people working (not attending something); recommend rotating images; needs to be more creative
- ix. Melissa
  - 1. IATSE 288 Business Agent term ends in Feb or March, will not run for reelection, will roll out of SFC Position 2 likely before term expires in April 2025
  - 2. OED will research Ordinance and Bylaws regarding ending a position early and nominating replacement Commissioner
- 6. Upcoming
  - a. Items to add for next Seattle Film Commission meeting
    - i. Discussion re: Seattle Film Office and SFC websites – November
    - ii. FIFA 2026 permit planning discussion – January or February
    - iii. Seattle Entertainment Experience – Randy Lafollette – January
  - b. Engagement and Executive Film Advisory Board (KC) in Q1 2025 – Tabled
- 7. Adjourn
  - a. Voted to adjourn