

MICHIGAN FILM OFFICE ADVISORY COUNCIL MINUTES

May 20th, 2021

Microsoft Teams Open Virtual Meeting

1. Call to Order/Welcome from the Chairman

The meeting of the Michigan Film Office Advisory Council (MFOAC) was called to order at 1:08 p.m. by Chairman Bill Ludwig. A quorum was present with the following Council members in attendance: Terry Terry, Dori DePree,, , Brian Winn, Andriy Pereklita, Timothy Peitryga, Niki Adams, Joe Voss, Michael Mittelstaedt, Skot Welch, and Selam Ghirmai. Members excused: Rick Hert, Dan Lemieux.

Mr. Ludwig welcomed everyone and thanked the council members for their attendance.

2. Adopt Agenda

There was a motion by Mr. Terry to approve the Agenda; seconded by Mr. Peitryga; motion passed unanimously.

3. Approval of Minutes from November 23, 2020 meeting

There was a motion by Mr. Voss to approve the minutes of the December 15, 2020 MFOAC meeting; seconded by Mr. Welch; motion passed unanimously.

4. Director's Report – Selam Ghirmai

- ❖ Ms. Ghirmai thanked the council members for their attendance at today's virtual meeting, noting the additional upcoming meetings as required by statute.

Appointment of MEDC CEO – Quentin L. Messer, Jr

- *May 18 announcement attached*

❖ **MFDMO to host 2nd Michigan Film Festival Forum (virtual)**

- Previous milestones in supporting the film festival community, beyond sponsorships, include:
 - September 2019 – MFDMO launched of first-ever MI Film Festival Forum, a live event at the Hell's Half Mile Film & Music Festival in Bay City, Michigan.
 - Soft launch of "MI Film Festival Tourism Initiative", which elevates and promotes film festivals as tourist destinations. This initiative was endorsed by Travel Michigan.
 - February 2020 - Travel Michigan invited MFDMO to present on "MI Film Festival Tourism Initiative" at the 2020 Pure Michigan Governor's Conference on Tourism in Grand Rapids.
- 2021 MI Film Festival Forum Event details: Wednesday, June 16, 2021 from 1-5pm on Zoom platform (invitation to be sent within next two weeks)
 - Invited attendees: film festival organizers throughout the state
 - Sessions include:
 - Navigating the challenges and opportunities prompted by the COVID-19 environment
 - Hearing from speakers regarding the state of the MFDMO, Michigan's local tourism industry as well data and insights drawn from national film festival organizer and attendee surveys
 - Ideas on how to collaborate with your local partners and community stakeholders

- Resources for the film festival industry
- Participation in a facilitated discussion with Michigan festival organizers about experiences over the past year

- Confirmed speakers at Forum
 - *MFDMO*
 - *Dave Lorenz, Vice President, [Travel Michigan \(Pure Michigan\)](#)*
 - *Lela Meadow-Conner, Executive Director, [Film Festival Alliance \(FFA\)](#) to provide overview of National Film Festival Industry and Audience Survey Results and lead a facilitated discussion amongst attendees.*
 - ◆ ***FFA's Film Festival Organizer & Audience Survey Results attached***
- *Michigan Council for Arts & Cultural Affairs ([MCACA](#)) will be presenting a workshop on resources administered by their office that film festival organizations may be eligible for.*

➤ MFDMO developing Film Festival Resource Guide for public distribution this summer.

❖ **Business to Government (B2G) opportunities for creative industries**

- How we can assist Michigan-based creative professionals and companies in broadening their customer base by providing media services to federal, state and local government?
- MFDMO in preliminary discussions with Michigan-based Procurement Technical Assistance Centers (PTACs) about how to do that for the following industries:
 - Videography
 - Graphic design
 - Photography
- MFDMO scheduling a meeting with PTAC within the next month to explore collaborative opportunities.

❖ **Presentations**

- [MI STEM Forward](#) internship program.
 - Presented by:
 - *Margaret McCammon, Portfolio Manager, Entrepreneurship & Innovation, MEDC*
 - *Bill Mayer, Vice President, Entrepreneurial Services, Ann Arbor Spark*
 - *Christina York, CEO & Founder, SpellBound*
 - Pre-recorded informational presentation for future reference
 - Facebook: <https://fb.watch/4U5xDd5ygt/>
 - LinkedIn: <https://www.linkedin.com/video/live/urn:li:ugcPost:6786024865204985856/>
 - YouTube: https://www.youtube.com/watch?v=AA_IiWHiH1w
- Real Fresh University Documentary Showcase & Competition by Freep Film Festival
 - Presented by: *Steve Byrne, Executive Director, Freep Film Festival*
 - *Flyer attached*

❖ **Future Advisory Council meeting dates**

- July 29 (virtual or in-person TBD)
- December 2 (virtual or in-person TBD)

5. Public Comments

There was no public audience present for this meeting, so no public comments were taken.

6. Old Business

There were no items discussed under Old Business.

7. New Business

In lieu of having no identified host venue for upcoming MFOAC meetings, Mr. Terry offered a venue in Old Town Lansing. No additional details were shared at this time.

Mr. Terry is seeking films to compliment a variety of live events (i.e. *Jazzfest*, *Blues Fest*) held annually in Old Town Lansing. Ms. Ghirmai requested additional information.

Mr. Pereklita brought up items concerning the MiFIA (Michigan Film Incentive Association) group. No additional comments were made and no follow up items were reported.

8. Adjournment

There being no further business, there was a motion by Mr. Pereklita to adjourn the meeting, seconded by Mr. Terry; motion passed unanimously. The meeting adjourned at 2:33 p.m.