



Advisory Board Meeting Minutes
Tuesday, August 17, 2010
Governor's Large Conference Room, State Capitol
Oklahoma City, Oklahoma

ADVISORY BOARD

Present

Lt. Governor Jari Askins
Byron Berline
Robyn Elliott
Margo Gray-Proctor
Kathy Henry
Chris Salyer
Max Weitzenhoffer

Absent

Steve Alter
Chad Burris
Lael Erickson
Jim Rodgers

STAFF

Patrick Chalfant
Claudia Conner
Yousef Kazemi
Abby Kurin
Julie Porter
Jill Simpson

Guests

Joe Wertz, *The Oklahoma Gazette*
Mike Fina

OPENING REMARKS

The meeting was called to order by Lt. Governor Jari Askins at 2:15 p.m. in compliance with the Open Meetings Act.

APPROVAL OF MINUTES

Chris Salyer moved and Kathy Henry seconded a motion to approve the minutes of the February 2, 2010 meeting. All voted in favor. Motion carried.

HIGHLIGHT OF RECENT FILM & MUSIC OFFICE ACTIVITIES

- Point of Information
 - OF&MO will be represented in Tulsa by Patrick Chalfant, Director of the Tulsa Film & Music Office. Patrick will work closely with Mayor Bartlett and other community leaders to ensure that the OF&MO has representation in Tulsa.
 - Robyn Elliott proposed the idea of instituting a film education course, an idea which OF&MO hopes to work with Elliott on in the future.
- Legislative Session 2010
 - The 2010 legislative session had been one of the most challenging for OF&MO. With the budget deficit, most tax programs had been up for review. The Oklahoma Film Enhancement Rebate Program is still intact and successfully operating. However, SB1590 placed a moratorium on the Rural Small Business Capitol Credit and the Small Business Capitol Credit which affected the film credits distributed by Indion Entertainment Group. This moratorium has jeopardized our film industry as many of our incoming productions relied on this credit to film in Oklahoma. Throughout the summer, OF&MO has been fighting to protect these films. In the last month, we have met with the Governor's Office, Indion Entertainment Group, and the Oklahoma Tax Commission to specifically discuss *Bringing Up Bobby's* qualification for the rural credit.
 - OF&MO will continue to focus on the 35-37% Oklahoma Film Enhancement Rebate Program. We will work with the Lt. Governor's Office and state leadership to see what we can accomplish during this challenging time. At this time with the rebate capped at \$5 million per fiscal year, OF&MO has a projected spend of \$7 million in rebate monies for FY11 with an overflow of \$2 million into FY12. These numbers alone are evidence that our program is successfully working.
 - SB1351 passed adding OF&MO to the Oklahoma Open Records Act. Along with other agencies including the Oklahoma Department of Commerce, and CareerTech which are now exempt, the Oklahoma Open Records Act provides for information falling under the categories of business plans, feasibility studies, financing proposals, marketing plans, financial statements or trade secrets to be kept confidential as required to promote the successful development of businesses in our state.
 - SR129 passed allowing the Oklahoma Music Hall of Fame (OMHOF) to raise awareness for the Oklahoma Music Trail (OMT). OF&MO is aiding OMHOF in this endeavor which seeks to create a trail on which landmarks are placed around the state highlighting historically significant music sites.
 - As we look forward to the 2011 legislative session, OF&MO hopes to approach state legislature with the proposal of collecting an administrative fee for direct impact as a result of the Oklahoma Film Enhancement Rebate Program. OF&MO believes this will be a way to lessen the burden of budget deficits as we are currently struggling with an operating budget down 15% from last year.
 - Questions from Kathy Henry and Margo Gray-Proctor led to a discussion on the challenges of OF&MO's rebate program. One of the struggles the

current guidelines present relates to media and press. OF&MO hopes to revise the guidelines and require film productions to issue a joint press release with OF&MO, which will be released 10 days prior to the start of production.

- The annual cap of \$5 million on the Oklahoma Film Enhancement Rebate Program presents one of the largest problems as it prevents Oklahoma from getting a larger volume of films and big-budget studio films. Despite the cap, we have realized that our niche is independent film, and it is propelling us to the forefront of the independent film community.
- Film Status Report
 - Production wrapped earlier this month on the feature film *Bringing Up Bobby*. This film is the directorial debut of actress Famke Janssen (*X-Men Trilogy*) and stars Milla Jovovich (*The Fifth Element, Zoolander*), Bill Pullman (*Independence Day, The Killer Inside Me*) and Marcia Cross (*Desperate Housewives*). OF&MO worked with Famke and the production team for nearly two years to ensure filming of the production in Oklahoma. The overall experience was one of which we can all be proud as the production left with good experiences and talks of bringing other projects to the state. The production also has plans to premiere the film in Oklahoma as soon as it is finished.
 - OF&MO is continuing to work with Hollywood director Nick Cassavettes on his independent feature, *Yellow*. For the last eight months, OF&MO has helped the production team on Cassavettes' passion project which hopes to premiere the project upon its completion at the deadCENTER Film Festival.
 - OF&MO has worked for nearly three years to secure an untitled production scheduled to begin filming in the northeast region of Oklahoma in late September. While OF&MO cannot disclose details surrounding the film, we can confirm that this project is an A-list production featuring a hugely successful cast and crew.
 - Chris Salyer noted that Oklahoma's growing film industry is being favorably received in independent film communities across the nation.
- Conference Involvement
 - OF&MO placed 2nd place in a worldwide advertising competition held at the 2010 Association of Film Commissioners International (AFCI) Locations Tradeshow. Though OF&MO could not attend the conference, we are extremely grateful to be awarded this prestigious honor.
 - Hosted by OF&MO, the 2010 Sax, Clogs, & Rock-n-Roll at South by Southwest (SXSW) was a great success. It was well-attended, and the Oklahoma bands loved performing at the event.
- Sponsorship Participation
 - OF&MO is seeking a larger presence at the 2011 South by Southwest (SXSW) Conference. We want to establish a larger event with the opportunity to host more bands. OF&MO is in the beginning stages of meeting with the Greater Oklahoma City Chamber to partner on an event with a shared space for four days. There would be a central location for promoting emerging Oklahoma interactive, film, and music companies, and talent. This idea has been chartered by the British Music Embassy who has had many successful years with an endeavor of this kind. OF&MO hopes to reach out to interested parties on a statewide level as

this would be a resourceful way to have a greater impact without a huge direct cost to one agency.

- OF&MO Website
 - OF&MO launched the new www.oklahomafilm.org in June. Working with OK.gov, Julie Porter has pioneered this endeavor which continues to positively change our methods of work operation. The Website hosts a variety of different features including an online film production database, locations guide, and crew registry.
 - Deputy Director Julie Porter addressed the hiatus of OF&MO's weekly e-newsletter, *This Week in Film & Music* (TWIFM), noting that TWIFM is undergoing a makeover and will now allow the opportunity to include pictures and logos.
 - OF&MO hopes to create a yearbook section of the Website which would showcase Oklahoma film industry professionals and offer individual stories on how these Oklahomans got their start and what they are doing now.

NEW BUSINESS

- Third-Party Reviews
 - OF&MO has been working with Amper, Politziner, & Mattia on a process to secure a company to provide training for CPAs for third-party reviews. OF&MO had hoped to have this happen in July 2010; however, the legislative session and incoming productions forced us to delay this. OF&MO is hoping to hold this training in October/November 2010. Revisions made to the Oklahoma Film Enhancement Rebate Program Guidelines will allow rebate claims to first be reviewed by third-party CPAs before being submitted to OF&MO. This will provide more objectivity and efficiency when handling rebate claims.

ADJORN

The meeting was adjourned at 3:05 p.m. with a motion by Max Weitzenhoffer and a second by Kathy Henry. All voted in favor. Motioned carried.