



Advisory Board Meeting Minutes

Tuesday, April 17th, 2012

Governor's Large Conference Room, Oklahoma State Capitol
Oklahoma City, Oklahoma

ADVISORY BOARD

Present

Lt. Gov. Todd Lamb
Denise Castelli
Robyn Elliott
Dave Hanon
Shane Jewell
Becky Love
Lance McDaniel

Absent

Senator Rick Brinkley
Ky Chaffin
Lisa Price
Dr. Jim Rodgers

Staff

Leslie Channell
Claudia Conner
Cynthia Cope
Yousef Kazemi
Abby Kurin
Jill Simpson

Guests

Keith Beall
Stuart Downey
Sean Patrick Eaton
Cody Inman
Karissa Pickett
Keshav Tyagi

OPENING REMARKS

The meeting was called to order by Lt. Gov. Todd Lamb at 9:45 a.m. in compliance with the Open Meetings Act.

APPROVAL OF MINUTES

Shane Jewell moved and Lance McDaniel seconded a motion to approve the minutes of the January 2012 meeting. All voted in favor. Motion carried.

HIGHLIGHT OF RECENT FILM & MUSIC OFFICE ACTIVITIES

- 2012 Legislative Session
 - Lt. Gov. Todd Lamb opened the meeting by thanking each of the Advisory Board members for their service. Jill Simpson agreed adding that each member has been a tremendous help in what has been a tumultuous legislative session.
 - At the time of the meeting, SB1345 which would repeal the Oklahoma Film Enhancement Rebate Program had died during session. The remaining bill of concern, SB1623, would reduce the film rebate from 35% to 17.5% as well as shorten the sunset date of the program by six months. The SB1623 title has been struck from the bill. Most titles are struck from the tax bills as everyone is seeking to get their measures passed. The fate of the Oklahoma Film Enhancement Rebate Program will most likely be decided during the last two week of session during conference committee. Lt. Gov. Lamb explained the process of why titles are struck from bills and how the conference committee process works.
 - Jill Simpson noted that the motion to reduce the rebate percentage from 35% to 17.5% as detailed in SB1623 would not change the amount of money available for the rebate; it would only limit the percentage each production could utilize. This percentage reduction, which doesn't reduce the collective \$5 million allocated to us by the State, would be detrimental to our film industry as it would prohibit us from remaining competitive in the incentives market when compared to other states. If SB 1623 passed, the measure would likely be a deal breaker in recruiting the production of *August: Osage County* to Oklahoma, which has the potential to be the biggest production to film in Oklahoma since *Twister*.
 - Denise Castelli asked what the Advisory Board could do to make sure the program remained unchanged. Jill turned this question to Sean Patrick Eaton, Co-chair of the group Save Oklahoma Film.
 - Sean Patrick Eaton explained how the Save Oklahoma Film Group came together as Oklahoma film industry members rallied to help save their livelihoods. While the bills are being channeled through both the Senate and House, the group has made a point of speaking with many Representatives and Senators. The group has emphasized how important it is to stay competitive in the film incentives race as

approximately 45 states now offer film incentives programs. Noting the windfall of business seen by states like Louisiana, New Mexico, and Georgia, Eaton stated that Oklahoma Representatives and Senators need to know that the Oklahoma Film Enhancement Rebate Program should not be seen as a handout, but as a means of enticing business and creating jobs. The money this program attracts is money that would not have come into our state otherwise. We are creating new businesses and new opportunities. Save Oklahoma Film has launched its own website as well as a Facebook page. Additionally, the group is in the process of filing as a 501(C)3 non-profit with the Motion Picture Association of Oklahoma.

- Jill Simpson applauded the efforts of Save Oklahoma Film. As a state agency, OF&MO cannot lobby at the State Capitol, so it's crucial that the film industry have their own voice. Jill has heard from OF&MO's Executive Staff that the efforts the group has made with personal visits to the State Capitol have made a difference in providing concrete evidence of jobs creation.
- There has been some confusion over the multiplier argument due to an editorial written by an OCU Law Professor that was published in the Journal Record last week. The editorial misinterpreted our data in multiple ways. The Oklahoma Film Enhancement Rebate Program has a direct impact of 3 to 1. This is without a multiplier, making it a direct return. OF&MO has to make sure the right facts are being heard by the public and state leaders.
- Film Status Report
 - OF&MO has received the script for *August: Osage County*, and it is fantastic. Meryl Streep and Julia Roberts are attached to the production. Shane Jewell asked what would happen to the production if Oklahoma lost the film rebate. Jill noted that at this time OF&MO was unaware of their alternative options. Denise Castelli asked if we could approach the Oklahoma City Chamber of Commerce for funding as was done previously when OF&MO was trying to recruit the entire production of *Thunderstruck* to Oklahoma City. Jill noted that the funding garnered through the Oklahoma City Chamber was private, and that this circumstance was unique because the NBA lockout prevented that particular production from using those funds at that time. Additionally, in comparison between both productions, the amounts of funding requested are largely different. Jill noted that OF&MO is proud that The Weinstein Company is even considering filming in Oklahoma as five years ago they wouldn't consider Oklahoma for a much smaller film. This is a testament to the growth and management of our program.
 - Lance McDaniel asked if the Osage Tribe was considered to be a possible second source of production funding. Jill noted that she met with them on the recent production scout, and was very impressed with the tribe and their sense of pride in Oklahoma.

- OF&MO met recently with producer Todd Kaufman who is interested in bringing a small movie to Oklahoma this summer. OF&MO still has six rebate applications pending approval; those productions will be pre-qualified first if they still intend to film in the state.
- OF&MO is currently processing the rebate claim for the production *Yellow*. This is the most substantial of the FY12 claims. OF&MO expects the remaining productions to submit their final claims within the coming months.
- Website Update – Music Guide
 - OF&MO will launch our brand-new online music guide at the 2012 Norman Music Festival. The festival will be an ideal opportunity to get musicians, vendors and more to register for the guide. Currently, the festival has over 600 musicians who have submitted to perform, and an e-blast with registration information for our guide will be distributed to them.
- SXSW 2012 & The Buffalo Lounge
 - The Buffalo Lounge at the 2012 South By Southwest Festival (SXSW) was a huge success. OF&MO helped privately raise nearly \$92,000 to cover the costs of The Buffalo Lounge which hosted eight events in four days. OF&MO is extremely grateful to board members Lance McDaniel (deadCENTER Film Festival) and Dave Hanon (Gray Hour) for their participation and support of the events in Austin, TX. The Buffalo Lounge hosted 42 Oklahoma bands. Additionally, OF&MO has received positive feedback from many of our sponsors, who through sponsorship and/or product placement at the event, have received new business from their contributions. Lance McDaniel added that the deadCENTER Film Festival had ten different festival applications directly related to the organization's involvement with The Buffalo Lounge. Additionally, deadCENTER was able to connect with representatives from the Norman Music Festival to collaborate on events at each other's respective festivals.
 - This year was the first time since 2005 that OF&MO had a presence at the tradeshow component of the festival, clocking over 200 hits on our expo tracking scanner. At this time, we are still waiting for more concrete audience numbers from SXSW officials.
 - Additionally, CNG Now, a sponsor of The Buffalo Lounge, took their energy efficient vehicle and rented a parking lot in downtown Austin. They parked the bus in the lot, paved the area with artificial grass, and surrounded the lot with a white picket fence. They provided music by Graham Colton, free food and prizes. This event was extremely well-attended and completely free to the public.
 - Jill Simpson noted that each Advisory Board Member received the 2012 Buffalo Lounge Sponsorship Booklet in their folders for today's meeting. Of note is the presence of many Tulsa based organizations which is a testament to the hard work of Abby Kurin. Abby noted that

she was proud to have Tulsa organizations involved, and that they were very eager to meet everyone involved and have a presence at SXSW.

- Lt. Gov. Todd Lamb asked how The Buffalo Lounge vetted new talent. Abby Kurin explained the process of how bands are selected for The Buffalo Lounge noting that the selection process first begins with bands applying directly to SXSW in hopes of being chosen as officially recognized SXSW showcase bands. Last year, SXSW had 60 Oklahoma bands apply; this year that number sky-rocketed to 130. This year we were given two official SXSW showcases in which twelve bands were programmed. After those twelve had been selected, bands were chosen from the remaining pool of applicants by a music committee whose members included representatives from Norman Music Festival, The SpyFM, and more.
- With the ACM@UCO joining us this year as a sponsor, The Buffalo Lounge was able to showcase 10 different student bands as well. Lance McDaniel noted that the ACM@UCO sponsorship was important and a testament to the growth of The Buffalo Lounge as last year ACM@UCO embarked on their own venture; however, this year chose to collaborate. Partnering in this way is great for all parties involved including OF&MO as it shows a united front, and in essence, continues to make The Buffalo Lounge at SXSW a one-stop-shop for the best Oklahoma has to offer.
- Denise Castelli noted that the Buffalo Lounge is a great vehicle for OF&MO in that it has drawn so much attention. Jill Simpson commented on its mass appeal to many different demographics.

NEW BUSINESS

- Jill Simpson noted that OF&MO will debut a brand new film advertisement in the 2012 Locations Magazine. The new ad, the first in a series inspired by The Far Side, will feature simple, eye-catching buffalos on the set of a film production trading famous Oklahoma quotes or film terminology. OF&MO has won previous awards amongst international competition for our advertising, and we hope to do so again.
- Lance McDaniel noted that preparations for the 2012 deadCENTER Film Festival were going great. The festival has had more Oklahoma features than ever, and will be showing six films which debuted at the Sundance Film Festival and 20 from South by Southwest. The Oklahoma-made film *Bringing Up Bobby* will also screen with director Famke Janssen present for a post-screening Q&A. The Chickasaw Nation, Devon, and Chesapeake have all come on as sponsors of the film festival. Jill Simpson added how inspired she was that so many companies have stepped forward to sponsor Oklahoma film and music

events, noting that Ford recently became a sponsor of the Oklahoma Tourism and Recreation Office of which our office is a division.

- Becky Love offered congratulations to the OF&MO Staff and everyone who has brought the community together and is doing their best to promote the Oklahoma film and music industries.

ADJORN

The meeting was adjourned at 10:24 a.m. with a motion by Lance McDaniel and a second by Shane Jewell. All voted in favor. Motioned carried.