



Advisory Board Meeting Minutes

Tuesday, January 10, 2012

Main Conference Room, Oklahoma Tourism & Recreation Department
Oklahoma City, Oklahoma

ADVISORY BOARD

Present

Denise Castelli
Robyn Elliott
Dave Hanon
Becky Love
Lance McDaniel
Lisa Price

Absent

Lt. Gov. Todd Lamb
Senator Rick Brinkley
Ky Chaffin
Shane Jewell
Dr. Jim Rodgers

Staff

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

Guests

Ashley Grinols Hindman
Jennifer Maynard
Karissa Pickett
Brooke Sander
Jack Sander

OPENING REMARKS

The meeting was called to order by Jill Simpson at 9:45 a.m. in compliance with the Open Meetings Act. Jill Simpson introduced those present to Leslie Channell, OF&MO's new Deputy Director.

APPROVAL OF MINUTES

Lisa Price moved and Lance McDaniel seconded a motion to approve the minutes of the November 2011 meeting. All voted in favor. Motion carried.

HIGHLIGHT OF RECENT FILM & MUSIC OFFICE ACTIVITIES

- 2012 Legislative Session
 - Over 40 tax credits have been recommended for elimination by the Legislative Task Force on Tax Credits and Economic Incentives including the Oklahoma Film Enhancement Rebate Program. Film is just one of the many tax credits on this overarching list including health care and education.
 - Deby Snodgrass, Director of the Oklahoma Tourism & Recreation Department, noted that it was the decision of the agency to pre-qualify the first applicant in the queue, *August Osage County* for FY13 funding despite the fact that the Oklahoma Film Enhancement Rebate Program has been targeted for elimination during legislative session. The decision to pre-qualify the film allows the state to not compromise the chance to recruit this A-list production. Legislative members often note that they never hear or see the type of films Oklahoma tends to attract. *August Osage County* already has Oscar-buzz surrounding the production. The production of this film in Oklahoma would show the legislative audience that Oklahoma can attract these types of projects. Deby believes *August Osage County* could be the best thing to happen for OF&MO during this detrimental time. This film production could enable OF&MO to educate legislative leaders and focus attention to the film industry. The fact that this film is in contention to film in Oklahoma proves how hard OF&MO has worked. It would be a shame to eliminate a program on the brink of reaping the harvest of such work.
 - In addition to *August Osage County*, Jill Simpson noted that OF&MO received six applications for the Oklahoma Film Enhancement Rebate Program by January 3, 2012 when the rebate queue was re-opened after a brief moratorium. *August Osage County* depleted all of FY13 funding and a portion of FY14. OF&MO has never had such a strong, initial response to available funding. Because *August Osage County* depleted funding for FY13, the remaining productions which applied had no rebate monies available. Naturally, this was a very difficult situation; however, the rebate queue is mandated by statute under which OF&MO has acted in accordance. Claudia Conner noted that OF&MO has never pre-qualified a production two years in advance.

- OF&MO hopes that these productions will shoot in Oklahoma after legislative session pending the status of the film incentive program.
- Deby remarked that one of the challenges of this year's legislative session is the switch in dates for the filing of new legislative candidates. New legislative candidates will now file in the middle of legislative session as opposed to the end. The situation becomes tense as legislators are afraid to author a bill or proposal that could cast them in a negative light.
 - Deby will continue efforts to preserve the Oklahoma Film Enhancement Program among constituents at the Capitol. Even so, Deby encouraged OF&MO Staff and Board Members to think creatively on how OF&MO can grow as an office with or without film incentives. Jill noted that OF&MO Staff has already had several discussions regarding the future of OF&MO and what direction is next for the agency. Lance McDaniel added that The Buffalo Lounge could be a way to continue marketing the film and music industries in an innovative way.
 - Denise Castelli asked if the proposal to end the Oklahoma Film Enhancement Rebate Program could be removed from the list of targeted tax credits. Deby noted that it could be removed; likewise, others could be added throughout session. Jill Simpson added that the Quality Jobs Act is not targeted for elimination as it has many supporters at the Capitol.
 - Deby Snodgrass noted that our focus during legislative session will be very reactive. The climate during this legislative session varies from day-to-day.
 - Lance McDaniel referenced the handouts which were proposed to be distributed at the Capitol during legislative session. Jill Simpson noted that the Oklahoma Today Film Issue which each OF&MO Advisory Board Member received in their packet for today's meeting would be distributed to representatives during session. The magazine, which features four Oklahoma theatres representing different quadrants of the state, will be customized with an inserted letter personally addressed to each legislative member from Jill highlighting the effectiveness of the Oklahoma Film Enhancement Rebate Program
- Film Status Report
 - Despite the lack of available funding in the FY12 Oklahoma Film Enhancement Rebate queue, *Thunderstruck*, the film starring Oklahoma City Thunder NBA Star Kevin Durant, is slated to film in Oklahoma City at the end of January. Two of the team's games will be shot live in addition to beauty shots of Oklahoma City and a day in the Chesapeake Energy Arena.
 - SXSW 2012 - The Buffalo Lounge
 - Abby Kurin presented the latest plans surrounding the presence of The Buffalo Lounge at the 2012 South by Southwest Conference &

Festival (SXSW). Some of the sponsors of the lounge as of the beginning of January include OF&MO, Greater Oklahoma City Chamber of Commerce, Oklahoma City Convention & Visitor's Bureau, OK Creativity, Oklahoma City Museum of Art, QuiBids, Chesapeake, Gray Hour, ACM@UCO, and Idefi Music.

- Jill Simpson noted the necessity of sponsors still needed to cover food costs. Abby added that we can bring a vendor outside of SXSW for our Buffalo Lounge activities.
- Lance McDaniel noted that Oklahoman David Johndrow of Johndrow Wines could be a potential sponsor for The Buffalo Lounge or future events. Johndrow sponsored several events at the 2012 Sundance Film Festival. Abby Kurin noted that SXSW has very specific beverage rules; however, this is a great contact to consider. Denise Castelli and Lance McDaniel both offered to help OF&MO make this connection. Lance McDaniel added that Texadelphia is owned by Oklahomans and could also be worth contacting for sponsorship; OF&MO has contacted them regarding this endeavor
- Becky Love suggested that a monetary donation may be more attainable for our purposes than a donation of food. Becky asked how The Buffalo Lounge could be marketed in that respect and to whom would it appeal. Lisa Price noted the interest of gas companies in such endeavors. Deby Snodgrass also suggested contacting banks. Abby Kurin mentioned that OF&MO has a meeting with Chase in regards to band stipends.

NEW BUSINESS

- Jill Simpson mentioned an idea expressed by Abby Kurin to create a Festival of Festivals. Abby expounded on her idea adding the need for a central hub to bring together all of the different Oklahoma festivals in a one-stop shop event giving audiences a small taste of events they can expect throughout the year. Cynthia Cope asked if this would be under the branding of The Buffalo Lounge to which Abby noted that it would be a separate event with perhaps a Buffalo Lounge component to it. Lisa Price suggested collaboration with the Oklahoma City Arts Festival to further this idea.
- Jill also noted OF&MO's desire to have an educational outreach across the state asking Lance to speak on his experiences with the deadCENTER Film Festival and the work they have done in this field. Lance remarked that deadCENTER has been to over 20 schools with a cumulative audience of over 500 young students. The deadCENTER education outreach has been particularly effective in schools where arts programs are missing. Through the educational workshops offered by the film festival, students are taught storytelling and more basic essentials to further the ideas in film and other creative mediums.
- Denise Castelli asked how available money for film production could be replaced in the event of the elimination of the Oklahoma Film

Enhancement Rebate Program. Jill Simpson answered that it would most likely come from public and private partnerships. OF&MO would have to think creatively in terms of what can be offered to film production in that event with examples including hotel discounts, office space, etc. Robyn Elliott expressed interest in the concept of building film friendly businesses. For example, if the film incentive were to be cut, the Chickasaw Nation could offer a rebate for filming on their lands

- Lisa Price asked if businesses would be interested in investing in a contest which would help young students learn how to produce a film and through investing in the contest likewise help fund their film. Denise added that kids could apply to these companies for a stipend because so many college students are forced to fund their own capstone productions. Lance agreed with these ideas, but felt as though the proposed contests should be open to high school students as well. Jill agreed noting that allowing high school submissions might open up filming to individuals who may have never had the opportunity to consider it. Deby noted that initiatives like these help sanction creativity, and can be a valuable tool especially in rural areas. At a recent Quartz Mountain Summer Arts Institute Meeting, Jill asked for a map from the organization showing the quadrants from which the applicants came. Sadly, most are concentrated in larger cities with lots of communities not being served.
- Lance McDaniel noted that through modern technology including mobile phone capabilities filmmaking is more tangible than ever. Denise noted that recently an Edmond Santa Fe student won a Nokia phone contest by filming a Denver Duncan music video entirely on the mobile device. Lance volunteered to pursue this contest idea more in-depth after SXSW during which interested parties may be able to collaborate
- Dave Hanon noted that mobilizing the industry would be beneficial to our cause; however at this time, is one of our state's greatest challenges. The Buffalo Lounge represents a model to showcase industries outside the state, and it should be part of the strategy. Jill Simpson agreed noting that we have all seen the benefits of having a group effort at SXSW. If the incentive is eliminated, a common voice must be found as we are a right-to-work state.

ADJORN

The meeting was adjourned at 11:22 a.m. with a motion by Lisa Price and a second by Denise Castelli. All voted in favor. Motioned carried.