



Advisory Board Meeting Minutes

Tuesday, November 13, 2012

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

ADVISORY BOARD

Present

Denise Castelli
Ky Chaffin
Dave Hanon
Shane Jewell
Becky Love McCubbin
Lance McDaniel
Lisa Price

Absent

Lt. Gov. Todd Lamb
Senator Rick Brinkley
Robyn Elliott
Dr. Jim Rodgers
Jill Simpson

Staff

Leslie Channell
Lindsey Flowers
Hannah Marchant
Yousef Kazemi

Guests

Emily Schmidt

OPENING REMARKS

The meeting was called to order by Leslie Channell at 9:31 a.m. in compliance with the Open Meetings Act. Leslie Channell noted the absence of OF&MO Director Jill Simpson and Lt. Governor Todd Lamb as both individuals along with other key lawmakers were in Pawhuska visiting the set of the film production, *August: Osage County*. The film's producers agreed to meet at the request of OF&MO to present

firsthand the benefits of the Oklahoma Film Enhancement Rebate Program. OF&MO hopes this unique opportunity will demonstrate the importance of extending the current sunset date of the program so that the state's film industry may continue to thrive on its current success.

APPROVAL OF MINUTES

Becky Love moved and Denise Castelli seconded a motion to approve the minutes of the July 2012 meeting. All voted in favor. Motion carried.

HIGHLIGHT OF RECENT FILM & MUSIC OFFICE ACTIVITIES

- **Staffing Changes**
 - OF&MO Deputy Director Leslie Channell introduced the Advisory Board to the office's newest employees, Hannah Marchant and Lindsey Flowers. Hannah has been named OF&MO's Administrative Assistant joining us as a recent graduate of Southern Nazarene University holding a Bachelor's Degree in Mass Communication & Graphic Design. Lindsey Flowers has been selected as OF&MO's Development Coordinator with previous experience in this position working for TEEM (The Education and Employment Ministry)
- **Film Status Report**
 - Leslie directed the attention of the Advisory Board to the articles regarding the economic impact of the film, *August: Osage County*, in the Bartlesville and Pawhuska communities. This type of media coverage helps identify ways in which the production of the film in Oklahoma impacts the surrounding communities in a way that the public may have not previously considered. Leslie also noted the informational sheet from Maria Swindell Gus of the Bartlesville Convention & Visitor's Bureau which was included in the board's meeting materials. The document provides a rough estimate of the preliminary economic impact in Bartlesville of *August: Osage County* during pre-production noting the film's substantial purchases including lodging, office supplies, and meals.
 - As a resident of Bartlesville, Shane Jewell highlighted the transformation of the town and the excitement of its citizens as a majority of the city's restaurants have been busy with customers hoping to see one of the film's stars.
 - Ky Chaffin added that the state's economy has benefitted from film production throughout various regions of Oklahoma, particularly Bartlesville which has consecutively welcomed two major motion picture productions. The city's recent experience in 2011 with the filming of *To the Wonder* in the community helped prepare them for this year's production of *August: Osage County*.
 - Leslie noted that all of the remaining films in the queue for the Oklahoma Film Enhancement Rebate are local productions. These films include *The Penny*, *Eleventh Hour*, *Rudderless*, and *Native Warrior*. This fact points to

- the success of our program, and refutes the claim by naysayers that our program only funds filmmakers outside the state of Oklahoma.
- OF&MO paid a visit to the set of the film *The Jogger*. During the visit, Leslie noted the film's use of predominantly local talent and the success of OF&MO's website in announcing the crew call to the industry.
 - Music Status Report
 - Leslie announced the unfortunate cancellation of the 2012 Railroad Revival Tour featuring Willie Nelson. OF&MO had worked with festival organizers to make Oklahoma City one of a handful of destinations across America; however, the tour was cancelled due to unforeseen complications in scheduling.
 - Leslie detailed the presentation she made alongside OF&MO Director Jill Simpson to the Songwriter's Association of Norman (SWAN) in October. The meeting helped promote the OF&MO Music Guide to new talent. Additionally, the event helped OF&MO gain insight into how the office can maximize its role on behalf of Oklahoma's music talent.
 - Website Update – Music Guide
 - Leslie discussed the exhaustive breakdown of registration categories housed within the OF&MO Music Guide, noting OF&MO's continual search for suggestions and methods of improvement
 - In an effort to help populate the OF&MO Music Guide, Lance McDaniel suggested directly contacting Oklahoma music venues such as The Opolis, The Conservatory, Diamond Ballroom, and more. Leslie noted that OF&MO was working with the organizers of Norman Music Festival to include a link to register for the OF&MO Music Guide during the band application process for the 2013 Norman Music Festival.
 - Upcoming Events & Sponsorships
 - As Executive Director of the deadCENTER Film Festival (dCFF), Lance McDaniel discussed the educational outreach programs spearheaded by the organization in partnership with The Chickasaw Nation and OF&MO. Thus far, deadCENTER has visited nearly 20 high schools educating students on the filmmaking process and careers within the industry. OF&MO's first collaboration will begin by programming music for an outreach event to be held at Wayne High School in October. In addition to music programming, Leslie noted that OF&MO hopes to address school specific needs at future outreach events. OF&MO also seeks to incorporate legislators and city leaders as seconded by Denise Castelli. Ky Chaffin expressed interest in attending a future educational outreach event.
 - Becky Love asked Lance if the deadCENTER educational outreach program addressed film as it pertains to individual middle school and high school courses (i.e. math in film, science in film). Lance said that deadCENTER has started preliminary discussions with the organization Oklahoma A+ Schools in hopes of a partnership which will structuralize this type of film education for students.

- Lance discussed the effectiveness of the educational outreach program in showcasing the wide variety of trades employed by the film industry including costumers and construction workers. Lance also noted that routinely passive students in learning disability groups are more active class participants when lessons are based within the arts.
- Lance noted that the 2013 deadCENTER Film Festival (dCFF) will not conflict with the 2013 Quartz Mountain Summer Arts Institute; in fact, dCFF hopes to host a free seminar for children during the festival.
- Leslie Channell discussed preliminary plans for the 2013 Buffalo Lounge at the South by Southwest Festival (SXSW). Once again, OF&MO will participate in the tradeshow component of the festival. OF&MO will be changing venues, yet still remain on Austin's heralded 6th Street. This year's Buffalo Lounge will also be shortened with events taking place throughout three days in efforts to maximize efforts on all counts. A finalized schedule of events is forthcoming. This year's goal is to attract a greater population of non-Oklahoma residents to the venue to showcase what Oklahoma has to offer in the state's film, music, and interactive industries. Many of last year's sponsors are returning as we are currently reaching out for additional sponsorships. Committees to oversee different aspects of The Buffalo Lounge are also being established at this time.
- Lance McDaniel recommended that the tradeshow booth be more atmospheric in terms of iconic, visual stimulation.
- 2013 Legislative Outlook
 - Leslie discussed that OF&MO's primary objective during the 2013 Legislative Session is the extension of the sunset date which is currently scheduled for July 1, 2014. All of OF&MO's available rebate monies has been earmarked until this time. OF&MO Director Jill Simpson has been working closely with OTRD leadership on how this can be best accomplished. The recent production of *August: Osage County* along with the number of local filmmakers slated to receive Oklahoma Film Enhancement Rebate Program monies will demonstrate the success of the program. Ky Chaffin noted the effectiveness of Jill's presentation during the Tax Credit Study Hearing held during the 2012 Legislative Session, noting her to be the most prepared of all who were called to present.

NEW BUSINESS

- Facebook Page
 - OF&MO briefly discussed the launch of the official Facebook page.
- Beyond Cinema
 - Leslie Channell noted the appearance of Jill Simpson/OF&MO in the recent issue of *Beyond Cinema* magazine. OF&MO is the first U.S. State Film Commission to be profiled in the publication which is produced by the Association of Film Commissioners International.

ADJORN

The meeting was adjourned at 10:34 a.m. with a motion by Lance McDaniel and a second by Ky Chaffin. All voted in favor. Motioned carried.