

MINUTES

OKLAHOMA FILM & MUSIC ADVISORY COMMITTEE

Tuesday, November 13, 2007
Governor's Large Conference Room, State Capitol
Oklahoma City, Oklahoma

COMMISSIONERS

Present

Lieutenant Governor Jari Askins
Byron Berline
Chad Burris
Lael Erickson
Kathy Henry
Jeanne Hoffman Smith
Chris Salyer

Absent

Steve Alter
Margo Gray
Steve Ripley
Max Weitzenhoffer

STAFF

Dino Lalli
Jessika Lauren
Julie Porter
Jill Simpson

GUESTS

Janice Francis-Smith
David Turnipseed
Rachel Morgan
Robin Warnecke
Robbie Kienzle
Claudia Cenner
Frank Sims

OPENING REMARKS

The meeting was called to order by Lt. Governor Jari Askins at 1:15 p.m. Jill Simpson, Director of the Oklahoma Film and Music Office, confirmed compliance with the Open Meeting Act. Introductions were made.

APPROVAL OF MINUTES

Chad Burris arrived at 1:55 p.m. making a quorum for this meeting. therefore there was no vote to approve the minutes from the May 8, 2007 meeting. Lt. Governor Askins moved and Kathy Henry seconded a motion to approve the minutes of the November 13, 2007 meeting. All voted in favor. Motion carried.

REPORT ON FILM & MUSIC OFFICE ACTIVITIES

Jill Simpson provided an update on recent activities, including:

- *Saving Grace* scout trip for which a budget was raised privately. OF&MO negotiated hotel rates, Aubrey McClendon paid for Skirvin Hotel rooms, and the Tourism Commission arranged for comped meals at Oklahoma restaurants.
- The *Saving Grace* group consisted of 22 writers, producers and lead cast members.
- The scout provided an opportunity to show the group an updated view of what Oklahoma is really like. The TNT show's writers were continually amazed by their experiences while visiting and stated that their time in the state changed their preconceived notions and also felt that they had learned a great deal while here that would help the authenticity of their writing for the show.
- Projecting that the WGA strike will hopefully end by April/May of 2008. *Saving Grace* still needs to raise \$3 million for budget to shoot part of second season in Oklahoma. The show doesn't want to utilize interstitials, they want all footage to contain principal cast.
- North Carolina raised \$750K for *One Tree Hill* to come to the state and shoot and as a result, they've grown crew base.
- LLC would need to be set up for *Grace* to take advantage of rebate incentives.
- First meeting with investors secured \$300K towards the budget; Simpson hopes to get ten more players at the same amount. However, if the money comes in small increments, those investors' money can go into a 501C3 so as to not dilute the ROI for larger investors.

2008 LEGISLATIVE CHANGES UNDER DISCUSSION

Simpson stated that she is starting to formulate a 2008 legislative agenda for film and music and welcomes input. The group reviewed handouts on the proposed legislation for 2008. Some of the ideas came about during a brainstorm session that OF&MO participated in as part of former Speaker Cargill's 100 Ideas campaign.

Potential 2008 Film Agenda:

- 1) More detailed exemptions from Freedom of Information/Open Records Act.
 - Dino Lalli is working on economic impact numbers for 2007 and there is a clause that recently passed that keeps these numbers confidential.
- 2) Add Digital Media and Interactive as qualifying platforms.
 - Julie Porter stressed the importance of developing curriculum to train young people with these skills to develop a work force for this field.

- Simpson wants to connect the dots to find companies that currently offer these services (i.e. Tulsa's creative animation)
- 3) Find ways to incentivize the things we don't have (i.e. equipment, crew, sound stages, visual FX houses, post houses.
- 4) Provide mechanism for replenishing rebate in \$5M increments, should we run out of money in a given fiscal year.
- 5) Workforce Training Provision
 - Claudia Conner, Assistant Attorney General is helping develop this clause.
- 6) Refine Loanout/LLC language
 - Working with Oklahoma Tax Commission on this clause.

Potential 2008 Music Agenda:

- 1) Tax Credit for Oklahoma radio stations playing a designated percentage of Oklahoma music per month.
 - We cannot dictate what stations play, but we can incentivize it to give them a reason to consider it.
- 2) Public/private sponsorship of 20 music groups per year in exchange for free performances at civic and non-profit groups plus contribution to Oklahoma music CD sampler with proceeds going back into the initiative.
- 3) Additional 2% rebate (maximum of \$100,000 rebate per production) if a production company spends at least \$20K for music created by Oklahoma residents or for recording music in Oklahoma.
- 4) Creation of Oklahoma Creative Industry Guild, membership fee driven, to initiate education, professional networking, group health insurance opportunities.
 - Especially popular for musicians who are often without health insurance

NEW BUSINESS

- Simpson would like to privately fundraise to start a 501C for grants, film/music project finishing funds, events, etc.
- Simpson is currently working with Lt. Governor Askins to require the OF&MO Advisory Board to participate in fundraising for said fund.
- OF&MO sponsored OKC Philharmonic's "Oklahoma Trilogy" by using leftover funds that were raised for the *Saving Grace* scout.
- Secretary Shirley is helping Simpson with fundraising techniques.
- OCU has music facility and TU is breaking ground on one. Simpson met with John Tempereau from LA who represents Dan Foliart and Peter Robinson and set a meeting to discuss how to form a music scoring curriculum. The goal is to create curriculum and facilities for people to record their scores in Oklahoma to generate revenue.
- OF&MO attended the Flaming Lips Alley dedication in Bricktown.
- RFP for digital location database went out after 4 years in development. Once bids come in OF&MO can choose vendor and proceed with uploading photos.
- Dino Lalli stated the office has 25,000 photos thus far with categories and subcategories, all of which will need to be tagged. OF&MO creates URL links with location photos and specific information for incoming productions.
- Jill Competition is incredible --- need to stay foremost on technology With weakening dollar, productions want to stay in U.S. Our industry is constantly changing and we need to find ways to stay ahead in our areas of strength (indie films)
- Hollywood Reporter ad highlights locations with incentives info. as well. Thanks to Daniel Fitzgerald for the pics.

- Burris: Thinks OF&MO should target Indie Slate or mags that smaller budgets read would be more beneficial than giving information to “big” productions.
- Trailer contest to make people aware of OF&MO- student interest
- Call for music submissions to use as sampler on trailer and on hold music.
- OF&MO working on list of needs for website.

ADJOURN

The group adjourned at 4:00 p.m.