



For Art's Sake Film Committee

September 21, 2009 Meeting Summary

Number of Attendees: 26 (including committee chair co-leaders and staff liaison)

Location: Mondavi Center, Rumsey Rancheria Grand Lobby

Duration: One hour and thirty minutes

Meeting Summary:

- I. Introductions took place among members, co-chairs, Don Roth and Peggy Shannon, and staff liaison, Erin Palmer.
 - A. Committee members in attendance:
 1. Martin Anaya
 2. Terri Burns
 3. Richard Burnsed
 4. Mike Carroll
 5. Noemi Castro
 6. Andrew Collins
 7. Ron Cooper
 8. Dennis Curry
 9. Doug Freeman
 10. Arabella Grayson
 11. Christine Hodgins
 12. Andrea Lepore
 13. Beverly Lewis
 14. Christina Marie
 15. Christine Lynne O'Connor
 16. Keith Ochwat
 17. Tim Ray
 18. Chris Rufo
 19. Lucy Steffens
 20. Velma Sykes
 21. Evie Turner
 22. Garr Ugalde
 23. Alison Wells
- II. Don Roth outlined Committee Goals:
 - A. Central goal: Create an action plan identifying how to have more film production in the Sacramento region.
 - B. Additional major focus: Identify recommendations concerning regional film festivals to support the central goal and visibility of Sacramento in the film world.

- III. Reviewed Phase One of Film Committee Plan: Visioning and Brainstorming
- A. What are the activities in the region that relate to films and film-making?
1. Lucy Steffens, Sacramento County Film Commissioner, addressed the committee from the perspective of the Sacramento Film Commission.
 - a. She stated that in 1990 the mayor of Sacramento resurrected the Film Commission (FC) via the Sacramento Convention and Visitors Bureau (CVB).
 - b. The FC is funded primarily by Sacramento city and county hotel taxes, which also fund all of the arts in Sacramento.
 - c. The FC attends various tradeshow, including film, to market Sacramento in many different ways. The FC is currently seen as a marketing function of the CVB.
 - d. The FC brings film professionals to not only Sacramento specifically, but works with Placer and El Dorado county FCs to promote the area as a whole.
 - e. Steffens explained that there are 55 California FCs, and last year the state held a specific tradeshow to capture more LA based productions and bring more film in general to the entire state.
 - f. For the last 15 years, there have also been the California on Location Awards or COLA which salute location professionals, production companies and public employees for professional excellence while working on location in the State of California.
 2. Christina Marie, of Cow Town Productions, outlined the following:
 - a. The area has a lot of local independent film production (TV, webisodes), some are very under the radar.
 - b. A lot of crews are doing interesting things, but are not obtaining the right permits, etc not because they don't want to, but because they are not sure of the guidelines and process.
 - c. She is Interested in streamlining the process for local and visiting producers, making a "one-stop shop".
 - d. Belongs to the CAFA organization, with over 800 members, to help promote legitimate film production.
 - e. A lot of festivals in the area, but not a lot of film buyers in attendance. How do we get more to Sacramento?
 - f. She is trying to bring 5 feature films to Sacramento and interested in local tax incentives in addition to CA state incentives.
 3. Martin Anaya, Executive Director at Sacramento Film Festival and Owner, Anaya Media outlined the following:

- a. Sacramento has a limited number of qualified film crew to support large productions.
- b. There are currently some advocates for film training including Sac State, Sierra College, UC Davis film programs.
- c. Martin is also the president of the Northern California Film Foundation, which invites writers, directors and producers to the Sacramento region for training sessions with local film artists. They have monthly meetings.
- d. The Sacramento Film Festival prides itself on fostering relationships with distributors to hopefully increase number of buyers at festivals.

B. What opportunities could be expanded or developed? / General committee questions and ideas:

1. Are the three regional FCs (Sacramento, Placer and El Dorado) all funded the same?
 - a.. Placer receives a third of its funding from the Lake Tahoe Association and other sources are from hotel and county taxes. It is believed that El Dorado receives funding via similar sources and Sacramento receives funding as outlined in letter III.A.1.b. The three FCs work together but have to be cognizant of the fact that they are all funded through different sources.
2. If a producer comes to the region and wants to utilize spaces in all two or more counties, why do they have to go to each county FC respectively to get permits?
 - a. This is something that we should look into as a committee to ensure the easiest methods for producers to work in this region.
3. There is an issue in film production in CA at the state level which affects local FCs. There was a period directly after the recent CA film tax credit was passed where FCs all over the state were told to massage language on exactly what was being offered. Currently there is a 20% CA state tax credit. FCs outside of LA are lobbying to receive a 25% CA state tax credit to promote business outside of Hollywood.
4. Without deeper incentives like steeper tax credits from the state, can individual FCs pick up the slack?
 - a. Placer County was hoping to offer a cash incentive of \$4k for one large production annually, but the request was denied. That being said, it is hard to compete with other states who offer up to a 40% credit on every dollar spent on film production.
5. Incentives are one area that will continually come up and the committee needs to keep in mind that there will need to be significant funding to implement an incentive program. Also, need to take into consideration how incentives are paid and managed.
6. Strong need to build labor and facilities infrastructure including sound studios and equipment in order to accommodate large scale productions.
7. Need to honor and recognize what makes Sacramento unique and focus on what we currently have and build upon it. Need research and money to build "home-grown" skills.

IV. Looking Forward:

A. Form subcommittees for organization infrastructure, research and festivals.

Next Meeting: Monday, October 19, 2009 | 5-7pm | Hot Italian (1627 16th Street, Sacramento/916-444-3000)