

03-26 Council Meeting: Committee Formation and Film Project Approvals

Action Items

- @Secretary Knowl - Confer with Brandon Mattingly and assign a member of the communications team to participate in the Marketing Subcommittee as a non-voting adjunct member. - No due date mentioned.
- @Marcus Klein - Ensure a Humane Society representative is involved, as arranged through SAG-AFTRA.
- @Marcus Klein - Report back to the council with confirmation of the Humane Society's involvement.
- @[Unspecified Staff] - Ensure the pending fund transfer for the project has cleared, as this information is used to confirm financial viability.

Key Decisions

- The council approved the formation of a Governance Committee consisting of Secretary Knoll, Secretary Link, and the Chair - The motion was passed by a unanimous vote.
- The council approved the formation of the Marketing Subcommittee - The motion was passed by a unanimous vote.
- The council approved the KEI for "Renovation Showdown" - The motion passed unanimously after no comments were raised.
- The council approved the KEI for "Volcano" - The motion passed unanimously after no comments or questions were raised.
- The council approved the KEI for "Nendo" - The motion passed unanimously.
- The project was approved by a majority vote.
- The project was approved by the council.
- The project was approved by the council.
- The project "Frame by Love" was approved.
- The meeting was officially adjourned at 3:38 PM.

Detailed Minutes

[00:00-00:42] **The council approved the formation of a Governance Committee.**

- The committee was recommended in light of ongoing legislation.
- The proposed and approved members are:
 - Economic Development Secretary Knoll.
 - Labor Workforce Education Secretary Jamie Link.
 - The council Chair (Speaker 1).

[00:51-03:32] **A Marketing Subcommittee was formed to support the film office's new marketing materials and presence.**

- The Chair (Speaker 1) called for council members to volunteer for a committee to support Meg's marketing initiatives.
- The following individuals will serve on the subcommittee:
 - Ms. D (Misty Wrigley Miller) volunteered.
 - The Chair (Speaker 1) volunteered, offering to step down if another council member wishes to take the spot.
 - A non-voting, adjunct participant from the Communications team will be appointed by Secretary Knowl to provide technical assistance and input without voting rights.

[03:32-04:33] **Misty was recused from the meeting for the consideration of the first four projects.**

- The council moved into new business to discuss a group of projects.
- Misty was asked to recuse herself for the first four projects.
- She was placed in a virtual waiting room and will be notified when she can rejoin the meeting.

[04:34-05:58] **The council approved a Kentucky Entertainment Incentive (KEI) for Waypoint Productions LLC's "Renovation Showdown".**

- **Project Type:** Television Program.
- **Production Location:** Fayette County.
- **Production Schedule:** March 30 to August 31 of the current year.
- **Project Budget:** \$370,000.
- **Kentucky Resident Crew:** 15.
- **Incentive Amount:** \$126,500.

[05:59-07:29] **The council approved a KEI for Yardstick Productions LLC's feature film "Volcano".**

- **Project Type:** Feature Length Film.
- **Production Location:** Fayette County.
- **Production Schedule:** March 30 to August 30 of the current year.
- **Project Budget:** \$3,625,100.
- **Kentucky Resident Crew:** 44.
- **Incentive Amount:** \$1,131,180.

[07:30-09:01] The council approved a KEI for Zulu Productions LLC's documentary "Nendo".

- **Project Type:** Documentary about endometriosis.
- **Production Location:** Fayette County.
- **Production Schedule:** March 30 to June 1 of the current year.
- **Project Budget:** \$529,000.
- **Kentucky Resident Crew:** 20.
- **Incentive Amount:** \$178,950.
- The Chair expressed excitement for the project, noting the subject matter is not covered enough.

[09:02-18:04] The council discussed the KEI application for Black Rains LLC's documentary "Black Rains" before voting.

- **Project Details:**
 - **Project Type:** Documentary.
 - **Production Locations:** Fayette, Franklin, and Jefferson counties.
 - **Production Schedule:** March 26, 2026 to September 1, 2026.
 - **Project Budget:** \$7,698,000.
 - **Anticipated Production Crew:** 149.
 - **Requested Incentive Amount:** \$2,503,850.
- **Distribution Strategy:**
 - The project is currently self-financed, with Marcus Wiley acting as the distribution agent.
 - Primary distribution targets with expressed interest include Netflix, Amazon, and BET+.
 - The team has had confidential discussions with Netflix's head of non-scripted series, Adam Del Deo, about packaging opportunities, including potentially bringing on the Obamas as executive producers.
- **Market Opportunity & Content:**

- The documentary segment for sports, especially regional college sports, is a significant growth area.
 - The film focuses on the rodeo sports teams at Kentucky State University, University of Louisville, and the University of Kentucky.
 - Project representatives noted a personal connection to the story (one is a Black man who used to ride rodeo).
 - The long-term vision is to use this project as a launchpad to create a rodeo league across all Historically Black Colleges and Universities (HBCUs) in the South, with Kentucky State as “ground zero.”
- **Council Concerns:**
 - The Chair questioned the large budget (\$7.7M) for a documentary that does not yet have a distribution deal in place.
 - The project team responded that they have not received concerns from potential distributors about the budget size, citing precedents for similar budgets at Netflix and Amazon for this type of cross-cultural content.
 - A project representative stated their goal is to create a lasting engine for the Kentucky State program, enabling scholarships and raising its national profile, distinguishing it from series like “Hard Knocks U” by building a program from the ground up.

[18:08-18:53] The council approved a motion for an unspecified project.

- A motion for approval was made by Speaker 3 and seconded by Jeff.
- Speaker 1 abstained from voting on this project.
- Following the vote, Missy was permitted to re-enter the meeting from the waiting room.

[18:56-19:05] Speaker 1 arranged for a procedural recusal for the next meeting item.

- Speaker 1 requested that Jeremy be recused from the upcoming meeting item.

[19:16-22:52] A discussion was held regarding animal welfare protocols for the “Black Reigns” series.

- Speaker 2 disclosed a non-financial connection to the project, noting that Marcus Wiley, a former consultant, is involved.
- Speaker 2 inquired if a representative from the Humane Society would be present during filming, given the involvement of many horses and cattle.
- Speaker 8 (Marcus Klein) confirmed the project’s commitment to animal welfare.

- The coach leading the program is involved in regional and statewide 4-H education on livestock handling.
- Speaker 8 stated a personal commitment to the humane treatment of animals, which influenced his decision to stop participating in rodeo sports.
- Speaker 2 advised that production can get a “no animals were harmed” certification stamp by applying through SAG-AFTRA, a process which is free of charge to the production.

[22:53-23:36] Molly Green presented the “Competing for Joy” television program for KEI consideration.

- **Project:** Competing for Joy (Television Program)
- **Company:** Competing for Joy LLC
- **Incentive Type:** Kentucky Entertainment Incentive (KEI)
- **Production Schedule:** April 1, 2026 to August 1, 2026.
- **Location:** Davis County.
- **Anticipated Qualifying Expenditures:** \$280,950.
- **Anticipated Production Crew:** 16.
- **Requested Tax Incentive:** \$86,988.

[23:39-25:03] Christy Kilde addressed questions regarding the production location for “Competing for Joy.”

- Speaker 2 inquired where the cooking show would be filmed, noting the special equipment requirements like exhaust fans.
- Christy Kilde (Speaker 11) explained they were fortunate that the movie theater they are using as a soundstage already had a full, large kitchen built-in, reducing the amount of conversion work needed.
- Davis County is working with the production to ensure compliance with all regulations.

[25:17-25:46] The council approved the “Competing for Joy” project.

- A motion to approve was made by Speaker 3 and seconded by Speaker 1.

[25:49-26:25] Peyton presented the “Detention Seekers” feature film for KDI consideration.

- **Project:** Detention Seekers (Feature-length film)
- **Company:** Detention Seekers LLC
- **Incentive Type:** Kentucky Entertainment Incentive (KDI)
- **Production Schedule:** April 1, 2026 to August 1, 2026.
- **Location:** Hopkins County.

- **Anticipated Qualifying Expenditures:** Approximately \$174,000.
- **Anticipated Production Crew:** 20.
- **Requested Tax Incentive:** \$61,136.

[26:29-27:40] **The council discussed and approved the “Detention Seekers” project, noting the value of “vertical” productions.**

- Speaker 1 expressed appreciation for the increasing number of “verticals” being shot in Kentucky, as it helps promote the state at industry conferences like AFM and South by Southwest.
- Speaker 11 noted that Los Angeles has around 150 vertical productions daily, representing a significant business opportunity for Kentucky.
- Speaker 1 highlighted the benefits of these projects, including tight budgets, efficiency, and a majority of Kentucky-based hires.
- A motion to approve was made by Speaker 2 and seconded by Speaker 1.

[27:41-29:06] **Lana introduced the “Frame by Love” feature film for KEI consideration.**

- **Project:** Frame by Love (Feature-length film)
- **Company:** Frame Movie LLC
- **Incentive Type:** Kentucky Entertainment Incentive (KEI)
- **Production Schedule:** April 13, 2026 to May 15, 2026.
- **Location:** Jefferson County.
- **Anticipated Qualifying Expenditures:** \$1,256,373.
- **Anticipated Production Crew:** 131.
- **Requested Tax Incentive:** \$387,763.

[29:09-30:19] **The council reviewed and approved the “Frame by Love” project.**

- The filmmakers were present for the meeting.
- Speaker 1 noted that while production will be entirely in Kentucky, post-production (other than assistant editing/logging) appears to be taking place outside the state.
- Speaker 1 encouraged the filmmakers to keep post-production in Kentucky for future projects.
- A motion to approve was made by Speaker 3 and seconded by Speaker 1.

[30:20-31:32] **The council addressed a final technical point before adjourning the meeting.**

- Speaker 1 initially moved to adjourn the meeting at 3:37.

- Speaker 3 (Secretary Noll) raised a technical point regarding the proof of funds for one of the projects.
 - He noted that the document showed a “pending” transfer from a checking account, rather than a cleared cash balance.
- Speaker 1 thanked the council for approving seven projects.

[31:33-33:40] Informal post-meeting discussion occurred.

- Participants engaged in informal networking after the meeting was adjourned.
- A gift related to a past project called “Carved,” which was distributed on Hulu, was offered to board members.

[33:52-35:21] A new participant with extensive experience in makeup effects has created a statewide aggregate website for film resources.

- The participant, Megan, recently moved from Burbank, Los Angeles, and owns the only makeup effects shop in the United States, bringing 43 years of experience.
- She has already built an aggregate website, similar to one discussed in the meeting, which connects various film commissions (Kentucky, Ohio, LexFilm) and includes a crew database.
- The site also features AI-generated YouTube videos about Alien Studios and content from other creators like Susie, indicating a multi-layered approach to attracting film work to the region.
- The participant offered to partner with the group or have them link to the site.

[35:21-35:39] New participants express their intent to be more active in the local film community.

- The participants, including Megan, introduced themselves and stated they attended the meeting to understand the local situation and become more active.
- They expressed that the meeting seems like a positive and productive endeavor that should continue.
- A participant named Joseph departed the meeting.

[35:59-36:57] A participant’s role as Director of Program Integration involves managing film incentives.

- A participant identifies themselves as the Director of the Program Integration division, which oversees ultimate incentives, including the film incentive.
- The film incentive program was moved to their division after being managed elsewhere previously.

- A request was made for extra coasters, and four sets were located to be distributed.

[37:00-37:45] A discussion on unique music genre descriptions.

- One participant's music was described by someone as "spooky country desert rock," which was compared to Nick Cave.
- Another participant mentioned an opening band called "Cigarettes at Sunset" that self-describes their music as "Appalachian possum rock."

[37:46-38:20] Participants are attending meetings to understand why qualified local professionals are not getting hired.

- A participant explained their motivation for attending meetings is to investigate why they, despite being a qualified person in their field, are not receiving job calls since moving to the area.
- They are proactively seeking to identify what is "broken" in the system.
- Another participant noted that recent changes to the film incentives are a relevant factor, and the legislative session is currently underway.

[38:32-40:02] A participant recounts their past involvement in local politics and community engagement.

- A participant, Megan, affirmed her awareness of the changes to the incentives, as she has been following the situation since before moving from Los Angeles.
- She noted her vested interest in the success of the local industry.
- She shared her past experience becoming involved in local politics with the Democratic Party by simply showing up at a precinct meeting.
- She was elected to positions like Youth Committee Chair and precinct chairperson, which allowed her and her wife to attend the state convention to be part of the community, even without specific business to bring forward.