

Chequamegon Bay Film Festival—Making It Home
May 26, 2009 Minutes
Northern Great Lakes Visitor Center

Present: David Brately, Steve Cotherman, Steve Hoecker, Mary McPhetridge, Mary Motif, Ruth Oppedahl, Kate Siegler

1) Venues

- a) Stage North. Kate said that StageNorth is available Saturday April 24 if we are interested. It rents for approximately \$500/day. She'll check also about Friday April 23.
- b) WITC. Kate said WITC is also available April 23. One limitation is WITC caters all the food, so it might be harder to offer local refreshments.
- c) Schools. Washburn students could walk down to StageNorth. Lake Superior Elementary students could walk to Ashland HS auditorium or Salem Baptist Church.
- d) Visitor Center is available the whole time. Might provide more things to do and more room for a Friday food film. Caterers are flexible. Would need to offer some transportation.
- e) Northland College will have just started spring break, we need to consider options.

2) Transportation (for Friday day films.) If we can find donated transportation, we could bus seniors and others to the Visitor Center for Friday's film(s), similar to the Senior Expo where people sign up for a ride and depart from one of several sites.

- Mary McPhetridge offered to check with MMC-would they underwrite busses and Ashland Aging Services about any transportation they might have available.
- Kate offered to check with BART esp Washburn's Blue Goose bus which could do a run from Washburn
- Ruth will check with Bad River Aging Dept and Red Cliff about their bus systems.

3) Schools. We discussed the benefits of focusing on a specific grade. We need to decide if a film will be repeated or shown at several schools all at once? South Shore and Bayfield students could be bussed to the Washburn School. We need a small group to deal with the school programs.

4) Trailers/previews. We want to obtain the previews (online?) of all the festival films and use them at the start of a show.

5) Website. Can Wisconsin Humanities Council set up a website and we provide content? If so, we definitely want to link to the film previews. Ruth will check on this.

6) Friday evening food film.

- Provide local refreshments (wild rice, local potatoes, frozen berries...)
- Exhibits by producers
- Coop sponsorship?

- How to handle dishes, space, cost?

7) Saturday evening “home” theme. We want to evoke the feeling after the films that we are proud to live in this place. What is it about the place that makes us call it home?

We are comfortable letting the film decisions ride for a while as we think about the theme of “home”.

- Wait to see what films are at Planet Earth Film Festival
- Look for films with sense of place eg *Sweetland* (already been shown here) was filmed by a Wisconsin film maker

8) Marketing. Thanks to Mary Motif and Mary McPhetridge for joining the planning group.

- They are interested in the Wisconsin Humanities Joint Effort Marketing (JEM) grant and would like to see the details so they can help.
- Once a schedule is worked out, the chambers and visitor’s department will help us market the festival. **Deadline is early September.**
- Ask lodging vendors to develop “packages” for attracting film-goers to our area.
- Create a list of “things to do” eg waterfall hikes etc to round out the weekend.

9) Next agenda items (we forgot to set a meeting date)

- Brainstorm what to do in this area in late April
- Review JEM grant (if it was committed to the Humanities Council)
- Summarize transportation options for seniors and others to get to the Visitor Center on Friday (April 23, 2010).
- Brainstorm museums, galleries, art exhibits that could plan shows related to our themes of conservation legacy, local food and home.
- School programs.
- Any more film suggestions?

Respectfully submitted by Ruth Oppedahl