RMM General Meeting Notes – September 26, 2011

Start Time: 6:34PM

Location: Law Offices of Nixon Peabody

Agenda:

Introductions – skipped overall by Stan Main

 Introduced new executive board (Noel Bastian, Chris Hazenbush)

Elections – motion made by Mary

 Seconded by other voting member

 No nominations from the floor

 Co-chair voting – no nays, one abstain (Michael McFadden)

 Secretary voting – no nays, no abstains

Upcoming Events - January 26 – 29 72-Hour Mind2Movie Challenge

 Given a prop description, character, and situation

 RCTV will give out an award for editing

 Last year’s first prize - $250

 Screenwriter’s Workshop

 Recall of 9/25/11 meeting – everyone brought in a 20-page script, passed them around, and recipient is given two weeks to rework the script to make it more commercial

 Next meeting – 10/9/11 at noon at the Pita Pit

 RMM Executive Board Meetings

 Next Meeting – 10/13 at 6:00pm at the Little Theater Café

 Rochester Film Lab

 Meetings are second Wednesday of each month, Animatus Studios at 7pm

 Provides editing feedback

 Rochesterfilmlab.org

Treasurer Report

New projects - Wayne Coughlin and Mike Boas project – finished a short with Rachel

 *A Couple of White Guys*… - just closing scene left to shoot

 Call for general help

 *Mason Darby*…

 Call for general help

 Adrian – documentary is now playing on public access

 *Bury My Heart at Tonawanda* project – working on promotional trailer

 Shooting in October (possibly October 15)

 Call for general help

Guest Speaker – Rich Angell (Young Lion Studios) - <http://www.younglionstudio.com/>

* Producer – *After*, *Sophomore*
* Gave his story and advice on producing large-scale features in Rochester
* Answered questions from meeting attendees
* Key takeaways
	+ It’s all about salesmanship
	+ Knowing how to get through the gatekeepers, being creative and collaborative, and leveraging one success for another are all keys to success
	+ Current VOD/online distribution deals are a “wild, wild, west”
	+ “Nobody Knows Nothing” in the film business
		- Very difficult to predict a hit/flop
* Important aspects of a movie – playability, saleability, and marketability
* Marketability can be controlled by money
* Festivals are sometimes worth it, but the industry has changed
* Need to know the kind of film you have to properly market it
* For *After,* he sold individual screenings to corporations to get people in the seats, cut deals with local businesses to get people out and talking about film
* Willing to help out RMM for screening locations and publicity
* Referenced
	+ Podcast – “The Business” - <http://feeds.kcrw.com/kcrw/tb>
	+ Robert DeNiro movie – *What Just Happened?* – about a movie producer
	+ IMBDPro – imdb.com
	+ Nicholas Gurewitch online project – *Trails of Tarnation* – [www.trailsoftarnation.com](http://www.trailsoftarnation.com)
	+ Thomas Lennon and Robert B. Garant Book – *Writing Movies for ~~Fun and~~ Profit*