



Organizational Reports (AGM 2021)

Tech Report

Presented by Thomas Mears

Looking back over the past year, what stands out to me is how much growth we've experienced. Growth of our membership. Growth of our members' skills. Growth in the volume of our equipment. Growth in the complexity of the film shoots which our members are producing. People are noticing our wonderful community.

I love figuring out awesome tech solutions which provide our members with greater reward for their efforts. For example, our new Blackmagic cameras, which have become our most popular rental items. These cameras have image quality previously unattainable to emerging filmmakers. They're small, light and simple to operate and have substantially increased the quality of PEI's films. Our new Aputure and Godox lights are a fraction of the price, and eclipse the quality of the lights available on the market only a few years ago. Advancements like these allow our filmmakers to grow their creativity.

We have the best equipment selection we've ever had, covering all levels of filmmaking from Youtube to features. Our Canon T8i is an affordable and easy way to begin learning film, and once you're ready to upgrade, we've got you covered there too. Sometimes I forget how cool it is that we own the same camera (Red Helium 8k) that Stranger Things was shot with! Sometimes folks get overwhelmed after buying their first camera, or beginning in film, because it can get expensive and complicated, which is normal, and we can help. I love education, and believe in sharing knowledge. Over the past year I've had countless free training sessions with members on how to set up and operate everything from gimbals to pop-up tents. Reach out anytime you have questions and we'll do our best to help!

With the changing of the seasons, I'm reminded that one of the limiting factors for our crews is our lack of "big" lights. Fewer hours of daylight is restrictive to when we can film, and we'd like to change that. Imagine filming in a misty forest at night with artificial moonbeams cutting through the branches, or being able to shoot with deep focus at night? Or recreating bright sun shining through windows? We're developing a plan to purchase heavy duty lighting that will provide our crews further opportunity to grow their skills and portfolios. More details on that to come...

Watching the members of our community achieve success brings me great joy. Especially knowing that some of these members only started a few years ago, and that we were able to help them reach their goals. Thank You for your support, I look forward to serving you over the next year!

Operations Report

Presented by Omar Broderick

In a short period of time FilmPEI has experienced tremendous growth. This growth, as explosive as it has been, is a true reflection of the long and hard work the members of this organization have continued pursuing. To push the creative careers of filmmakers forward.

In our daily operations we strive for excellence, compassion, and positivity. We achieve excellence through our people. In a short period of time, FilmPEI has hired 4 new employees and expanded the staff to 6 members. Each member brings a wealth of knowledge, experience and a certain uniqueness to them that helps them stand out. Through this increase in resources we have achieved a higher capacity to accomplish a lot of great things.

FilmPEI staff members are undertaking self-led inclusion and diversity training, implementing various process driven policies and procedures, incorporating our own version of member care in everything we do, and creating content that everyone can enjoy. FilmPEI breathes compassion into the industry by helping productions in various ways, creating a safe space for experiments and tests, and letting each creator be themselves. Lastly, being self aware in this line of work is extremely helpful. Our membership is growing and becoming more diverse; we have commercial entities, emerging artists, experienced filmmakers and people who are just genuinely interested in video and media arts. We have slowly noticed through this diverse growth that we may need to adapt our approach as a support system to our members. FilmPEI understands the trials and complexity of the film industry and we would like to breathe positivity when there is hardship and uncertainty.

FilmPEI is in a really dynamic place right now and we would love to see and talk with our members to learn more about their passions and work. Everyday brings its challenges but we are here ready to help, and passionate about what we do.

Communications Report

Presented by Daniel Brown

FilmPEI's communications game has been increasing in the past few months, in part because we've formalized operating on a weekly communications calendar. First, a newsletter goes out at the beginning of every week. This is where all the main FilmPEI news is intended to be shared - think of it like a weekly newspaper. Then, throughout the week, content from the newsletter is shared across social media as individual posts. Some areas being highlighted more often because of this format include monthly programming, member messaging, and all the cool new tech we obtain.

Other areas of more consistent communications are in membership renewal and overdue rental reminders. Messaging is sent out at the beginning of each month to inform members whether their membership is expiring - if they opt to renew then they're invoiced at the end of the month, otherwise their membership will be marked as inactive. As well, a reminder is now sent out whenever a member's rental invoice is nearing its due date and another one on the actual due date (don't worry - we all tend to be forgetful about that stuff).

Efforts are also being made to update FilmPEI's presentation, both internally and externally. A style sheet was created to help ensure all communications adhere to a general but uniform aesthetic (colours, fonts, etc). Following the AGM, efforts will be made to tidy up FilmPEI's office signage as well as its website.

FilmPEI's Omar Broderick was recently featured on a Stingray Radio ad highlighting his experience in our Film Industry Fundamentals program. The ad played a surprising role in further building FilmPEI's brand across P.E.I. - via a platform and demographic we wouldn't typically utilize - which is awesome because it means more people now know who we are and what we do. Other avenues for increasing brand recognition are being considered.

Finally, the executive assistant's directive is to create an official FilmPEI communications strategy by the end of their working term (Jan. 2021) that will hopefully ensure the organization's communications remain consistent moving forward.