



VAFF DEI Committee Meeting

Tuesday, July 18 at 9:00 AM ET

Virginia Film Festival | Equity Center Conference Room

617 West Main Street, 2nd Floor

ATTENDING

Beverly Colwell Adams, Andrea Copeland, Jung-Bum Shin, Olivia Branch, Gary Nimax, Daniel Fairley*, Marc Paulo Guzman*, Jenny Mays, Ilya Tovbis, Lizzy Ramey, Robert Dunnenberger, Erica Barnes, Ty Cooper
*attendance by Zoom

MINUTES

- I. 2023 Program and Plans – Highlights from Ilya
 - 1/3 of 2023 Festival program booked
 - Big picture: same series as last year
 - i. Series: Black Excellence, Jewish & Israeli, Environmental, Korean, Middle Eastern & South Asian, Indigenous Cinema of the Americas
 - ii. Focuses: Women in Film, LGBTQIA+, VA Filmmaking
 - iii. Guest Programmers returning Hyeon Moon, Adriana Greci Green, Samhita Sunya
 - Early Preview of Films – embargoed
 - i. Café America (narrative, Indigenous)
 - ii. The Goldman Case (narrative, Jewish/Israeli)
 - iii. Monster (narrative, LGBTQIA+)
 - iv. The Settlers (narrative)
 - v. Black Barbie (doc, Black Excellence)
 - vi. Breaking the News (doc, Black Excellence, LGBTQIA+, Indigenous, Latinx)
 - vii. Going to Mars/Nikki Giovanni (doc, Black Excellence) (The Links)
 - viii. Gumbo Coalition (doc, Black Excellence)
 - ix. Sometime, Somewhere (doc, Latinx) (Richardo Preve)
 - Guest confirmed: Nikki Giovanni (Embargoed)
- II. Programming Group Discussion and DEI Committee Ideas
 - Rap 50th anniversary
 - i. such a big year for 50th anniversary of Hip Hop – Queen Latifah first film anniversary
 - ii. Films to commemorate? (Olivia)
 - iii. Ty has idea, will follow up with Ilya
 - Going to Mars
 - i. Nikki is a Delta (sorority) (Beverly)
 - Immigrant Community Outreach
 - i. Really active community that supports Adult Learning Center, IRC, International Committee at UVA, and Festival of Cultures (Gary)
 - Marge Connelly (Olivia)

- i. philanthropist, active in women’s rights and justice, previous chair of Women’s Initiative
 - ii. partner is Julie Christopher (board of the Center)
 - iii. Olivia will introduce + arrange a coffee to explore
 - Breaking the News
 - i. Charlottesville Inclusive Media: Charlottesville Tomorrow, Vinegar Hill Magazine, Discover Black Cville, In My Humble Opinion Charlottesville Inclusive Media for *Breaking the News*
 - ii. Discover Black Excellence
 - Family Centric
 - i. Shawn Ayers Flow Automotive Group (Olivia)
 - 1. Olivia to intro Lizzy to Shawn
 - ii. Currently pursuing many family friendly films (Ilya)
 - iii. Nest Realty also really interested in supporting Family Film
 - Partnerships – what does that entail typically? (MPG)
 - i. Completely tailorable (Jenny): In-kind, Develop intro/post-screening discussion, Promotional partnership, More formal sponsorship
 - ii. Create list of series/partners/sponsors for DEI committee to help identify who we are already in touch with and where there are holes
- III. Discussion about this DEI Committee
 - What is the impact and how do we better quantify effect of this group?
 - i. Not sure if we have a quantitative data – audience has trended younger and more diverse (Jenny)
 - ii. I can see a difference in Year-Round by seeing audiences (Beverly)
 - Does the DEI Committee impact programming?
 - i. Yes, a sounding board + suggestions.
 - Is this a unique committee? (Beverly)
 - i. Relatively rare but it does exist elsewhere (Ilya)
 - Is the committee secure? (Olivia)
 - i. We cannot waiver on the importance on this group and its impact (Gary)
 - ii. Can we think about a statement from Jody re: commitment to DEI + DEI committee?
 - Thank the DEI Committee, Community, and Audience in slides (Jenny/Beverly) – Thank you for supporting our series and listing them (Gary)
 - Adding New DEI Committee members?
 - i. Someone in their 20s
 - ii. Adding student
- IV. Annual Survey + Audience Development Questions
 - Keep demographic question in the post-festival survey – be more specific and remove “disenfranchised” instead use “historically underrepresented.”
 - Post-Festival survey – the lower number of questions the increased levels of completion
 - Flash a QR code during the pre-screening scroll – incentivize the survey (MPG)
 - Increase survey circulation during the Festival

- Is there a way to look at the series and see how it compares to other smaller films – what is playing to an empty room?
- Is the goal to see who we are reaching and who we are not and increasing based on specific identities or is our overall diversity increasing (MPG)
- What are we doing to highlight the diversity of our audiences?
 - i. Get the word out in an inviting way, not congratulatory (Rob)
 - ii. Share diversity results during VAFF & at VAFF events
 - iii. Patron thank you slide in pre-show slide show
 - 1. DEI Committee, audience survey data points, thank you to patrons for supporting our diverse program and series
 - iv. Include data points/DEI efforts/successes in overall communication plans / social media throughout year?
- V. Year-Round Programming
 - Scaper – Tuesday, July 25
 - Freemont – August 22 Anaita Wali Zada attending in person
- VI. Reception Planning and Goals – Proposed date: Monday, October 16
 - Continue to invite past attendees, but focus on new audiences – be more intentional about adding NEW people to invitation list
 - Include DEI committee member names on invitation.
 - Be more specific about invitation message – we are doing outreach to community, introducing new audiences, hosted by DEI committee, providing information to share with community
- VII. Virginia Film Festival & Virginia Theatre Festival are combining administrative staff and hiring
 - [Marketing & Communications Manager](#)
 - [Assistant Business Manager](#)

Pre-Festival 2023 Key Dates

- Stakeholders Reception: Tues, 08/29 at Quirk Hotel Charlottesville
- Press Announcement & Launch Party: Tues, 09/26 at The Jefferson Theater
- Outreach Reception: Monday, 10/16 at Three Notch'd Craft Kitchen & Brewery

36th Annual Virginia Film Festival: October 25-29, 2023

Screening and Event Venues: The Paramount Theater, Violet Crown Charlottesville, Culbreth Theatre at UVA, The Jefferson Theater, Three Notch'd Craft Kitchen and Brewery, Quirk Hotel, The Rotunda at UVA, Irving Theatre at CODE

- Wed, 10/25: Opening Film, Opening Night Gala
- Thurs, 10/26: Industry Happy Hour
- Fri, 10/27: Producers Club Reception, Industry Happy Hour
- Sat, 10/28: Panels, Centerpiece Film, Late Night Wrap Party
- Sun, 10/29: Closing Night Film