

ANNUAL GENERAL MEETING  
28 November 2014

Salt Tasting Room  
45 Blood Alley Square, Vancouver

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**AGENDA**  
ANNUAL GENERAL MEETING  
26 November 2014

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<b>No.</b>	<b>ITEM</b>	<b>TIME</b>
1	Call to Order	1 min
2	Adoption of the Agenda	2 min
3	Report from National	5 min
4	Report from the Treasurer	5 min
5	Committee Reports	
	- National Representative	5 min
	- Membership	5 min
	- Communications	5 min
	- Sponsorship	5 min
6	- Professional Development	5 min
7	Incoming 2014 Board Members and other notes about our board	10 min
8	Adjournment	1 min

## **INCOMING BOARD**

We are also very happy to introduce the candidates for the 2015 DOC BC Board! They will be joining our current Board Members Arun Fryer, Julia Ivanova, Fiona Rayher, Adelina Suvagau, Sonia Suvagau and David Vaisbord.

### **Zack Embree**

Zack Embree is a Vancouver based photographer, filmmaker, artist and activist. He has been documenting the global movement for climate justice, and indigenous rights for the last three years. His work has brought him to Rio De Janeiro for the UN Rio+20 climate talks, Venezuela for adjunct UNFCCC pre-COP, Fort McMurray the centre of the Canadian oil industry, and New York City for the Peoples climate March to name a few. His documentary work has been broadcast on Telus Optik network, and his photographic work has been published in John Ralston Saul's most recent book "The Comeback", Al Jazeera, Global News, Greenpeace Magazine and various other outlets.

Zack is also an experienced facilitator, certified with the Centre for Digital Storytelling in Berkeley, CA. During his time with Vancouver Coastal Health he has developed extensive programming to build community and creative capacity with marginalized youth and adults receiving treatment for complex and concurrent disorders. Zack was a core member of Vancouver Coastal Health's organizational change initiative "Addressing Stigma" utilizing digital storytelling and social media platforms to support the process.

### **Sean Embury**

Sean has been creating innovative broadcast and interactive media for 20 years.

As a producer he has been a key player in the creation of some of the Canada's most acclaimed cross-media properties, including NFB/Interactive, CBC Radio 3, and CBC Television's ZeD and Exposure. As a digital strategist and interactive creative director he has directed interactive work over 100 high-profile clients including Nike, Motorola, United Airlines, H2O+, McDonald's, Future Shop, Vancouver 2010, Tourism BC, and The Chicago Stock Exchange.

Since 2010 his company, Fulscrn Interactive Media, has worked with Canada's leading broadcasters, film and television producers, publishers, and cultural institutions to tell and extend their stories on emerging digital platforms. The company has produced a deep portfolio of award winning interactive arts, news, and documentary projects for the NFB, CBC, documentary, APTN, and Knowledge Network. His work has received multiple Webby, FWA, Applied Arts, Digi, and Canadian Online Publishing Awards, and in 2013 his work received

a Canadian Screen Award for Best Cross-Platform Non-Fiction Work for Truth & Lies – The Last Days of Osama bin Laden produced with CBCNews.ca and CBC News the fifth estate.

### **Parm Gill**

Parm Gill is a chartered accountant, qualified in 1995, articulated with KPMG and has worked in accounting and finance since then. He has worked at the Controller and CFO level for a number of entities largely in the Pharmaceutical and Finance Industries. Parm currently runs his own practice for small businesses in Surrey, BC.

### **Rami Katz**

Rami Katz was born in London, England, and lives in Vancouver, B.C. He holds a Bachelor of Fine Arts in Film from Simon Fraser University, and his short films have screened in multiple film festivals across North America, including Montreal World Film Festival and Columbus International Film+Video Festival. He has worked in Vancouver's film and television industry as a production manager, assistant director, live-action cinematographer and additional editor on a variety of broadcasted and award-winning projects including documentary features, lifestyle series, and animated TV series.

Rami is currently working alongside Real World Media to develop a documentary television series about whale and dolphin intelligence, and the growing scientific movement calling for a 'personhood' status for cetaceans. Rami recently started the Master of Fine Arts in Film Production program at the University of British Columbia, and for his thesis film is planning to direct and produce a half-hour documentary on the life and work of Jack O'Dell, a prominent and influential figure within the American Civil Rights movement, now 91 years of age and living in Vancouver. Rami is a member of DOC BC, an associate member of the Canadian Cinema Editors, C.C.E. Award Jury member, and is on the DOXA screening committee.

### **Natasha Wheatley**

Natasha is a British filmmaker with over ten years experience as a photographer. She began her career assisting international fashion photographers and gradually transitioned into documentary and landscape. An expedition to the Arctic led to a fascination with the Northern lights and her first short documentary about the experience. Her work has been featured internationally in galleries, newspapers, magazines and, more recently, twenty-five stories high in Times Square, New York.

In 2013, Natasha founded Open Coast Media. She has worked as a writer, director, cinematographer and producer on several projects

including *Van Year*; a documentary exploring one man's transition from a luxury lane-way home to life in a purpose built van, which she wrote and produced in 2013. In the same year she also co-wrote, produced and filmed *Color of our Feathers*, the first in a series of portrait pieces featuring people finding their own identity in a world where gender dictates style. The film premiered at the 2014 Vancouver Queer Film Festival and is currently on a festival run. It will be broadcast on network television later this year. Natasha is currently in postproduction on her first feature length TV documentary about women's rights and sexuality in Egypt, which will also be released in early 2015 on OUTtv.

## RETURNING BOARD

**JULIA IVANOVA** was initially trained in Russian Film Institute (VGIK) in Moscow, the world known film school. In 1995, Julia immigrated to Canada where she concentrated on writing, directing and producing documentaries. Her first film, an award-winning documentary *From Russia, For Love*, about adoption of older children, has been televised in 26 countries. She directed, produced and wrote the script/narration for this film. She directed and wrote *I Want a Woman*, which has been shown on CBC Newsworld and IFC. Julia produced, directed, wrote and shot *Moscow Freestyle*, a documentary about Canadian and American English teachers that live and work in Moscow, her native city.

In 2007 she worked as writer and director on a one-hour documentary about gay fathers and their children *Fatherhood Dreams* for Global TV and Knowledge Network. *True Love or Marriage Fraud? The Price of Heartache* was broadcast on CBC News Network in 2010. *Love Translated* premiered at Chicago International Film Festival. She is currently travelling with her latest film *Family Portrait in Black and White* that was selected for Sundance 2011, and won Best Canadian Feature at Hot Docs 2011. She is on the board of the Documentary Organization of Canada BC Chapter as a Co-Chair in 2012 as well as the board of the Hot Docs Documentary Film Festival.

**ADELINA SUVAGAU** is a respected TV Producer with 22 years experience in television and documentary production. She is currently the producer, director, videographer and editor of Rompost TV, the Romanian Television Show for Omni Television. RomPost TV is broadcasted weekly: Saturdays at 1:00 PM and Wednesday at: 12:00 PM on OMNI television, cable 8 in Vancouver. In 1998 Adelina founded Sonia Productions Inc. Sonia Productions Inc. specializes in Television and Documentary Production, TV Commercials, Training Videos and DVD production. Sonia Productions has earned a strong reputation for technical and creative excellence and consistent completion of projects on time and within budget. Since 2008 Adelina Suvagau acts as a Director in the Board of Directors of Documentary Organization of BC and is the National representative for Documentary Organization of Canada, BC chapter.

**FIONA RAYHER** In addition to co-directing and co-producing feature documentary for Documentary Channel and Knowledge Network,

*Fractured Land*, Fiona is the artistic director and co-founder of Gen Why Media - a production group working to innovate public engagement. Gen Why Media produces media, events and public art - bridging the online and offline space. She frequently speaks at schools and events about engagement through media production and documentary film.

### **DAVID VAISBORD**

As a neighbour with a number of award-winning documentaries under his belt, David joined his community and housing activists in 2008 to document events and fight the evictions. His work became The Little Mountain Project ([littlemountainproject.com](http://littlemountainproject.com)), an activist media website that has disseminated essential media to the community from 2010 to the present date, and served as a lightning rod at crisis points in the conflict.

David Vaisbord's film career has included documentaries such as *Mischa* 1996 (Canada Council/NFB/CBC), *Juicy Danger Meets Burning Man* 1998 (CTV/TVO/BRAVO!), *Britannia Beach* 2002 (CTV, TVO, CBC) *Drawing Out the Demons: A Film About the Artist, Attila Richard Lukacs* 2004 (BRAVO!/TVO), *Dark Pines: An Investigation into the Death of Tom Thomson* 2006 (BRAVO!) and work in series TV. In 2008 Vaisbord launched the Little Mountain Project which won the 2012 Farris Award for Art and Social Media. His Masters thesis on social media and activism was published in *POV Magazine* the same year. This web project has evolved into *The Little Mountain Film!* Vaisbord is a board member of the Documentary Organization of Canada.

### **SONIA SUVAGAU**

### **ARUN FRYER**

## **BOARD REPORTS**

### **DOC NATIONAL REPORT**

By David Vaisbord (National Rep for DOC BC)

In 2014 I became both a new (renewing member after years of absence) member of DOC and took on the role of National Board Representative for DOC BC. I have found it challenging to come up to speed on what DOC National does in terms of fundraising, advocacy, membership, outreach and communications. Here's my humble and without a doubt flawed assessment of the situation.

In my opinion, DOC National has done a fantastic job of commissioning in-depth studies into the crisis faced by documentary filmmakers in Canada, and are continuing to do a fine job of publicizing what doc filmmakers do (such as the 2014 publication *Who is Doc?*) and their importance to the cultural fabric of this country. Also the *DOC listserve* is a lively forum and marketplace of ideas, advice and services across the country.

However, sometimes DOC National has pursued initiatives which have failed, such as DOCspace (retired in fall of 2013 – just before I came on board).

DOC National recently spent \$93,000 on DOC Concierge, but has not fully rolled out the program yet. Currently it is acting as an aggregator for certain film festival submissions, which may be of benefit to some filmmakers, but the “primo” DOC Concierge offering of full personalized assistance for 6 months at \$750 may be a little too costly for the average member. In the upcoming months we will see if it finds a level of subscribership that proves its worth, or if owing to a dwindling membership and the national atrophy in documentary production it does not prove profitable to DOC or the DOC community. In my opinion, this money might have been better spent on new funding initiatives, rather than distribution initiatives.

More critically, DOC National has not been able to translate its illuminating studies of the Canadian film, broadcasting and cultural sectors into real changes for one-off documentary filmmakers in Canada at Telefilm/NFB/ CTF etc. Funding for the authentic 60 minute/ broadcast/feature documentary remains low to non-existent in B.C. Crowdfunding – in terms of what it could mean to filmmakers as a trigger for public funding – is still in limbo, although a recent deal with DOC National Indiegogo has resulted in a 25% discount on fees. And progress toward accessing alternative funding sources such as foundations has stalled. In short, from my short stay in the role of National Representative (and I would happily stand corrected in this opinion) the advocacy efforts of DOC National have largely fallen on

deaf ears.

In addition, membership numbers are falling, and DOC National has recently announced that we are in a crisis of financing. DOC National is running a higher deficit than expected and is now expected to be about \$23,000 this year compared with \$7000 in 2013, and as a result, some DOC activities have been placed on hold.

Which brings us to the issue of SELF IDENTITY.

Self-identity has been identified by DOC National is a major challenge. To that end they argue, the entire organization needs to undergo a restructuring. In July of 2014 they produced a document that identified some outreach goals, and at the November 2014 meeting they were committed to moving forward with it.

See a small excerpt from **OUTREACH 2014 GOALS** below.\*

Is restructuring necessary? This is, apparently, not an opinion held by all of the DOC Chapters. The BC Chapter may possibly be one of the chapters that disagree. After my first year in the National Rep. seat I'm not certain where we stand on this.

### **Why Restructure?**

Here are the issues as framed by DOC National at the November 2014 meeting:

- Falling membership.
- Branding identity issues are more **exacerbated** as *Doc Institute* in Toronto grows.
- Getting feedback from the regions that they have some strong programs going on, but DOC National doesn't know what's going on out there.
- How can DOC National help to support those regions?
- How do we frame the DOC as a strong national voice on behalf of our members instead of a fractured group or groups, which have their own identities?
- How do we work
- How do we communicate
- How do we disburse funds
- What is DOC?
- What do we want this organization to look like, stand for, as it is different to different people across the country

As it stands, DOC National is looking for a BC representative to participate in the National Working Group. I do not know if they have found that representative at this time. I do think that as a group we should read the outreach document and discuss how it could impact positively or negatively on DOC BC.

## **\* OUTREACH 2014 Goals and Building a National Mandate and a Global Reputation**

DOC needs to strengthen both its national reputation and relevance in order to continue qualifying for grant funding and to attract national corporate and foundation sponsorship support. This effort will also help to dispel the incorrect perception among some stakeholders that DOC is a Toronto-centric institution.

A national strategy is being developed which includes an outreach component, partnerships and fiscal opportunities, and discussions surrounding the strategic direction of the organization.

### **Goals**

The following necessities were identified and have served to guide the strategies development:

- Eliminate multiple, redundant points of entry for those curious about the organization
- Strengthen local chapters by providing them with the tools, information, and resources to attract members
- Enhance the visibility of the organizations advocacy initiatives
- Enhance the value of the organization by employing cost-effective technological solutions that will have a minimal learning curve and uptake cost
- Develop programming and service offerings that uphold DOC's market competitiveness
- Revitalize the brand experience
- Strengthen the sense of community by developing new ways to engage members
- Recognize that the genre is evolving and seek to embrace this development while honouring its tradition.

## **MEMBERSHIP REPORT**

By Arun Fryer

- Arun Fryer took over Membership Chair from outgoing Board Member, Jon Ornoy
- Emails were sent throughout the year reminding members to re-register for another year
- All expired members from the past few years were sent invitations to re-enroll
- A recent promotion of discounted membership fee has helped slightly but has not brought in a large wave of new members
- Overall enrollment is down 20% from last year, currently at 82 members throughout BC

### **Barriers to Membership**

- High cost of subscribing to DOC BC. This was the

reason most often listed with members not returning

- Perceived lack of benefits compared to the cost
- Awareness of DOC BC in the community
- Cannot use Paypal or Interac for online payments

## **Targets of Opportunity**

- Reach out more to local film schools (and possibly high-schools). The heavily discounted membership should be a big draw. Emphasize the community & network waiting for them when they graduate. Send out an email to students listing all the benefits plus the link for membership; ideally in-person brief presentation to graduating class
  - Monthly documentary screening & discussion afterwards, free for DOC BC members. Cineworks can rent us theater for \$112. I think this would be a good use of funds, as it would promote more dialogue in the art and craft of doc film and another avenue for our members to connect and learn
    - Promote members projects more aggressively through our various channels, such as social media & newsletter
    - Update members projects on the website. Newest trailer is from 2012. Create a database of all the member's projects currently in production
      - Promotional possibility – if an individual joins with a project ready to launch on Indiegogo, they receive a 25% discount on membership
      - Increase the membership committee to at least 2 people, not including the Communications Administrator. Increase the consistency of engagement from Membership Committee.
      - Ask for suggestions from members on what workshop would interest them as filmmakers and artists. Perhaps have a monthly vote on a few options. Make them feel more involved in the process. At the end of the day it's their money being spent, they should have a say on where it's being spent
        - Hand out DOC BC cards at events with a QR code for a discount on membership.
        - Forge a stronger partnership with DOXA. This seems like a natural fit for DOC BC. Suggestion: in conjunction with DOXA, host a small film festival in the fall at the opposite end of the year from DOXA, like a mini-version of DOXA. We could be the main hosts, or even co-hosts with DOXA. Could be done at the RIO / Cinematheque / Vancity / Cineworks. DOC members could possibly receive discounts on tix.
          - Offer 25% discount to ex-members who have been gone for 1 year or longer.
          - Lobby DOC ORG to lower the membership fees.

## **Summary**

A strong emphasis on community outreach, especially in the schools where we can start a relationship with filmmakers early in their career, should attract more members to DOC BC in the coming year. Adding more benefits, such as a free monthly screening or promotion of

member's films & projects, will help offset the cost of membership.

Arun Fryer  
Membership Committee  
DOC BC

## **COMMUNICATIONS REPORT**

By Stephen Gillis

During 2014 I worked with Laura and our newest administrator, Milena, on increasing our activity across social media and awareness of our workshop offerings.

Thanks to the persistent work of our administrators our social media presence has continued to grow over the last year. We used a variety of channels – social media, e-newsletter, and our website to promote our news, events, documentary related news and our terrific sponsors.

Consistently sharing compelling content we remain an important presence online while providing more awareness for DOC BC. DOC BC's social media accounts continue to be a destination for our membership, filmmakers, and the casual documentary fan to engage and find news from our organization and the doc community.

In 2015, I will be leaving the Board and the Communications team. I hope that the new Communications team will continue this great push and push even further on what can be done in this department. I do have some parting suggestions.

- It would be extremely beneficial if the entire board and as much of the membership as possible continue or begin to share DOC BC content and event links to spread awareness of all the great things this organization offers.
- Updated monthly blog posts on the inactive DOC BC blog on the website from a DOC BC member, sponsor, or board member each month. Topic TBD.
- Encourage use of picture/video sites Instagram and Vine from DOC BC events by Board and attendees. Include a event specific hash tag to easily find and share these posts.

I want to thank our former administrator Laura and our current administrator Milena for all their work. They are the reason all the tweets, posts, newsletters, and updates get out and they do an amazing job. Without them DOC BC would be in big trouble.

It has been a pleasure working with you all and I wish you nothing but the best in the future. I'm looking forward to dropping in on some workshops in the future!

## **SPONSORSHIP REPORT**

By Erica Landrock

DOC BC would like to thank all of our sponsors for continuing to support the organization and the documentary community in British Columbia. Through the generous support of these companies, we have been able to offer numerous workshops, film screenings and events to the Vancouver documentary community this year.

In addition to the workshops offered by DOC, we have also been pleased to sponsor numerous film festivals and events around Vancouver, supporting and cheering on the local film community. Events we have been proud sponsor include DOXA, The Vancouver Web Fest, The Vancouver Short Film Festival and the Reel 2 Reel Film Festival.

This year we have seen an increase in online engagement and interaction with sponsors, members and new-members alike through our multiple social media channels. It has been great to see some of our sponsors join us and participate in our monthly events.

Thank you to the new and returning sponsors who continue to believe in and support the work that DOC BC is doing. Please take a look at what services these sponsors provide. Many of them offer special deals to DOC BC members so be sure to go and say hello!

Our generous sponsors for 2014 are:

- Front Row Insurance
- Fusion Cine
- Omni Film Entertainment
- Novus Entertainment
- Line 21 Media
- Finale Editworks
- Make Believe Media
- Annex Pro
- Core Music Agency

Looking ahead to 2015, DOC looks forward to continuing to work together with our existing sponsors as well as welcoming new sponsors into our community. If you or your company are interested in providing financial or in-kind support for DOC BC, please contact us at [doc@docbc.org](mailto:doc@docbc.org).

## **PROFESSIONAL DEVELOPMENT REPORT**

By Adelina Suvagau

DOC BC, Professional Development continues its mandate to provide our members with professional development opportunities.

In 2014 we've organized the following workshops:

- Jan 29 - MOVIES AND MONEY PT II: INCORPORATION FOR DUMMIES

- March 7 - DISTRIBUTION WORKSHOP WITH AVI FEDERGREEN
- April 4 - THE ART OF CROWDFUNDING WITH IAN MACKENZIE
- June 20 - DOC BC SUMMER SCREENING SALON
- Oct 16 - CRAFTING YOUR FILM'S LOOK WITH IAN KERR
- Nov 12 – SIX YEARS AND COUNTING: REFELCTIONS ON THE HYPERLOCAL DOCUMENTARY WITH DAVID VAISBORD

We would like to thank Fusion Cine and Women in Film + Television which were DOC BC's co-organizers for the Distribution workshop on March 7<sup>th</sup> with Avi Federgreen and October 16<sup>th</sup> workshop with Ian Kerr.

The Professional Development committee would also like to thank Julia, Erica, Laura, Stephen, Arun and Sonia, from our Board of Directors, for their contribution to organize and to moderate our workshops.

For 2015 we would like to continue organizing the workshops on diverse, interesting topics such as "The Future of Online Film Distribution and Marketing", "Master class with Mark Achbar" (or someone like that), Meet the Broadcasters, Building an audience before a film is completed", "Know How of Crowd Funding", Documentary Ethics, and much more which will help DOC BC's members, deepen their skills and learn new ones.

## **KEEP IN TOUCH**

**Both members and non-members can sign up for our weekly newsletter, reporting documentary news, events, festival and funding deadlines, screenings, and other good stuff. You can sign up for the e-newsletter by e-mailing us at [docbc@docbc.org](mailto:docbc@docbc.org)**

**You can also follow us on Facebook, and Twitter [@DOC\\_BC](#), or visit us on the web at [docbc.org](http://docbc.org)**

**Thank you for joining us at the 2014 AGM, and we wish you a restful holiday and a successful 2014.**