

# Change at City Hall raises doubts about CIDEM-Cinéma

MONTREAL — Guy Trinque, Montreal's film commissioner, says major administrative changes at City Hall will not curtail the effectiveness of the film commission office.

"My style is to be accessible. If anything happened to change that you would hear about it," Trinque told *Cinema Canada*, in response to doubts raised in the industry about the future of his office under the new reform.

Trinque, a former location manager and film advisor to the city, was appointed to the one-man Commission d'initiative et de développement économique de Montréal (CIDEM-CINEMA) in 1985.

Responsible for location scouting and liaison work between the city and productions shooting in Montreal, and with a mandate to attract U.S. productions to the city, Trinque oversaw close to 34 fea-

tures shot in Montreal in 1986 generating close to \$110 million for the local economy.

According to Charles Peché, the manager of the newly reformed CIDEM, the rationale behind the administrative reform in City Hall is, in fact, to make City Hall more accessible.

This ambitious reform by the Jean Doré administration will in effect integrate and scale down the number of departments at City Hall. Thus, the film office will fall under the direction of Commission d'initiative et de développement culturel (CIDEC).

"The idea is to prevent confusion in the minds of everyone as to the natural affiliation of cinema with cultural developments," says Peché.

However, Quebec film technicians are concerned that the film commissioner will be less

accessible in the new bureaucracy.

"I don't understand it at all," says François Leclerc, president of the 700-member Syndicat des techniciennes et de techniciens du cinéma du Québec (STCQ). "Why destroy something that was working? They can't argue economics, because it was not expensive to operate."

Leclerc says that Trinque's film background and his discretionary ability to overstep bureaucratic channels at City Hall is vitally important for film production in Montreal.

"It is important when you consider how much preparation and last-minute changes go into location work. He can act independent of red tape. He has a good relationship with the police, public works and with the more difficult requests he has personally to make a presentation to city

council or the mayor himself," Leclerc told *Cinema Canada*.

Leclerc is also concerned that the economic and logistical considerations of location work will be ignored by the larger cultural office and that Trinque will lose his flexibility.

"To lose that direct access to the people who make the decisions and to have to deal with people who have no power will be a terrible thing for the industry," says Leclerc.

Trinque, who expects to finish writing a working mandate for CIDEC by the end of May, is confident that economic considerations will not be compromised and that a larger budget will mean greater flexibility.

The reorganization of city services, announced March 30, is part of an effort to eliminate an overlap of jurisdictions and save \$3.4 million over a period of eight years.

## Promo office in Québec

MONTREAL — The Oscar ceremony was not the only crowd pleaser in Hollywood in late March. An estimated 200 people attended the gala launching of *La Guide de Production Québec* in the Beverly Hills Hotel hosted by Pierre MacDonald, Quebec minister of external trade.

The 212-page, bilingual production guide underlined the Quebec government's new commitment to the promotion of the film industry in the province. Of late, producers in the U. S. have been informed that Quebec's *services des industries culturelles* will serve as a film office here and assist in location scouting. Any American producer, anxious to spend money in Quebec, need only contact the office or consult the new production guide for a listing of technical and human resources, location suggestions and information on such things as tax laws.

With the announcement, Quebec becomes a late entry in the competition between the provinces for foreign productions. Alberta, Ontario and BC have had active promotion offices for many years.

David Novek, of David Novek and Associates, the Montreal-based public relations firm, says media and industry representatives at the hotel reception commented that the film guide and office was long overdue.

Novek, who organized the reception and tour of three studios for the minister, says that aside from the attractiveness of the Canadian dollar and comparatively low union rates in Canada, U.S. producers are taking notice of Montreal's distinct European-North American character and the close proximity of the Laurentians and Eastern Townships.

The guide is published by Claude Desjardins, of *Qui Fait Quoi*, in association with Charles Denis, director of cultural industries, department of external affairs (Quebec) who will be responsible for the distribution of the guide.

A production guide for the City of Montreal was published by the Commission d'initiative et de développement économiques de Montréal (CIDEM-CINEMA) in 1986.

In 1979-80, Editions Cinéma/Québec published the *Quebec Film Industry Handbook* in French and English.

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