

**Florida Film and Entertainment Advisory Council**  
**1<sup>st</sup> Quarter Meeting Minutes**  
**March 26<sup>th</sup>, 2010**  
**Teleconference Call**

The first quarter meeting for the Florida Film and Entertainment Advisory Council (FFEAC) was called to order by Chairman Suzy Spang on March 26<sup>th</sup>, 2010 at 10:03 A.M. A quorum was present after the initial roll call.

**Members Present**

Leslie Bartlett  
Julie Balter  
John Welch  
Suzy Spang  
Katie Waters  
Stephen Schlow  
Seth Schachner  
Pamela Tuscany  
Kelly Horton  
Todd Roobin

**Ex-Officio**

Andra Cornelius

**Office of Film and Entertainment**

Lucia Fishburne, State Film Commissioner  
Susan Simms, Los Angeles Liaison  
Niki Welge, Production Coordinator  
Herb Miller, Incentives Administrator  
Adam Madlinger, Executive Assistant

**Members of the Public Present and Made Known to Council**

Graham Winick  
Will McKinley  
Joyce Pugh  
Ryan Hoyle  
Al Rivett  
April Money

| [Judson French, Jr.](#)

**ADMINISTRATIVE**

Introductions were made. The schedule of future meetings was discussed, and it was determined that the 2<sup>nd</sup> quarter meeting would be held on June 23<sup>rd</sup> in conjunction with the Film Florida meetings and the Legends Awards in Jacksonville.

Suzy discussed updating the contact lists to keep them as current as possible. Suzy then discussed the committee and taskforce assignments that currently exist.

## **OLD BUSINESS**

### **Approval of Minutes**

A motion was made by Todd Roobin to accept the 12/11/09 4<sup>th</sup> Quarter FFEAC meeting minutes, the 01/29/10 Legislative Committee meeting minutes, the 01/22/10 Conversation with Eric and Seth, as well as the 02/19/10 Conversation with Eric and Seth. Steven Schlow seconded. Motion passed.

### **Office of Film and Entertainment Report - Lucia Fishburne**

Lucia provided a quick recap of the Entertainment Industry Financial Incentive legislation:

- CS for SB 1430 (Filed by Sen. Haridopolos) unanimously passed the Senate Commerce Committee on 3/24 (\$75 million each year for five years starting with FY10-11).
- CS/CS for HB 697 (Filed by Rep. Precourt) unanimously passed the House Finance & Tax Committee on 3/25 (\$55 million for FY10-11; \$50 million for FY11-12; \$27 million each year for FY 12-13; FY13-14; FY14-15). This was the last committee stop before going to the full House.
- SB 1752 (Filed by Sen. Gaetz and also known as the "jobs bill") passed the full Senate on 03/25/10. This bill includes the entertainment industry tax credit language with \$20 million each fiscal year for five years beginning FY10-11.

The House bill is the most current with regard to revisions to the language. Eventually the Senate and House versions will marry up with regard to language and annual tax credit allocations.

### **Los Angeles Liaison's Report – Susan Simms**

Susan stressed the need to educate and train the clients, and mentioned that the top question she is receiving is whether there be enough crew in Florida given the enthusiasm for the new incentive. There is also a lack of understanding of the difference between calendar years and fiscal years, and when the OFE has new funds to work with.

NATPE was held in Las Vegas this year. There was a lot of enthusiasm from the European and Latin areas about it being held in Miami next year. South by Southwest (SXSW) was an interactive 'tsunami'. Luckily there were good inroads made with digital media groups to continue to work with them in later years. Entertainment Partners had a client reception where the buzz was all about the new Florida incentive. Currently it is the perfect storm of everything meeting at the perfect time.

Graham Winick commented regarding the tremendous growth of the interactive portion of SXSW. Participation there gave Film Florida a chance to show off what Florida can offer.

While BAMO couldn't show up this year they had 10,000 fliers showcasing Florida. Eighteen Florida bands were at SXSW showing that there is a solid presence of talent in Florida that needs to be supported. At the Berlin Film Festival a lot of filmmakers were stuck in NY due to a snow storm and thus couldn't attend, but it gave them a chance to talk about Florida. They discovered that they did not understand they could take advantage of the incentive. They were very excited about the possibilities.

## 2009 – 2010 Incentive Program Update - Herb Miller

### INCENTIVE SUMMARY SHEET 2009/2010

<i>FILM, TV &amp; COMMERCIAL QUEUE A/B</i>		<i>FLORIDA QUALIFIED EXPENDITURES</i>	<i>CERTIFIED FROM INCENTIVE FUNDS</i>	<i>ROI</i>
<b>Total Available Funds \$ 9,180,000</b>				
<i>FILM, TV &amp; COMMERCIAL - FULLY CERTIFIED</i>	8	\$ 44,824,660	\$ 7,485,688	
<i>FILM, TV &amp; COMMERCIAL - PARTIALLY CERTIFIED</i>	1	\$ 11,295,413	\$ 1,694,312	
<i>FILM, TV &amp; COMMERCIAL - PENDING</i>	5	\$ 5,839,399	\$ (1,024,260)	
<i>FILM, TV &amp; COMMERCIAL - WITHDRAWN</i>	33	\$ 165,226,720	\$ -	
<b>FILM, TV &amp; COMMERCIAL BALANCE MARCH 1, 2010</b>			\$ -	<b>6.11-to-1</b>
<i>INDEPENDENT FLORIDA FILMMAKER QUEUE C</i>		<i>FLORIDA QUALIFIED EXPENDITURES</i>	<i>CERTIFIED FROM INCENTIVE FUNDS</i>	<i>ROI</i>
<b>TOTAL AVAILABLE FUNDS \$ 0.00</b>				
<i>INDEPENDENT FLORIDA FILMMAKER - CERTIFIED</i>	0	\$ -	\$ -	
<i>INDEPENDENT FLORIDA FILMMAKER - WITHDRAWN</i>	1	\$ 423,306	\$ -	
<b>INDEPENDENT FLORIDA FILMMAKER BALANCE MARCH 1, 2010</b>			\$ -	<b>N/A</b>
<i>DIGITAL MEDIA PROJECTS QUEUE D</i>		<i>FLORIDA QUALIFIED EXPENDITURES</i>	<i>CERTIFIED FROM INCENTIVE FUNDS</i>	<i>ROI</i>
<b>TOTAL AVAILABLE FUNDS \$ 1,620,000</b>				
<i>DIGITAL MEDIA PROJECTS - CERTIFIED</i>	4	\$ 16,200,009	\$ 1,620,000	
<b>DIGITAL MEDIA PROJECTS BALANCE MARCH 1, 2010</b>			\$ -	<b>10-to-1</b>

#### OVERALL

Total Productions Applying for Incentive: 52  
 Active Certified Productions: 13  
 Anticipated Florida Expenditures: \$ 72,320,082  
 Certified Incentive Funds to Date: \$ 10,800,000  
 Total Balance Available in Queue A,B,C,D: \$ 0.00  
 Estimated # of Florida Jobs: 9,650  
 Cumulative Return on Investment: 6.70-to-1

#### CERTIFIED PROJECT TYPE SUMMARY

2-Theatrical Movie  
 3- Dramatic TV Series  
 3- Telenovelas  
 1- Commercial  
 4- Digital Media Projects

#### GEOGRAPHIC REGION

8-Miami/Dade/Broward/Fort Lauderdale/Palm Beach  
 5-Orlando/Orange County

### 2009-2010 Sales Tax Exemption Program Update - Niki Welge

Calendar Year	# of Applicants	Out of State Applicants	Estimated Florida Expenditures	Estimated Jobs	Estimated ROI
**2010	275	121	\$193,455,188	15,693	59.6:1

\*\*As of  
3/26/10

### 2009-2010 Marketing/Advertising Update - Jocelyn Mock

#### Sponsorships

- Co-sponsored of European Film Market w/ Film Florida
  - Took place February 11-21 in Berlin Germany.
  - Members of Film Florida attended.
- Amelia Island Film Festival
  - Took place 2/27 – 3/1 in Amelia Island, FL
  - Lucia attended the festival and participated in a boat tour of the island and a neighboring GA island with the filmmakers.
- Miami International Film Festival
  - Took place March 5-14 in Miami, FL
  - Sponsored the Florida Focus program
- Co-sponsored SXSW with Film Florida
  - Took place March 12-21 in Austin, Texas
  - Susan Simms represented the OFE at the annual Florida Fish Fry that's held during the event.
- Gasparilla International FF
  - The OFE did not sponsor, but the Lieutenant Governor attended opening night and the Governor attended the closing night ceremony.
  - OFE provided talking points for both.
  - "Thespians" was the closing night film, which was a recipient of both the incentive program and the Don Davis Film Finishing Fund.

#### Advertisements

- ¼ page color ad in Moviemaker Magazine #85 Winter 2010 Issue
  - Street Date was Jan. 15<sup>th</sup>
- Hollywood Creative Directory Spring 2010 Edition
  - 68<sup>th</sup> Edition was published January 2010

- OFE had a full-page color ad on the inside front cover as the 1<sup>st</sup> of a 3-ad series purchase.
- 2010 Florida Travel Map
  - OFE had a small banner, color ad (1.25” x 3.75”) in the 2010 Florida Travel Map that was released February of 2010.
- ½ page ad in Locations Trade Show Magazine

### **Other**

- AFCI 2010 Membership Renewal
  - Requisition done Feb. 3<sup>rd</sup>

### **On the Horizon for Quarter 2**

- Tallahassee Film Festival April 8-11 in Tallahassee, FL
- Florida Film Festival April 9-18 in Orlando, FL
- Locations Trade Show April 15-17 in Santa Monica, CA
- Palm Beach International Film Festival April 22-26 in Palm Beach, FL
- ¼ page color ad in Moviemaker Magazine #85 Winter 2010 Issue
  - Street Date April 27<sup>th</sup>
- Alys Beach Digital Graffiti Festival, June 12<sup>th</sup> in Alys Beach, FL
- University of Florida’s Documentary Institute Screenings
  - Screenings of the graduating student’s films
- 69<sup>th</sup> Edition of Hollywood Creative Directory will be published May 2010
  - OFE will again have a full-page color ad on the inside front cover as the 2<sup>nd</sup> of our 3-ad series purchase.
- Film Florida’s Legends Awards

### **Legislative Committee Report**

Suzy asked Kelly if she had anything to add but she had nothing as Lucia had wrapped everything up nicely.

### **Independent Issues Task Force Report**

Seth summarized the discussion he and Eric had regarding replacing the Independent Issues Task Force with a new committee that focuses on emerging media opportunities for Florida such as digital and mobile, music, etc. The general focus would be to encourage entrepreneurialism and to work with independent and creative talent in the state. Finding people to discuss, help, organize and participate in the committee would be needed to make it effective. Jud French agreed with sun setting the old task force and creating the new committee and offered the support of DMAF.

Seth made a motion to sunset the Task Force, John Welch seconded it, motion passed. Steven Schlow made a motion to establish the new Committee named Strategic Growth Initiatives, Todd Roobin seconded it, motion passed.

Seth will chair the new Committee with both Eric and Steven as members. Lucia suggested a possible informal meeting at the annual meeting in June to discuss future plans and membership. She reminded everyone to be aware that any other individuals that became part of the new Committee, even if not members of the FFEAC, would need to observe the Sunshine Laws.

### **FFEAC Membership Update – Suzy Spang**

Suzy talked about elections for leadership positions on the board, members rolling off and anyone wanting to either move onto a committee or off of one. Lucia suggested working with staff to deal with the individuals whose terms were ending and wished to continue on the board.

## **NEW BUSINESS**

### **Film Florida Update**

Suzy introduced Graham Winick, President of Film Florida. Their next meeting will be the quarterly meeting in Tallahassee on the 19<sup>th</sup> and 20<sup>th</sup>. He was looking forward to June in Jacksonville when the annual Film Florida meeting and the Legends Awards would be held. Most of what he had to talk about was covered in the follow-up to Susan Simms' report.

Outward trade missions currently are difficult due to budget cuts. Due to the lack of funding Film Florida has been trying to work with the OFE to combine their resources to highlight and showcase Florida Film and Entertainment as well as pinpoint festivals and people that could best promote the state. Film Florida was able to give out two Florida Focus Scholarships at Tribeca. *Thespians*, which was supported by the Don Davis Finishing Fund and the OFE's incentive program, was screened at the Gasparilla International Film Festival. Currently the Gasparilla International Film Festival appears to be the strongest in the state in regards to the independent scene. They were unable to work with the Florida Film Festival this year due to funding.

Steven Schlow followed up by mentioning that a UCF micro-budget film made in Orlando won the award at Gasparilla, and that 3 more features are done and 2 more are coming from the UCF department all with a budget of under fifty thousand. Lucia suggested to send the information to Jocelyn so she can add it to the regular clips to get the word out.

### **Public Input**

Judson French spoke about participation in a statewide project for SXSW next year. DMAF was given twenty five thousand dollars by the City of Orlando to put on seminars designed to educate the public about digital media. They are looking to expand beyond the regular into a full day or multi-day seminar called "3D Media Productions From Script to Screens." It would cover everything from concept and pre-visualization, all the way up to the various distribution methods

and displays that could be targeted. Working with both the new committee as well as the OFE and Film Florida would be optimal so that there are no conflicts around the state. Possible locations included the UCF Center for Emerging Media or the Plaza Theater in Orlando.

Al Rivett asked if the sales tax exemption information could be repeated and Lucia suggested that the staff e-mail the info directly to him. He also asked about geographic location and if it plays a part in FFEAC seats/representation. It was noted that the FFEAC seats were decided by Senate, House and Governor Appointment but that Film Florida was an organization that can and does have regional representation in most areas around the state.

Paul Sirmons line produced the feature film “Letters to God” and asked for others to support its theatrical release on the 9<sup>th</sup> of April.

### **Meeting Adjourned**

With comments concluded Todd motioned to adjourn and Steven seconded the motion. All agreed and none opposed. The teleconference call ended at 11:43am.