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**Florida Film and Entertainment Advisory Council (FFEAC)
2nd Quarter Meeting Minutes
June 30, 2011
Boca Raton, FL/Teleconference Call**

Members

Todd Roobin
Pamela Tuscany
Suzy Spang
Eric Breitenbach
Kelly Horton
Gus Corbella
Seth Schachner
Michelle Marx
Jamie Carter
Julie Balter
Chris Ranung
David Franco
Susannah Costello (Chris Thompson)
Al Latimer (Gray Swoope)

Office of Film and Entertainment Staff

Lucia Fishburne, State Film Commissioner
Susan Simms, Los Angeles Liaison
Herb Miller, Incentives Administrator
Niki Welge, Production Coordinator
Colleen McClure, Communications Coordinator
April Spooner, Administrative Assistant
Bret Lawrence, Administrative Assistant
Adam Madlinger, Executive Assistant

Members of the Public

Jud French
Maria E. Lanao
Multiple, inaudible

ADMINISTRATIVE

Roll Call and Introductions

The teleconference was called to order at 1:15pm. Todd Roobin welcomed everyone and recognized Michelle Hillery and Chuck Elder as hosts. Roll was taken by Adam Madlinger with several members of the public in attendance whose names were inaudible. Todd proposed an addition to the Agenda under New Business before Item 4 that Frank Patterson, Dean of FSU

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Film School would speak. Seth made the motion to approve the change and Eric seconded.

Nominations and Election of the 2011-2012 Chair & Vice Chair

Todd thanked everyone for the opportunity to Chair the Council and gave an account of the history of the incentive program. He expressed his appreciation for those legislators who worked on the legislation and encouraged everyone to be proactive and build on the momentum.

Michelle Marx made a motion which Kelly Horton seconded to instate Gus Corbella as the new Chair of the FFEAC. Motion passed unanimously.

Eric Breitenbach made a motion which Chris Ranung seconded to instate Seth Schachner as Vice-Chair of the FFEAC. Motion passed unanimously.

Lucia Fishburne presented Todd with a certificate of appreciation for his service as Chairman and member of the FFEAC.

Gus resumed the meeting as the new Chair and expressed his appreciation to Todd and stated that he was looking forward to working with Seth.

FFEAC Appointments

Lucia reviewed the seats which are open on the FFEAC:

Governor – 5 seats currently open
3 additional seats open in August (2 Governor and 1 Senate)

Appointments are anticipated to be made by the next quarterly meeting. Lucia recommended that the members hold off on Committee assignments until the appointments had been made and asked members reaching the end of their first term to follow up with her regarding reappointment. She provided information for those who are interested in being reappointed.

Review of FFEAC Committees and Assignments

1. Executive
 - a. Gus Corbella, Chair
 - b. Seth Schachner, Vice Chair
 - c. Kelly Horton
2. Legislative
 - a. Kelly Horton, Chair
 - b. Gus Corbella
 - c. Pamela Tuscany
 - d. Todd Roobin
3. Strategic Growth Initiatives
 - a. Seth Schachner, Chair
 - b. Eric Breitenbach

4. Membership
 - a. Gus Corbella, Chair
 - b. Kelly Horton
 - c. Michelle Marx

Schedule of future meetings

3rd Q and 4th Q 2011 - Teleconference Call date TBD

OLD BUSINESS

Approval of Minutes - A motion was made by Kelly Horton, seconded by Todd Roobin, to accept the 3/25/11 1st Quarter FFEAC meeting minutes. Motion passed.

Office of Film and Entertainment Report - Lucia Fishburne provided a summary of the OFE activities.

Summary of Past Year Activities:

- A) 2010-2011 Film and Entertainment Industry Incentive Summary Report: Herb

As of June 20th: 132 projects qualified/certified

Balances:

\$4.9 mil – General Production (12 applications pending)

\$6 mil – Commercial (2 applications pending) – allocations for 10/11 exhausted

\$3.9 – Independent and Emerging Media (3 applications pending) – allocations for 10/11 exhausted

As of 06/30/2011 the \$242 mil have been certified

\$11.3 mil of the new \$12 mil will be allocated to General Production

\$360k is allocated to Commercial

\$360k is allocated to Independent and Emerging Media

North, Central West and Southwest will be considered underutilized regions

- B) Current Productions in the State: Susan

She gave a summary of an incentive seminar she attended expressing the marketing and networking value. Florida was in the top 10 due to the high rate that clients are able to broker out their credits.

-Rock of Ages: largest film we've had in the State

-Step Up 4

-Magic City

-Charlie's Angels

-The Glades

-Burn Notice

-Extreme Home Makeover:

-Dolphin Tale
“Life is good in the Sunshine State”

C) Sales Tax Exemption: Niki

Niki provided a summary of the Sales Tax Exemption program

As of June 10th:

833 applications approved

7,785 Florida full time jobs

Over 34,000 Florida freelance jobs

Almost \$580mil in Florida wages

Over \$994mil in Florida expenditures

ROI – 66:1

She also mentioned changes to the Local Film Offices/Staff and the contact information for the Child Labor Law at DBPR.

D) Marketing and Advertising: Colleen

New collateral: pens and notebooks

Facebook page: daily updates, photo albums, networking

Production Directory: 1250 listings

E) Executive Orders: Lucia

She provided an update/clarification to the e-verify order; that requirement is no longer in effect.

F) Legislation – Changes to Incentive Program; Reorganization: Lucia

She gave a summary of our placement in OTTED and our transition to the Department of Economic Opportunity (DEO) – to streamline the state’s economic endeavors. The transition will be complete October 1, 2011 – however we do not anticipate a physical location change. The Florida Office of Film and Entertainment (no longer within the EOG) will be in the Division of Strategic Business Development (DSBD) of DEO. She also provided an update/overview of the changes to the incentive program.

G) Future Business Development: Lucia

Lucia provided a summary of the new bonuses which will be incorporated in the incentive and their potential impact on the industry throughout the state. Lucia provided information from a US Chamber of Commerce press release that lists Florida’s workforce and jobs training programs as Number 1.

NEW BUSINESS

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II. Film Florida Update: Jennifer Pennypacker

Jennifer provided an update on Film Florida's initiatives including the addition of an Education Council and information regarding the Legends Awards.

III. Labor Update: Chris Ranung

Chris expressed the diversity of the workforce and jobs in the industry and the growth in this sector. He reiterated the increase in productions throughout the state and the positive response from the workforce.

Julie Balter reported on SAGs updates again stating that SAG members are busy working and that performers throughout the state are happy with the influx of production.

IV. Public Comment

[Note: there were difficulties in hearing the public's comments on the recording]

Jud French, DMAF commented on the recently announced collaboration between the FSU School of Motion Picture and Digital Domain Media Group.

Maria E. Lanao of SYNQ Studios commented on the need to acknowledge smaller digital media companies that have been operating in Florida for many years.

Other members of the public made additional general comments which were inaudible.

ADJOURN

A motion to adjourn was made at 3:20p.m. by Chris Ranung and was seconded by Todd Roobin.