

**Florida Film and Entertainment Advisory Council
2nd Quarter Meeting Minutes
June 27th, 2009
Gansevoort Hotel
Miami Beach, Florida**

The second quarter meeting for the Florida Film and Entertainment Advisory Council (FFEAC) was called to order by Chairman Suzy Spang on June 27th, 2009 at 10:25 A.M. at the Gansevoort Hotel, in Miami Beach, Florida. A quorum was present.

Members Present

Suzy Spang
Todd Roobin
Katie Waters
Gus Corbella
Chris Thompson
Michelle Marx
Pamela Warren
Eric Breitenbach
Leslie Bartlett
Steven Schlow
Kelly Horton
Anita Mitchell
Ann Herberger

Office of Film and Entertainment

Lucia Fishburne, State Film Commissioner
Susan Simms, Los Angeles Liaison
Adam Madlinger, Executive Assistant

Invited Guests (members of Governor's Music Industry Task Force)

Neil Crilly
Trevor Fletcher
Seth Schachner

Members of the Public Present and Made Known to Council

Maria Chavez
Leah Sokolowski
Van Poole
Angela Miele
Libby Moyer
Julie Balter
Jeanne Corcoran
Robert Parente
Sandy

Juan Delgado
Thomas

Administrative

Nominations and elections for 2009-2010 Chair and Vice Chair were held. Suzy Spang and Todd Roobin were both nominated (Kelly Horton, made the motion, seconded by Gus Corbella) and re-elected unanimously for second terms as Chair and Vice Chair respectively.

Chairman Spang retained Kelly Horton as Legislative Committee Chair, Katie Waters as Membership Committee Chair, and Eric Breitenbach as Chair of the Independent Filmmaker Task Force.

Members were asked to review and provide staff updates regarding their contact information.

The Membership Committee was directed to determine a meeting date as soon as possible working with public noticing requirements for the purpose of identifying and recommending candidates for appointment to current and imminently open council seats. It was noted that the Membership Committee does not make the actual decision, however they can provide recommendations for appointments to the appointments staff for the Governor, Speaker of the House and Senate President. The members discussed what they each thought was necessary or needed in the current and soon-to-be vacant seats. Industry, production, music and digital media backgrounds were discussed. The deadline for getting the resumes and bios was set for three days before the Committee meeting date. Candidates would be asked to confirm that they had submitted the required paperwork for each of the appointments offices for the Membership Committee to consider them for recommendation.

The travel costs associated with face to face FFEAC meetings was discussed. The advantage to meeting at a more central and broadly accessible location was discussed for future face-to-face meetings. Graham Winick, President of Film Florida, indicated that their organization would be willing to adjust locations and dates of their meetings in an effort to make things easier for both groups to meet back to back has value in that it facilitates greater input cross-organizationally.

It was decided the third quarter meeting in September will be teleconferenced. The date was tentatively set for mid-September. The 4th quarter meeting date will be decided at a later date.

OLD BUSINESS

Approval of Minutes

Absences, both excused and unexcused were questioned, and Lucia asked for OFE staff to circle back and revisit the subject with more information later after consulting the bylaws and rules. Susan Simms noted her Los Angeles liaison report in the previous quarterly minutes were presented in first person, and asked that it be edited appropriately.

A motion was made by Todd Roobin and seconded by Michelle Marx to accept the 1st Quarter FFEAC Meeting minutes and the Legislative wrap up meeting minutes. The motion passed unanimously.

Office of Film and Entertainment Report

Lucia Fishburne, Director of the OFE, provided a recap of the legislation, budget, and incentive focus, followed by a FY 09/10 preview. She also noted that the 40 % operational budget cuts would be accommodated without negatively impacting the staffing level of the OFE. She reported that:

- The tax credits for the incentive did not pass in the legislative process.
- Although the legislative session did not result in a conversion to tax credit based program, activities and efforts to raise awareness of the contributions of the industry to Florida's economy were considered successful. These included the Governor's Roundtable, the "Take A Closer Look at Florida's Film and Entertainment Industry" informational CD package that included the full economic assessment as well as annual incentive reports for every year to date and other resources.
- \$10.8 million was appropriated for the Florida Film, Television, and Digital Media Incentive Program for FY 09/10. Considering the previous fiscal year funding was at \$5 million and the revenue outlook was even bleaker this was a win.
- There was a 40 percent cut to the OFE operating expenses. The cuts would be absorbed primarily in advertising and promotion.
- The Florida Restaurant and Lodging Association and In Focus's magazines played important roles in gaining support for Florida's film and entertainment industry by running articles that showed the impact to other industry sectors.
- A preliminary year-end incentive summary shows the ROI is staying consistent with previous years at around \$6.50 of expenditures for every \$1 of incentive funds.
- The OFE began accepting 09/10 incentive applications on June 15th.
- 11th hour changes via the implementing bill for the appropriations budget bill resulted in requiring the OFE to use Florida Independent Filmmaker incentive funds, in the event there were no qualified Queue C projects, to certify qualified Digital Media (Queue D) projects if there were no funds in Queue D. She noted there were still no Queue C applications and that the funds were now all certified to qualified Digital Media projects.
- Of the 36 applications received on the first day of accepting applications (June 15), the OFE certified 12 projects that, based on their qualified Florida budget, will result in over \$69 million being spent in Florida, of which over \$44 million will be spent on wages employing over 9,000 Floridians. The remainder will be spent across a variety of Florida businesses many of them small businesses.
- Lucia noted that the OFE only accepted applications for projects that had a start date within 180 days of the application date. This new application requirement was implemented to accelerate the economic impact of production spending in

Florida and prevent companies from tying up limited funds until late in the fiscal year only to drop out. The 36 applications submitted on day one demonstrated that Florida is still in demand as a production location.

Ann Herberger suggested that everyone start talking and getting acquainted with all possible 2010 Florida Governor candidates. Ann also said that the FFEAC needs to be prepared when stimulus money runs out, because legislators won't see the need for supporting the film industry. She pointed out that most politicians will not care about 'Queues' but about bridges and roads and what can get them re-elected.

A marketing and advertisement overview for the OFE was provided in a printed PowerPoint presentation that the OFE Communications Coordinator, Jocelyn Mock, put together. The presentation contained advertising and sponsorship expenditures for FY08/09 and a gallery of ads used throughout the fiscal year. Included were two ads that the OFE received Golden Addy awards for in collaboration with Moore Consulting Group of Tallahassee, FL. The presentation was supplied in the packet provided to the FFEAC and the public.

Suzie Spang made a request to change the agenda and move the Film Florida update to right after the OFE's report due to Graham Winick needing to catch a flight. The request was agreed to.

Lucia noted that the OFE and FFEAC needed to begin its five year strategic planning effort. She suggested a regional approach and said she would come back to the council with a more detailed recommendation.

Film Florida Update

Graham Winick, President, Film Florida, commented that it will be a tough legislative year with a tight budget. Film Florida plans to continue to push the tax credit. The marketing area is shrinking, but they will do what they can with the assets they have. They have been working with media photographers to help promote that Florida is the Sunshine State and apply it in a coffee table style book. He also reported how Film Florida and the OFE included promotion of Florida bands at South by Southwest in April via special "ticket" handouts and t-shirts.

Visit Florida Update

Chris Thompson, CEO/President of Visit Florida reported that his organization had recently held their board meeting to work on a strategic plan. It was a great session, and they were able to put together the entire plan on the front and back of one sheet of paper. Unfortunately they had to cut 17 positions (12 people) at Visit Florida due to the budget cuts.

Los Angeles Liaison Report

Susan Simms, OFE Los Angeles Liaison, stated that she felt the best advertising for the OFE is daily contact with potential clients. Maryland and Oregon closed down their LA offices, and Florida is the only one that has a presence left in Los Angeles. She pointed out that a lot of marketing is being done in magazines promoting Burn Notice and, by extension, Florida. She

reported that everyone always comments on how they would love to have Burn Notice in their state.

“Produced By” conference put on by the Producers Guild of America was a huge hit. There was a green bag at the conference that had only a book and a Film in Florida notepad so the state really stood out. There was access to all sorts of individuals at the event that allowed her to give out accurate information about Florida’s incentive program, as well as promote both Florida’s crew and infrastructure.

Legislative Committee Update

Kelly Horton, Chair, Legislative Committee emphasized the importance of being friendly with politicians running for future offices. She discussed the status of who is favorable to ‘our’ position and who is not. She suggested focusing on Alex Sink and Bill McCollum and establishing a repertoire, so regardless of who attains the office, they will know our position. Rep. Dean Cannon and Speaker of the House Larry Cretul were specifically identified as two individuals to focus on. Kelly also made the point that with Sen. Haridopolos becoming Senate President and his sponsoring of the previous tax credit bill, it is important to continue the dialogue with him. FFEAC members should focus in their ‘home’ area areas to show that there is broad based support rather than just centralized support in Tallahassee. She felt identifying those in leadership and those that will help is very important and plans to work with Lucia to put together a list of individuals.

***“Emerging and Future Media Trends”* Presentation by Eric Breitenbach**

Eric Breitenbach, Chair, Independent Filmmaking Task Force, showed the following YouTube videos for his presentation:

- Red Riding Hood
- Kansas Professor Anthropologist
- Fagatron piece using Mary Poppins

Eric discussed the new innovations in digital media and the fact that people are creating works without a thought to getting money from it. They are creating, because they want to, and they have the ability to easily do it now. Other people are searching right now for a way to make money off of it, but no one has...yet. He challenged the group to think about opportunities beyond incentivizing location production in Florida.

Music Industry Update

Seth Schachner, Sony Music Entertainment, talked about an online music community. Digital music and the internet are changing the industry, forcing a change from the old way to a new way. Sony has been trying to bring people, especially young people and their skill-sets, into the industry through official channels like YouTube, so that their perceptions can be utilized as a means to help adapt to the changing environment.

Trevor Fletcher, the Hit Factory-Criterion Studios, pointed out his observations and the weaknesses of the FFEAC in regards to the music industry. He felt there needs to be a change in philosophy to bring music as an actual part of the FFEAC. No aspects of festivals, special events, trade shows, or advertising and promoting the music industry are currently supported by the council. The music industry brings businesses, brick and mortar organizations, economic impact, opportunities from all over the world. Music should be a major component and right now it's got a long way to go. He appreciated the chance to get things going in the direction that they should in order to be all-encompassing.

Neil Crilly, The Recording Academy, Florida Chapter, pointed out that music should not take anything away but will help bring more to the state when working together. For example, bringing the Grammy's to Florida would be difficult because other states offer more incentives – simply any incentives at all – which Florida does offer. He mentioned that there are many businesses in Florida that are part of the music industry that have been well developed in Florida, like Criterion, and that they impact the economy greatly by their long running association. These companies don't come and then leave like a one-off music video; they stay and employ Florida residents.

New Business

Public Comment

Libby Moyer suggested taking the statistical data related to the applications for the incentive program and breaking it down to a local level. It would be good to see what the impact would have been in the local area and display it as lost revenue. She suggested that this might provide a way to change the perception of, "Sorry you can't do things here because we're out of incentives," to "Yes, you can shoot here because of the other benefits there are to shooting your production here."

Jeff Peel spoke about regional efforts that could be done to help the industry and working together with the music industry. He suggested asking what is it that we could do to help energize the music industry, because there are not many hands on direct effects in promoting it. He also suggested coming up with ideas that can be implemented in a very short time for very little money as a way to brand Miami as a "Music Town." Jeff felt that in order for the FFEAC to accomplish its goal to integrate the music industry into itself, it needed to break it down to the local level, because what works in one area may not work on an overall statewide level.

Todd Roobin moved that the meeting be adjourned, seconded by Katie Waters and passed unanimously. The meeting adjourned at 1:16 P.M.