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**Florida Film and Entertainment Advisory Council (FFEAC)
3rd Quarter Meeting Minutes
September 24th, 2010
Teleconference Call**

Members

Todd Roobin
Pamela Tuscany-Wines
Jaymie Carter
Suzy Spang
Eric Breitenbach
Kelly Horton
Gus Corbella
Seth Schachner
Michelle Marx

Office of Film and Entertainment Staff

Lucia Fishburne, State Film Commissioner
Susan Simms, Los Angeles Liaison
Herb Miller, Incentive Administrator
Niki Welge, Production Coordinator
Jocelyn Mock, Communications Coordinator
Jack Warren, Administrative Assistant
Adam Madlinger, Executive Assistant

Members of the Public

Judson C. French, Jr.
Jennifer Pennypacker
Julie Balter
Dave Caserta
Joyce Pugh
Andrea Voss
Fred Springer
Andrew Nathanson

ADMINISTRATIVE

The third quarter meeting for the Florida Film and Entertainment Advisory Council (FFEAC) was called to order by Chairman Todd Roobin on September 24th, 2010 at 10:03 A.M. A quorum was present after the initial roll call of the FFEAC members and Ex-Officio members.

Future meeting times were discussed with Lucia outlining a possible yearlong itinerary. Fourth quarter meeting would be on Dec 3rd and would be a teleconference, 10:00 to 11:30am. The first quarter meeting would be in Tallahassee, 10th/11th of March 2011 to try and work with Film Florida and perhaps even have the new Governor or Lt. Governor in attendance. For those that

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couldn't make the drive, there would be teleconference capability. The second quarter 2011 meeting could take place June 2nd/3rd in conjunction with CAMACOL's inaugural Miami Media and Film Market. The third quarter 2011 meeting could take place September 8th/9th in Orlando near the airport for ease of those traveling at that time. Lastly the fourth quarter meeting would take place December 9th and be a teleconference event. As for Committee meetings, the Chairs will work with the OFE for suitable dates and then will be noticed accordingly.

An update from Fred Springer, the attorney the OFE has retained to assist in the rulemaking process, was moved up on the agenda to accommodate a scheduling conflict. He provided a recap of the public workshop and indicated that he and the OFE were, based on industry input, working on proposed rule language that would enable certification of future credits. The next goal is to get the draft to all stakeholders for final input before the rules are published in the Florida Administrative Weekly. The proposed target for publication in the Florida Administrative Weekly is Oct. 15th, 2010 with an overall target date for the rules being effective at or near the end of this calendar year.

Appointments were then covered by Lucia Fishburne. Suzy Spang was awaiting re-appointment as well as Steven Schlow. Jaymie Carter was appointed by the House and Julie Balter who had finished Melodie Shaw's appointment was awaiting possible appointment to an open seat. Currently Anita Mitchell's seat is vacant as she had to resign early. Lastly, there are four open Gubernatorial Appointments that the OFE is hoping will be filled in the immediate future.

OLD BUSINESS

Approval of Minutes - A motion was made by Gus Corbella, second by Pamela Tuscany-Wines, to accept the 6/23/10 2nd Quarter FFEAC meeting minutes and the Strategic Growth Initiatives Committee minutes. Motion passed.

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

1) Appointments – status

The Governor's appointments person is meeting with the Governor today. We anticipate appointments being announced in the next couple of weeks.

2) Future Meetings – formula approach, mostly face to face

Starting in March 2011, 2nd Thursday and Friday of the third month of each quarter.

Using this formula – here would be the future FFEAC meeting dates:

- March 10 – 11: Tallahassee (session/new Governor/LG/OTTED Director join)
- June 2 – 3: Miami] (tentative - in conjunction with CAMACOL'S first Miami Media and Film Market)
- September 8 – 9: Orlando Airport Hyatt Regency

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- December 9: teleconference

Suggested Meeting Itinerary for face to face meetings:

Thursday

1pm – 5pm: FFEAC Committee Meetings
Reception

Friday

9am- noon: FFEAC Quarterly Meeting

3) BP Oil recovery – potential advertising dollars

Lucia met with Chris Hart and discussed it with Chris Thompson of Visit Florida. Neither thought there would be much support. Did not pursue further.

Also Niki Welge had an initial discussion with Tom Rousch, The Pensacola Film Commissioner and Chris Hart regarding the possibility of obtaining BP mitigation funding for a local NW Florida incentive. At minimum there is interest in exploring how to incentivize production to come into under-utilized and/or rural areas.

4) 2010 Statute Changes, Bylaw and Standing Rules Review – Adam Madlinger has prepared an analysis comparing the new and old OFE and FFEAC statutes, as well as the Bylaws and Standing Rules. It will be sent to the executive committee to review and determine what Bylaw or Standing Rule changes will be needed.

OLD BUSINESS

OFE Report

- I. General Operations
 - A) OFE again surpassed our annual performance measures
 - B) Final Incentive Report due Oct 1 to Governor, Senate President, Speaker of the House
 - C) Fiscal year close out for all aspects of operations
 - D) Herb Miller on board as a FTE – this allowed us to expand OPS Staff - April Spooner's hours increased; added Jack Warren
 - E) Preparing for transition – documents, meetings, etc.
 - F) Reel Crew Update

The Current numbers on Reel Crew as of COB 09/20/2010 are as follows:
Crew: 469
Support Services: 266

Staff will determine if there is a Spanish version and report back to the council.

100% of the users in Crew and Support Services are searchable online and verified as of today. Crew and Support Services are the 2 major categories and there are numerous generic categories and subcategories.

- G) Incentive Program Updates provided by Herb Miller (FY09-10 Close out; FY10-11 Update)

INCENTIVE SUMMARY SHEET 2009/2010

FILM, TV & COMMERCIAL QUEUE A/B Total Available Funds \$ 9,180,000		FLORIDA QUALIFIED EXPENDITURES	CERTIFIED FROM INCENTIVE FUNDS	ROI
FILM, TV & COMMERCIAL - FULLY CERTIFIED	12	\$ 60,487,880	\$ 8,368,268	
FILM, TV & COMMERCIAL - WITHDRAWN	40	\$ 173,065,130	\$ -	
FILM, TV & COMMERCIAL BALANCE SEPTEMBER 24, 2010			\$ 821,742	6.04-to-1

INDEPENDENT FLORIDA FILMMAKER QUEUE C TOTAL AVAILABLE FUNDS \$ 0.00		FLORIDA QUALIFIED EXPENDITURES	CERTIFIED FROM INCENTIVE FUNDS	ROI
INDEPENDENT FLORIDA FILMMAKER - CERTIFIED	0	\$ -	\$ -	
INDEPENDENT FLORIDA FILMMAKER - WITHDRAWN	1	\$ 423,308	\$ -	
INDEPENDENT FLORIDA FILMMAKER BALANCE SEPTEMBER 24, 2010			\$ -	N/A

DIGITAL MEDIA PROJECTS QUEUE D TOTAL AVAILABLE FUNDS \$ 1,620,000		FLORIDA QUALIFIED EXPENDITURES	CERTIFIED FROM INCENTIVE FUNDS	ROI
DIGITAL MEDIA PROJECTS - CERTIFIED	4	\$ 18,180,180	\$ 1,818,018	
DIGITAL MEDIA PROJECTS BALANCE SEPTEMBER 24, 2010			\$ 984	10-to-1

OVERALL

Total Productions Applying for Incentive: 57
 Total Certified Productions: 16
 Qualified Florida Expenditures: \$ 66,677,840
 Total Certified Incentive Funds: \$ 9,977,274
 Estimated # of Florida Jobs: 9,650
 Cumulative Return on Investment: 6.68-to-1

Anticipated Total Incentive Funds to Revert 10/1/2010: \$822,728.00
 Total Percentage of Incentive Funds Paid Out: 92.4%

CERTIFIED PROJECT TYPE SUMMARY

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

GEOGRAPHIC REGION

- 11-Miami/Dade/Broward/Fort Lauderdale/Palm Beach
- 6-Orlando/Orange County

INCENTIVE SUMMARY SHEET 2010/2011

GENERAL PRODUCTION QUEUE A Total Available Tax Credits \$ 50,290,000		FLORIDA QUALIFIED EXPENDITURES	CERTIFIED TAX CREDITS	TOTAL FLORIDA WAGES	TOTAL FLORIDA JOBS	ROI
RULLY CERTIFIED	37	\$ 386,741,287	\$ 44,850,000	\$ 236,290,000		24.79%
PARTIALLY CERTIFIED	1	\$ 27,100,455	\$ 5,436,000	\$ 26,053,344		11.44%
PENDING	15	\$ 55,661,530	\$ 12,695,000	\$ 26,972,116		6.50%
WITHDRAWN	27	\$ -	\$ -	\$ -		-
GENERAL PRODUCTION QUEUE A BALANCE SEPTEMBER 24, 2010	80	\$ -	\$ 293,315,488	\$ -	42,706	8.43-10-1
COMMERCIAL & MUSIC VIDEO QUEUE B						
Available Tax Credits \$ 1,605,000		FLORIDA QUALIFIED EXPENDITURES	CERTIFIED TAX CREDITS	TOTAL FLORIDA WAGES	TOTAL FLORIDA JOBS	ROI
CERTIFIED	0	\$ -	\$ -	\$ -		-
WITHDRAWN	2	\$ -	\$ -	\$ -		-
COMMERCIAL & MUSIC VIDEO QUEUE B BALANCE SEPTEMBER 24, 2010	2	\$ -	\$ 1,605,000	\$ -	-	N/A
INDEPENDENT & EMERGING MEDIA PRODUCTION QUEUE C						
Total Available Tax Credits \$ 1,605,000		FLORIDA QUALIFIED EXPENDITURES	CERTIFIED TAX CREDITS	TOTAL FLORIDA WAGES	TOTAL FLORIDA JOBS	ROI
RULLY CERTIFIED	18	\$ 7,300,908	\$ 1,486,075	\$ 6,257,877		1.90%
PARTIALLY CERTIFIED	1	\$ 587,126	\$ 119,405	\$ 453,820		5%
PENDING	7	\$ 2,649,916	\$ 631,005	\$ 2,195,961		3.21%
WITHDRAWN	11	\$ -	\$ -	\$ -		-
INDEPENDENT & EMERGING MEDIA PRODUCTION QUEUE C BALANCE SEPTEMBER 24, 2010	37	\$ -	\$ -	\$ 7,923,458	2,275	4.86-6-1

OVERALL

Total Productions Applying for Incentive: 119
 Active Certified Productions: 57
 Anticipated Florida Expenditures: \$ 431,871,776
 Certified Incentive Funds to Date: \$ 51,885,000
 Estimated # of Florida Jobs: 38,153
 Cumulative Return on Investment: 8.32 to-1

CERTIFIED PROJECT TYPE SUMMARY

- 21-Theatrical Movie
- 6-Dramatic High Impact TV Series
- 1- TV Pilot
- 5- TV Series
- 1- Telenovelas
- 6- Documentary Productions
- 3- VFX Productions
- 3- Digital Media Projects
- 11- Video Games

GEOGRAPHIC REGION

- 32-South
- 19-Central
- 7-Tampa Bay/Sarasota/Clearwater

H) Sales Tax Exemption Update **As of 9/21/10

Calendar Year	Quarter	# of Applicants	Out of State Applicants	Estimated Florida Expenditures	Estimated Jobs	Estimated ROI
**2010	4th	118	29	\$227,437,121	3,629	64.3:1

I) **Local Film Liaisons**

Personnel changes in local offices:

Recent changes at the local level - new local film and entertainment industry liaisons since March 2010:

1. Tampa – Dianne Jacobs is the interim liaison (Lindsey Guthrie resigned)
2. Manatee County – Monica Luff (replaced Kelly Fores)
3. Seaside – Jon Ervin (replaced Chip Day)
4. Tallahassee – Katie Kole (replaced Rebecca Mattingly)
5. Broward County– Noelle Stevenson (replaced Elizabeth Wentworth)
6. Volusia County– Nikki Malloy (replaced Janet Kersey)
7. City of Miami – Harry Gottlieb (replaced Robert Parente)

Generally speaking most of these changes reflect reorganization at the local level in response to the current economic situation.

For an up-to-date list of all the local liaisons, including their contact information, visit our website.

Lucia urged everyone to reach out to the local liaison in your area and meet with them to learn what they do, what are the area’s strengths, weaknesses and opportunities. Find out what local events and activities you could get involved in to learn more. This will help inform us for the update to our strategic plan.

J) **Advertising, Promotion, Sponsorship Update**

Sponsorships

- Florida Film Institute: June 28 – August 6, 2010
 - Sponsored their free Summer Film Camp for underprivileged middle and high school youth in Miami
- Co-sponsored Independent Film Week with Film Florida: September 19-24, 2010 in New York City
 - Members of Film Florida attended.

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- Global Peace Film Festival: September 21-26, 2010 in Orlando, FL

Denied Sponsorships

- FSU Film School Annual Fundraising Gala: August 8, 2010
- Miami Music Festival's "Picnic in the Park": November 13, 2010

Sponsorships on the Horizon

- 10th Annual Jacksonville Film & Television Industry Reception: October 13, 2010
 - Lucia Fishburne to attend
- Jacksonville Film Festival: October 14-17, 2010
 - Co-sponsor with Film Florida of Panel: The Future of Filmmaking in Florida – The New Incentives taking place on Friday, October 15th from 12:30pm – 2:30pm at the Cummer Museum of Art and Gardens
 - Lucia Fishburne will be sitting on the panel
- 2010 LA Femme International Film Festival: October 14-17, 2010 in Los Angeles, CA
 - Susan Simms will sit on the Film Financing panel
- Miami Short Film Festival: November 13-20, 2010
- 2010 Independent Film & Television Alliance Production Conference: December 3, 2010 in Los Angeles, CA
 - Susan Simms will represent the OFE at the conference

Sponsorships Pending Approval

- AICP Show, Florida: October 8, 2010 in Miami
- Fort Lauderdale Film Festival's "Florida Treasures": October 16, 2010
- FMPTA Crystal Reel Awards: November 5-7, 2010 in Orlando

Advertisements

- Hollywood Reporter "Made in Florida" issue
 - Half page color ad
 - Street date was July 30th
- Motion Picture TV & Theatre Directory
 - 1 inch B&W ad/Directory listing in the Fall 2010 issue with listings in the "Film Commission" and an online profile included
 - Street date is September 30th

Denied Advertisements

- In-Focus Magazine
 - Half page, color ad in August/September 2010 Issue
- Kemps International Directory
 - 12 Month Online Profile beginning October 1, 2010

Other

- New Creative Agency
 - Through a competitive bid process, the OFE has partnered with McBride Marketing Group of Melbourne, Florida as its new creative agency. McBride will be working with the OFE to support all of its graphics needs, including: advertisement creation, a new collateral piece, and a possible re-design of the existing website to increase its organization, functionality, and overall ease of use.

K) Business Development and Outreach – Susan Simms report

Susan Simms reported that she has been busy. She identified challenges with the beginning of the new fiscal year, the new incentive program, and the end of the year performance report all converging at one time. She said that there is a lot of interest from projects in the 4 to 8 million dollar budget range and, for the first time, interest in a number of projects in the 35 to 55 million dollar budget range. Currently, as always, there is great interest from participants at the multiple events she recently attended in utilizing Florida as a production location. Pamela Tuscany-Wines had some questions that Susan addressed regarding the message going out that the office is moving toward certifying future year tax credits. Judd French asked about larger 3D projects that were possibly interested in Florida as a location to shoot. Susan indicated there was interest.

Committee and Task Force Reports – Seth Schachner, Strategic Growth Initiatives

Seth provided a recap of the brief Strategic Growth Initiatives Committee meeting. He shared some of the ideas he had gathered through his informal information gathering to help in the creation of the greater Strategic Plan that will be done for the OFE after the new year. Lucia Fishburne suggested that the Executive Committee should include Strategic Planning on their list of things to discuss in the future.

NEW BUSINESS

Initial Discussion of 2011 Legislative Strategy

Lucia Fishburne spoke about the ‘glitches’ that were part of converting from an annual cash rebate program to a multi-year tax credit program. She reiterated that her door is open to all to discuss potential changes to statute language for next session. Kelly Horton and Gus Corbella concurred that any new language for consideration would be needed in late January or early February.

Film Florida Update

Jennifer Pennypacker, President of Film Florida, touched upon the resignation of Lindsey Norris-Guthrie and their continued work with the local office and the interim replacement so that

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projects have no break in service. Jennifer then covered their participation in New York at IFW. She touched upon their festival participation, good press that was being generated, and the upcoming events and quarterly meetings.

Public Comments/Input –

Before public comment was started, Lucia Fishburne suggested that Jaymie Carter introduce herself to the council. Jaymie informed everyone that she had been working with film festivals since 2004 and that she was very excited about the possibility for the industry's growth in Florida. She has a family and has the fortune to not have to work which allows her to be an event planner and fund raiser for non-profit organizations. Jaymie mentioned that she was going to have lots of questions in the future.

Public comment was opened and Judd French informed everyone about Palm Beach County approving the initial allocation of real-estate and 25 million dollars in funding for the FSU College of Motion Picture Arts Facility, consisting of a graduate program and a new center for advanced digital media research, as well as a Digital Domain Institute and Digital Domain studio. The building will be 'iconic' with an initial size of 150,000 square feet.

Leslie Bartlett reminded everyone that the Crystal Reel Awards will be on November 5th, 6th and 7th.

Susanna Costello with VISIT Florida announced an 825 mile beach walk on November 6th. People will walk a mile and take a picture to put to rest the thought that Florida beaches are soiled by the oil spill. Susanna suggested that there may be a chance to promote those beaches by involving celebrities.

Todd Roobin encouraged people to go see a movie called *Like Dandelion Dust* that was opening in theaters today - as it was filmed in Jacksonville.

Adjournment – Gus Corbella made a motion to adjourn, second by Seth Schachner. Motion passed. Meeting was adjourned at 11:27am.