

**Florida Film and Entertainment Advisory Council
4th Quarter Meeting Minutes
December 11th, 2009
Teleconference Call**

The fourth quarter meeting for the Florida Film and Entertainment Advisory Council (FFEAC) was called to order by Chairman Suzy Spang on December 11th, 2009 at 10:03 A.M. A quorum was present after the initial roll call.

Members Present

Leslie Bartlett
Suzy Spang
John Welch
Pamela Tuscany-Vines
Kelly Horton
Todd Roobin
Michelle Marx
Gus Corbella
Anita Mitchell
Seth Schachner
Julie Balter
Stephen Schlow

Ex-Officio

Chris Thompson

Office of Film and Entertainment

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

Members of the Public Present and Made Known to Council

Graham Winick
Will McKinley
Dave Caserta
Joyce Pugh
Candice Barnes
Leslie Krensky

ADMINISTRATIVE

Introductions were made. The schedule of future meetings was discussed, and it was determined that the 1st quarter meeting should be in March on a Friday TBD. The 2nd quarter meeting would be in June.

Suzy discussed committee and taskforce assignments that currently exist. Seth said he would follow up with the Independent Issues Task Force that he had interest in joining.

OLD BUSINESS

Approval of Minutes

A motion was made by Leslie Bartlett (second by Michelle Marx) to accept the 09/30/09 3rd Quarter FFEAC Meeting and the 11/02/09 Executive Committee Meeting minutes. The motion passed unanimously.

Office of Film and Entertainment Report - Lucia Fishburne

Legislative Update

Lucia has presented to two House Committees:

- House TED Appropriations (along with Jeffrey Donovan of Burn Notice)
- House Economic Development Policy

Representative Rehwinkel-Vasilinda's Film and Entertainment Caucus launch was successful in attracting attention from the members and the press.

Over the last couple weeks OFE staff have analyzed and provided feedback to Rep. Precourt regarding the second draft of his proposed tax credit bill. Some highlights of his draft bill include but aren't limited to:

- \$75 million transferable tax credit – each year for three years
- No project caps
- 18% base incentive
- “Main Queue” (94% of tax credit allocation) with \$625,000 minimum threshold.
- “Main Queue” now includes digital media.
- Digital media eligible for expanded qualified expenditures beyond just wages
- Separate “Commercial/Music Video Queue” (3% of tax credit allocation)
- Separate “Independent Production Queue” (3% of tax credit allocation) for lower budget productions min/max thresholds are \$100,000 - \$624,999
- Change to promotion requirements to include opening credits and credits on packaging in addition to the current end credit requirement
- Expansion of “Family Friendly” bonus requirements

We will wait until the bill is filed to engage the FFEAC Legislative Committee in further analysis and recommendations.

Lucia and Dr. Rick Harper had a teleconference call with several House committee staffers to answer questions about the fiscal impact numbers associated with the industry in general and the incentive program specifically.

OFE Staff Changes

- Tim Compton will be leaving in the New Year.
- Lucia has interviewed and has made a recommendation for his replacement. She is awaiting approval from the Gov's COS and doesn't anticipate any problems.

Office Efficiencies

We are looking at ways to work more efficiently with the current staffing level. These include:

- Shifting incentive documentation required when productions request their rebate from paper to electronic
- Working with the DOR to improve the Sales Tax Exemption online electronic application. They are upgrading technology this spring. Our goal is to be able to export data from their system into our system. Currently we have to manually input data the applicant has already provide via the online DOR application.
- Reorganizing some of the staff duties.

Incentive Update

There are 10 certified projects and 7 on the wait list. We anticipate some changes in the near future but cannot report anything while we await necessary documentation.

Los Angeles Liaison's Report:

American Film Market (AFM) was in Los Angeles and Susan Simms participated. Graham Winick, President of Film Florida, also participated. The Association of Film Commissioner's International (AFCI) was in Los Angeles this year and will be next year as well. Susan reported that 238 Film Commissioners attended this most recent gathering from all over the US and the world. US film commissions or more accurately states have funded 1 Billion dollars in film and entertainment incentives. They are getting together to figure out best practices so that they do not fall prey to missteps and bad judgments in administering the programs.

Currently the phones are ringing off the hook due to clients thinking the fiscal year starts in January. While the major studios may understand when the fiscal year starts it's mostly

independent productions that don't understand correctly and thus call. Susan also attended the regular quarterly incentive seminar. The need for certainty and consistency from incentive programs continued to be of key concern to producers.

Susan also reported on a TV pilot to take place in Tampa. Originally it was only being shot in Georgia but after some work and convincing it ended up shooting in Tampa for five days. It was taken on as one of three pilots purchased by a network with the understanding that two of them would be picked up as full time shows.

Executive Committee Update

Suzy reported that the focus of the Executive Committee's last meeting was to discuss the council and how to best serve the Office of Film and Entertainment. The Bylaws were considered to be fine but it was agreed that the focus in the near future would be on policy and planning. She noted that strategic planning is really tough currently due to the economy and the shifting nature of legislation. She offered the example of her own organization which has gone down to strategic planning for only as far out as 90 days and then expanded outward from that point to include one year, three year, five year, and ten year strategic plans.

Suzy shared that of particular interest in the discussion was talking about exploring alternative funding and the possibilities of creating a public/private organization. An example used was the Sports Commission as a way to successfully manage things. Eric focused on embracing social media and music and how to grow it in the right way. Overall the conversation was more of a broad overview rather than focusing too much on details. The Executive Committee will attempt to meet at least twice a year if not quarterly depending on how helpful it is to the Office of Film and Entertainment.

NEW BUSINESS

Film Florida Update

Suzy introduced Graham Winick, President of Film Florida. He recapped events, starting with their recent Film Florida quarterly meetings in Miami. The legislative meeting focused on not going backwards when looking at Precourt's bill. There were thirty five to forty people there that represented many different aspects of the industry and they came to a good consensus and were pleased with how things looked.

The marketing meeting looked at the Sizzle Reel that Pink Sneakers out of Orlando had worked on by pulling together clips from all over the state. It focused on the value of the industry and what could be lost should things not be favorable to the industry as a whole. The target audience of course for this particular marketing effort is legislators, though there has been talk about making a broader based reel for the industry to hit other possible target audiences. Additional strategies include acquiring more data when shows shoot in Florida so that it can be shown just how much impact and how broad the scope of it is on the local economy.

Possible next future meetings will include Tallahassee on the 20th of April and they are looking to walk the halls on April 19th, 20th, and 21st. Looking forward to June and the Legends Awards and that they wanted to have it in Sarasota but they were unavailable to host. Other possible options were Jacksonville, Palm Beach, and Tampa/St. Pete.

Senate Budget Office

Lucia passed along that no information other than the press release regarding the creation of the Senate Budget Office made by President Atwater was available. According to the release it was created with the purpose of providing independent analysis. As more information becomes available it will be passed along.

New Travel Policies

The new policy is to rent a car to drive to locations rather than driving a personal car and claiming mileage reimbursement. This is much more cost efficient for the state.

Other

Leslie Krensky informed the Council on Julie Balter's recent activities, including speaking to SAG's members to rally them behind the legislation. They also had been working with Dave Caserta to strengthen the language over unlicensed talent agencies. Julie had tried to contact Speaker Cretul but since she hadn't heard anything back yet from him there were going to hold off on some things until the bill was submitted.

Katie asked Graham about the rumor that the new mayor was trying to kick out Burn Notice from their production stage, which is the old expo center. Graham informed those that didn't know that it has been a political thing rather than a personal thing and they have been fighting to stay there for the last two years. The new mayor is very production friendly, and according to Graham understands the value of the production but is also allied with the District Commissioner who has been the one really pushing to tear it down as a sign of progress.

Seth asked to address the ideas and recommendations that were originally brought up with the Music Task Force. Lucia touched back on the approved draft and commented that the intent was to incorporate it into the five year strategic plan. Unfortunately the strategic planning effort was temporarily postponed. She suggested she work with Seth to edit it, make it more succinct, finalize it, and bring it forward at one of the next full meetings. Graham mentioned how Film Florida has extended some of its promotional efforts to include music. Lucia suggested that perhaps with a representative from Film Florida an informal teleconference could be arranged after the information was looked over once again so that seven or eight suggestions can be put together and finalized.

Michelle Marx wrapped up the conversation with a question about how many open seats there are on the Council. Lucia followed up with that there are currently three open seats and the

Office of Film and Entertainment has been working with the Governor's Appointments Office since all vacancies are Governor Appointees.

Meeting Adjourned

With no public comment offered Suzy motioned to adjourn and Katie seconded the motion. All agreed and none opposed. The teleconference call ended at 11:15am.