

**Florida Film and Entertainment Advisory Council
Executive Committee Meeting Minutes
November 2nd, 2009, 1:30pm
The Capitol, 2001
Tallahassee, Florida**

CALL TO ORDER

Suzy Spang, Chair of the Executive Committee, called the Executive Committee meeting for the Florida Film and Entertainment Advisory Council (FFEAC) to order at 1:30 P.M. Members and attendees introduced themselves.

Members Present

Suzy Spang
Todd Roobin
Gus Corbella
Eric Breitenbach
Kelly Horton

Office of Film and Entertainment

Lucia Fishburne, State Film Commissioner
Adam Madlinger, Executive Assistant

Members of the Public Present

Joyce Pugh
Sophie Patton

The Chair referred to the meeting as a ‘gut check,’ the purpose of which was to review and discuss the role of the council and how it can better assist the Office of Film and Entertainment. Lucia Fishburne asked the group to also address how value could be added to being a member of the FFEAC and noted the constraints of teleconference meetings. The question was raised if the OFE was alone in the travel budget restrictions, and the response was that it was the same across all agencies.

Options were discussed to best maximize potential future face to face meetings through coordination with other organization’s meetings and events. Locations near airports and other transportation hubs were discussed as a way to cut down on travel expenses and increase convenience for the members. The concept of an annual summit where everyone comes together at one time and in one place would help leverage resources. Such a summit could take place in conjunction with existing film festivals or other relevant events. Added visibility and value are key advantages that will allow the nurturing and ‘home growing’ of local talent.

Lucia reminded everyone that in the coming months there will be numerous legislative conference calls for different organizations. When there are multiple members of the FFEAC on a particular call or at a meeting where topics related to what the FFEAC covers will be discussed, it must be publicly noticed.

Kelly Horton, Legislative Committee Chair, touched upon the upcoming legislative strategy saying that she will call committee meetings once there is legislation filed and the Governor's budget is announced. They will review relevant bills and make appropriate comments on them.

Lucia commented on the appointments that are awaiting the Governor's decision. Both of the original openings have yet to be filled and with Vivian Myrtetus stepping down there is a third seat that needs to be filled. Lucia reminded everyone that the Governor's Appointments Office has the Membership Committee's recommendations. It was discussed what other types of candidates should be considered for future open seats. Eric suggested that the council needs at least one individual under the age of 25 to engage a younger generation as well as use them to assist the council in identifying new and emerging media.. He introduced the concept of a 'conference tweet' as a means of broadening the ability of the FFEAC to reach out to areas not yet fully tapped.

Suzy brought the discussion back to examining the role of the FFEAC, and the members reviewed the council bylaws as well as the statutes that created both the OFE and the FFEAC. The members did not feel there was a need for any revisions at this time.

The need for an updated OFE 5 year strategic plan was discussed. Lucia indicated that her office has been buried by incentive and annual reporting responsibilities. She added concern over the travel restrictions as well, and asked the members if they could support delaying the strategic planning effort until after the 2010 legislative session. At that point we would have a better feel for both operating and incentive budget issues. Members suggested that, in an effort to lighten the work load on the limited number of staff, the office look at efficiencies such as requiring electronic submission of documentation from the productions receiving the incentive. Lucia agreed that was an excellent suggestion and indicated staff was already looking into it.

Suzy offered up support for a delay, noting that her organization has not only a 5 year plan but now includes a 3 year, 1 year, and 90 day plan due to the economy and the quickly changing environment. Working with Film Florida and other groups will allow the council and the OFE to get feedback to assist in crafting the continually shifting plan. Eric suggested that the members of the FFEAC act like 'feeder probes' reaching out to local Film offices, events, and festivals to spread the message around and gather input the most efficient way possible. This will also help make the most of the OFE sponsorships at a time when they are unable to send a staff member to these events.

The changing face of the incentive was covered next. The evolution from cash rebate to transferable tax credit was discussed. Lucia mentioned that the OFE staff have been researching and discussing the differences in preparation for potential passage of the tax credit bill.

Eric asked about the possibility of obtaining an intern to assist him in looking at the feasibility of setting up a twitter account and how it could help spread the message of the FFEAC as well as the option of setting up a Facebook account.

The public-private partnership as a potential future organizational structure was discussed. Todd suggested reassessing the statute to see if the OFE could operate that way. The members discussed how to keep private and public money separate and how a trust fund could be used. Gus wondered if any of the targeted federal stimulus money could be accessed, and Suzy suggested that local cities and counties would need to be involved. Such funds might be used for the travel of the Council or other services and events, to further help promote and develop the film and entertainment message. An application fee for productions that wish to tap into the incentive program was also discussed. The thought was that it will weed out some applicants that are just looking for a possible placeholder or are using it to leverage funds.

The meeting moved on to what Florida's strengths are and how to attract projects. How to be smart about the funds we have at our disposal was covered, as well as how each aspect of the entertainment industry could be looked upon to make the biggest impact. Bundling music and commercial projects was discussed, and how most people don't understand the process of taking advantage of funds that are or will become available. A one page basic informational, wallet card or bookmark was discussed as a collateral piece that could provide information easily and quickly.

It was suggested that the Executive Committee meet at least twice a year, once in November and once in May to touch on current issues relevant to the FFEAC, with additions to the schedule as needed. The full FFEAC teleconference time for the 4th quarter meeting was discussed and the consensus was Friday, December 11th from 10:00AM to 11:30AM.

Suzy made a motion to adjourn the meeting, it was seconded by all with no objections and the meeting ended at 4:45pm.