

Florida Film and Entertainment Advisory Council
Eric Breitenbach and Seth Schachner conversation Minutes
January 22nd, 2010, 10:00am
Teleconference

CALL TO ORDER

Lucia Fishburne, State of Florida Film Commissioner, introduced herself and her office. Members and attendees introduced themselves and then the floor was left open for Eric and Seth to begin their conversation

Members Present

Eric Breitenbach
Seth Schachner

Office of Film and Entertainment

Lucia Fishburne, State Film Commissioner
Niki Welge, Production Coordinator
Herb Miller, Incentives Administrator
Adam Madlinger, Executive Assistant
Rosmary Vetticka, Intern

Members of the Public Present

Judson French
Mike Harbesin

Seth began the conversation by discussing his desire to join the Independent Task Force due to his interest in social media, mobile media, and apps. Eric then covered the concept of the new business model based on emerging media. Lucia suggested focusing on three or four areas for the Task Force to look at and focus on. Through the conversation five areas were narrowed down.

- I. Music Industry
- II. New Business model/Surveys
- III. Digital Agenda: Incentives and Mobile Apps/Digital professional
- IV. "Florida Filmmakers"
- V. Legislation

Bridging from that point the conversation moved to incentives and how they might be used to build and recruit individuals that are in the emerging social media area. The new business model was reiterated over traditional methods. Lucia suggested that this Task Force could be turned into a standing committee. She noted the timing would be good as it could help the Office of Film and Entertainment devise their five year strategic planning model.

Eric brought up the question: "Someone define Digital Media for me again?" Judson French replied with the current industry definition that was done as a study and included the following and more: immersive entertainment, aim and developmental publishing, digital modeling and

simulation, motion pictures including animation, pre-visualization and visualization, mobile content, e-learning, web-content and apps.

Seth commented that he thought there were some good ideas that had been brought to the surface for him and Eric to work with and was glad for the insight he gained in joining the Task Force. Eric and Seth decided to have another conversation three to four weeks from now. They determined that on the call they would decide if they would approach the full FFEAC to create a standing committee with a broader focus to replace the Independent Issues Task Force.

The conversation concluded at 11:20am.