

**Florida Film and Entertainment Advisory Council
Eric Breitenbach and Seth Schachner conversation Minutes
February 19th, 2010, 1:30pm
Teleconference**

CALL TO ORDER

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

Members Present

Eric Breitenbach
Seth Schachner

Office of Film and Entertainment

Lucia Fishburne, State Film Commissioner
Niki Welge, Production Coordinator
Adam Madlinger, Executive Assistant

The teleconference began with the hunt for a name to properly cover the three basic concepts that were discussed during the previous conversation. Those three foci were: digital and mobile, independent content producers, and media and entertainment entrepreneurialism. After some discussion the finalized name that was agreed upon was Strategic Growth Initiatives. Eric also communicated his desire for Seth to be the Chair of the new committee and asked if people on the committee had to be council members. The answer was no it could be anyone but the exact method of bringing them onto the committee would need to be referenced to Suzy, and anyone brought on would be subject to Sunshine Law requirements like a normal member of the FFEAC. Diversity on the committee was something that Eric would really like to see.

The conference call then moved to discuss the various types of people that might be good to have on the committee, and how to both follow the requirements of the Sunshine Law and also allow for smooth communication. Seth suggested that it be made up of a qualified diverse group of people from across the state with different areas of focus, one area mentioned was NASCAR. Another topic brought up was the potential usefulness in being able to identify individuals to the greater council that would or could present information to them in person, via webinars, etc. It was suggested that after the 1st quarter teleconference when the committee would be formalized to try and arrange someone to come and speak at the 2nd quarter meeting. This would coincide with the fact that the best chance for a face to face meeting will be at the 2nd quarter meeting, which will be most likely held in Jacksonville.

The last major thought touched upon was using Facebook, MySpace, Twitter and the like for a more constantly aware link and mailing list to touch the various sectors in Florida that are the focus of this new committee. There are issues with the Sunshine Law and being able to notice communication between members. These issues are being addressed, but no hard answers were

available at the time. Staff will keep researching the matter and when something more concrete is determined they will pass the information along.

The conversation ended at 2:30pm.