

**Florida Film and Entertainment Advisory Council
Strategic Growth Initiatives Committee Meeting Minutes
August 20th, 2010, 10:00am
Teleconference**

CALL TO ORDER

Seth Schachner, Chair

Lucia Fishburne, State of Florida Film Commissioner, introduced herself and staff. Members introduced themselves.

Members Present

Seth Schachner
Todd Roobin
Michelle Marx

Office of Film and Entertainment

Lucia Fishburne, State Film Commissioner
Susan Simms, Los Angeles Liaison
Adam Madlinger, Executive Assistant

Public

None identified

Seth said he would like to keep the call brief and kick around a few ideas. He shared that through recent informal meetings with individuals from diverse backgrounds he has initially identified the following general themes: a need for the state level recognition of relevant events and activities; a focus on building a greater degree of unification across the various entertainment industry sectors; a need for input from under-represented segments of the population (e.g. younger and older individuals). He felt it was valuable however to keep researching informally in preparation for the official strategic planning efforts.

It was brought up that a good strategy for obtaining broader input could be attending meetings and events of the many and varied statewide and local organizations that already exist, such as AICP, DMAF and Women in Film, etc. Committee and council members would be able to help gather a wide berth of information from across the state. Learning about those organizations' priorities and concerns and sharing it will the committee and the full FFEAC will help inform our own five year strategic planning efforts.

The call ended at 10:30am.