

FLORIDA FILM AND ENTERTAINMENT ADVISORY COUNCIL

September 28, 2018 (3rd Quarter Meeting)

10:00 a.m. – 12:00 p.m.

Teleconference Information

1-888-670-3525

Participant Code: 4091758923

<p>MINUTES</p>

CALL TO ORDER AND WELCOME

Administrative (Chair Seth Schachner)

Call to Order by Chair Schachner at 10:00 AM

Roll Call:

Members:

Chair Seth Schachner

Vice Chair Marc Meisel

Pamela Tuscany

Paul Mueller

Suzanne Niedland

Cynthia Angelos

Dick Kravitz

Michael Williams

Nicholas Popp

Ryan Neves

Pieter Bockweg

Members of the Public:

Bonnie King, Film Florida

John Lux, Film Florida

Christy Andreoni, Palm Beach County Film Commission

Todd Roobin, Jacksonville Office of Film & Television

Michelle Hillery, Palm Beach County Film Commission

Office of Film and Entertainment (OFE) Staff:

Commissioner Niki Welge

Susan Simms

Donyelle Marshall

Emily Fisher

WELCOME

Chair Schachner welcomed the newest member, Paul Mueller. Paul Mueller gave a brief introduction, detailing that he joined the CBS12 team in January 2018, as the weekend anchor and general assignment reporter in West Palm Beach. We welcome him to the council and appreciate his interest in the film & entertainment industry.

OLD BUSINESS

Approval of June 2018 FFEAC Meeting Minutes

Chair Schachner motioned to approve the minutes as presented.

Pamela Tuscany seconded the motion.

Minutes adopted.

NEW BUSINESS

Legislative Update

Legislative Chair Popp provided the legislative update. He explained that the democrats and republicans had nominated the most left- and right-wing candidates, respectively, and that this result was unexpected by many and made it even more difficult to predict how the general elections may turn out for that race. Mr. Popp explained that he had met with Congressman DeSantis, the Republican gubernatorial nominee, one-on-one related to another matter but also had an opportunity to discuss Mr. Popp's role with the Council and the importance of the film industry to the state.

Mr. Popp then discussed the state legislative races. He explained that the Republican party was likely to retain its majority in both the Florida Senate and the Florida House of Representatives. Mr. Popp also briefly described other productive conversations he had recently had with various state legislative candidates from both parties, most of whom seemed to appreciate the importance of the film industry to the state and to the people they represent. Mr. Popp emphasized to the Council the importance of engaging with both current and prospective legislators and policymakers now when they are apt to be most receptive to meeting with their constituents. He encouraged the Council members to reach out directly to their local Senators and Representatives (as well as to those candidates hoping to join them), to introduce themselves and tell their individual stories about what the film and entertainment industry means to them and to the state.

Office of Film and Entertainment Team Report Summary of Activities:

Office Updates (Commissioner Niki Welge)

Transition Planning is a hot topic at the moment. Our office is in the process of telling our story: how valuable we are as an office – including FFEAC to our mission. As a part of that process, there may come a time when the council will be called upon to participate – letter writing, meetings, etc. For our Strategic Planning, Commissioner Welge gave thanks to those of you who participated in the survey. We had 100 responses out of 524 – nearly 20% of folks responded. The survey conducted a SWOT analysis of the industry, as well as asked questions about the effectiveness of our services. As you can imagine, the “I” word came up a lot, 268 times to be exact, but the words locations and marketing came up a lot too – as well as some good ideas and things that have helped give us more direction on where they felt we should be focusing our energy – marketing and otherwise. Even though the strategic plan isn’t finalized, we are focused on what we can do to move the needle right now. We’ve already implemented a few things and we have a lot of ideas – but even though our marketing budget has grown somewhat this year, we don’t have all the resources needed to accomplish these goals. We will go through the legislative budget process again in January, and hope to continue to increase our marketing budget for next fiscal year. We also noticed that it was apparent that some respondents didn’t understand the difference between our office and Film Florida, and that they weren’t familiar with our services. We recently did some Facebook advertising with a list of our services to help folks understand what our mission is and how we can help. Commissioner Welge addressed that we also want to bolster our website including adding a Florida history portion, as well as include content from local film offices around the state. For the local film office content, we will add videos like Jacksonville’s new reel (location or otherwise). Please send them to us if you have them. We can switch them out monthly based on participation. We are also in the preliminary stages of app development with Reel Scout – apple devices, Reel crew and support, location library, etc. with lots of other capabilities. Several other states have this, with an average of about 17,000 downloads (as many as 40K times), and it allows easy access to our resources from a mobile device. We hope to have this up and running by the end of the year.

Commissioner Welge then gave a big thank you to Traci Colson for her years of service as our Incentive Administrator. Once all the tax credits were awarded, she accepted a position in our Contracts and Grants office in DEO. This allowed the opening for a full-time marketing person in our office. While we are sad to see Traci go, this allows us an exciting opportunity as well. Prior to her departure, Traci gave the final numbers of the Financial Incentives Program. For our Performance Measures, we assisted 1753 productions, 1423 resulted in business in FL (81%) success rate. This surpassed our goal of 1400 productions for the year. Last year assisted 1270 (483 more than FY 16-17). Our December FFEAC meeting will be held in conjunction with the Film Florida meetings in Orlando. Our meeting will be held on the afternoon of Wednesday December 5th, followed by the Film Florida meetings and WIFT Jingle Mingle on the 6th and 7th. We hope that everyone will participate in our meeting, and encourage Film Florida members to participate in our meetings and events as well.

Entertainment Industry Financial Incentive Summary Report (Commissioner Welge)

Total Number of Projects Certified: 299
Projected Total Florida Wages: \$780,307,124
Projected Number of Florida Jobs Created: 109,745
Estimated Room Nights: 226,603
Qualified Florida Expenditures: \$1,254,286,950

Total Certified Tax Credits: \$288,272,362
Total Tax Credits Awarded: \$288,272,362
Total Projects Awarded Tax Credits: 299
Outstanding Audits: 0
Tax Credits that Have Not Been Awarded: 0
Florida Expenditures for In-House Projects Pending Award: 0
Total Projects In-House Pending Award: 0

Sales Tax Exemption (Donyelle Marshall)

Number of Applications Approved: 241
Amount of Tax Exempted Based on Florida's 6% Tax Rate: \$9,637,664
Estimated Florida Jobs: 6,577
Estimated Florida Expenditures: \$655,838,033
ROI: 68:0: 1

Spanish Language Production Report (Donyelle Marshall)

For the second quarter, Donyelle will focus on fostering relationships in the Latin American music labels and music video production companies. Miami is home to numerous Americas record labels and the Latin Recording Academy in Doral. Donyelle will be attending the Latin Songwriters Hall of Fame awards ceremony next month. Each year six songwriters are inducted. Among the honorees this year are noted Afro-Cuban jazz pianist Chucho Valdes and Mexican singer Gloria Trevi. Some of the potential business economic impacts that she is watching are companies moving from Florida to Mexico and the Puerto Rico Film Act, which provides tax incentives for film productions and was set to expire on June 30, 2018, was extended by the Puerto Rico Legislature until June 30, 2019. Donyelle has been meeting with producers that are based in Miami and Puerto Rico to help them establish offices in Florida.

Marketing and Advertising (Emily Fisher)

Emily mentioned a few events that we were involved with this quarter including the Toronto Film Festival that took place the beginning of this month followed by AFCI's Cineposium and the Netflix Business to Business Event. Susan will speak more on this during her report. Also, Commissioner Welge attended the VISIT FLORIDA Governor's Conference in Orlando earlier this month, as well and the Film Florida Quarterly Meeting earlier this week. As Commissioner Welge discussed, Emily stated that she is very excited to gather in-person this December. We encourage all members to participate, especially those who are in the Orlando and greater surrounding areas. If you have any questions at all regarding this event, feel free to email or call the office. The deadline to book your reservation will be November 1st. We are in the process of hiring a new marketing & outreach coordinator for our office. This person will focus their direct attention to our marketing needs, website and social media presence. Emily will still be the advisory council liaison, so no changes as the FFEAC direct contact person.

Future Business Development (Susan Simms)

Simms reported that there was lots of interest in the upcoming election and questions about how the various outcomes may affect possible future programs or opportunities. As none of that is known, the focus has been on managing client expectations and highlighting already existing reasons for filming or developing projects for the Sunshine State.

Simms attended the Toronto Film Festival with a handful of local film offices from around the state and attended screenings, Q & As and receptions honoring Florida filmmakers and films which were shot in Florida or had Florida content. She also represented the state at accompanying events including the Film Florida/Miami International Film Festival Filmmakers Reception, where current, past and future clients attended and talked about future business. Several side meetings with potential project producers were also had.

Simms attended the Association of Film Commissioners International Business to Business Day at Netflix, with speakers from HBO, New Republic, Starz, Blumhouse, Gunpowder and Sky and Sony Crackle. With a closing presentation from Netflix about their current slate of projects and their plans for future productions around the world and their new database portal for virtual location scouting.

Finally, Simms had several one on one meetings with productions executives as well as with local Florida film offices who were in LA at various times during the past ¼. Those meetings included Lionsgate, Walden Media, HBO, Warner Bros, Warner Horizon Television, Freemantle, Universal Cable, as well as numerous indie filmmakers.

Association Updates: (Film Florida, SAG, IATSE, etc.)

John Lux, Executive Director of Film Florida, provided an update on Film Florida's recent efforts in legislation advocacy and announced their next Quarterly Meeting in conjunction with our next FFEAC Meeting on Wednesday December 5 to Friday December 7. He detailed the tentative schedule to follow.

Ex-Officio Updates: (Enterprise Florida, Inc., VISIT FLORIDA, and CareerSource Florida)

No comment.

Public Comment

Chair Schachner thanked everyone for participation and moved to close.

ADJOURN 12:00 PM.