

**FLORIDA FILM AND ENTERTAINMENT ADVISORY COUNCIL
SUBCOMMITTEE ON LEGISLATIVE AND EXECUTIVE COMMUNICATION**

July 25, 2019
10 a.m. – 12 p.m.
**107 East Madison St.
Tallahassee, FL 32399**

MINUTES

CALL TO ORDER AND WELCOME

Administrative (Chair Nicholas Popp)
Call to Order by Chair Popp at 10 a.m.

Roll Call:

Committee Members:

Nicholas Popp
Pamela Tuscany
Sandy Lighterman

Members of the Public:

John Lux, Film Florida

Office of Film and Entertainment (OFE) Staff:

Commissioner Niki Welge
Susan Simms
Donyelle Marshall
Allie Pratt

The committee members present expressed that they hoped Kevin Ambler would join later. Commissioner Welge thanked those who were present to discuss the letter.

Sandy Lighterman kicked off discussion by asking that there be two letters. She said she thinks one letter should go to Ken Lawson around the time when internal measures come out. She said she thinks another should go out in mid-November to the Governor.

Chair Popp asked Commissioner Welge's opinion on this. Commissioner Welge confirmed the timing of both proposed letters makes sense according to when data is reported internally and when it would be appropriate to send to the Governor. Niki said there is support for office and the STE program internally and in conversations with the Governor's office. She said both letters are in line with the council's mission to advise the Florida Office of Film and Entertainment and DEO.

Sandy asked if the letter could be included in report to governor. Niki said no as the only information reported to the legislature and the Governor is statutory.

Commissioner Welge clarified that the referenced legislative review is between DEO and the Governor's office in order to help the Governor decide what he would like to support as he prepares his legislative agenda.

Pamela Tuscany said she believes the time is now to send the letter to DEO leadership since internal reviews are happening now. She said she thinks the letter needs to state the importance of the film office, the STE program, the statistical successes of the office and the importance of the LA office. She said she thinks the letter should have FFEAC letterhead.

Chair Popp said he does not think the letter needs to detail challenges but should instead focus on the film office's success in face of these challenges.

Sandy said she thinks the letter should state what the film office does to attract jobs to the film and entertainment industry in Florida.

Chair Popp said he will put together new draft of the letter and will be cautious to only use the film office to help with the administrative parts of drafting the letter.

Chair Popp asked if the committee thinks it a good idea to include specific production names in the letter. Sandy suggested some productions. Commissioner Welge said she thinks listing productions may be too specific because not all markets will be covered by large productions. Pamela said she thinks the letter should focus on what the film office does.

Commissioner Welge affirmed Pamela's idea since the Governor has not yet decided what his legacy will be.

John Lux offered to send Nick the Film Florida letter to help draft the FFEAC letters. John suggested that the FFEAC letter might mention the "green" benefits of the industry since that is important to the Governor. Commissioner Welge affirmed this idea and asked him to go ahead and send the Film Florida letter to Chair Popp.

Sandy suggested the letter include the number of states that have film offices. Chair Popp said he does not think it a good idea to discuss the possibility of no state film office. Pamela said she agrees with Chair Popp.

Chair Popp said he would put together an FFEAC letterhead for the letters.

Chair Popp opened the floor for other requests for the letter from the film office. Commissioner Welge said the asks in Chair Popp's previous letter are good. These include the retention of Commissioner Welge, an increase/maintenance of the office's budget and support for the STE program. She added that support for outreach and marketing efforts would be helpful as well.

Sandy asked if the travel constraints came from the Governor's office. Commissioner Welge confirmed and said the constraints apply to all state agencies. Chair Popp said he thinks it would be appropriate to state that the council thinks it is important for the film office to be present at conferences and events.

Chair Popp said his goal is to send the letter in the next month. Niki said a limited topic FFEAC meeting would need to be held to approve letter and will require quorum. Chair Popp asked Allie Pratt to send a Doodle poll to hold a special meeting in August to sign off on the letters.

Chair Popp opened the floor for public comment. There was no comment.

Chair Popp said he had meeting with future Speaker Sprowls who is supportive of industry but not an incentive. The Speaker said he is supportive of the film office and its marketing efforts, including the LA office.

ADJOURN 10:30 A.M.