

**FLORIDA FILM AND ENTERTAINMENT ADVISORY COUNCIL
SPECIAL MEETING TO APPROVE LETTER TO EXECUTIVE LEADERSHIP**

August 23, 2019

10 a.m. – 10:30 a.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:

Ana Siegel

Marc Meisel

Ryan Neves

Sandy Lighterman

Nicholas Popp

Michael Williams

Members of the Public:

Kelly Paige

Michelle Hillery

Gail Morgan

Herb Miller

John Lux, Film Florida

Office of Film and Entertainment (OFE) Staff:

Commissioner Niki Welge

Susan Simms

Donyelle Marshall

Allie Pratt

Chair Popp opened floor for recommendations regarding the letter to DEO Executive Director Ken Lawson.

Sandy said she thinks the recommendations need to be more specific. She said she wants to help everyone in the film office without naming names and would like to ask for more marketing budget in the letter.

Chair Popp asked what members' opinion on the section in the letter on the office's economic importance.

Chair Popp opened floor for discussion on Pamela Tuscany's suggestion to add councilmember titles and places of employment.

Sandy expressed concern for whether all councilmembers will be able to send electronic signature. Chair Popp said we can work around any issues that come up.

Michael Williams joined the call and made a quorum.

Ana Seigel said she thinks it is important to list councilmember company affiliation on the letter. Ryan Neves said he agrees that titles will add credibility.

Chair Popp asked about other feedback on content of letter. There were additional comments from the council.

Chair Popp opened discussion of the letter to the public. John Lux commented that statistic in the first line in second paragraph does not include the digital media aspect of the industry. Ryan asked if there are numbers to report on digital media sales. Commissioner Welge said the film office does not have specific labor market statistic data for the digital media industry. She said the NAICS codes OFE report on do not include digital media industry. She explained that Film Florida reports numbers differently than OFE. Ryan asked if there was any information on the digital media industry to be gathered through the STE. Commissioner Welge said digital media companies are not included in digital media, as the statute has not been amended since 2001.

Nicholas clarified that this letter is only going to DEO Executive Director Ken Lawson.

Ryan and Kevin Ambler agree that the eventual letter to legislature should have a recommendation to expand the definition of the film and entertainment industry.

Kevin said he thinks the letter need to be clear that the digital media industry is not included in the statistical data. Chair Popp said he would clarify this in the letter.

Kevin thinks it appropriate to include years in legislature for those who have held office.

Commissioner Welge suggested that the data from Film Florida be used rather than saying data on digital media industry is not available. She said she would reach out to Orlando Film Commission concerning this data.

Chair Popp called for a motion to approve including the Orlando Film Commission data in letter when it is obtained. Motion passed unanimously.

Chair Popp called for a motion to include names, titles, organizations, and legislative affiliations on left side of letter. Motion passed unanimously.

Nick opened floor to any additional discussion on the letter.

Chair Popp called for a motion to approve letter conditioned on changes discussed in this special meeting. Motion passed unanimously.

Chair Popp asked that all councilmembers on the phone send their electronic signatures to Allie Pratt.

ADJOURN 11:00 A.M.