

PIC Board Meeting  
10.10.2017 TCED Conference Room  
9:07 Start of meeting:

**Welcome and Introductions:** Tom and Ellen on the phone. Eddie del Carmen and Vania Pedraja and Adrian Gonzalez attending as guests.

Adrian Gonzalez introduces himself, running for Miami Beach Commission. He has noticed a lack of love for the industry in the community, and he would like to work on that.

**Approve July 11th Actions:** Sale and Joanna approve.

**Production Incentive Update:** \$100,000 cash incentive has made it through the budget process in a tough year. Now we have to go to larger foundations and have them add to the pot. Eva welcomes ideas on how to get more cash. Is this a feel good donation or a 501c3 donation? This incentive can help smaller productions. Must speak to Miami Foundation and others.

Ellen asks if it is appropriate for PIC members to sit in meetings with foundations. Yes is the answer and it is welcomed. Ellen has some contacts that may be able to help and she would like to sit in on those meetings.

Criteria for incentive is not yet approved by the legal dept. but will probably be based on Miami Beach room nights, media impressions and secured contracts. Legal has to advise appropriate ways that a production is selected, but will probably be a selection committee. Hopefully PIC.

Dan says if a film sky rockets that is good but should have a crisis plan in place for a push back for a movie.

Eva needs direction from legal for the language. This incentive will be independent from the VCA.

Congratulations Eva on this historical first!

**Update on Press Release and Industry Event:** Made changes to guidelines to encourage customer service but it has not been announced to the media yet.

Press release is ready to go but was waiting on budget cycle to end to see about passage of incentive before circulating press release. The press release will include the announcement of the new incentive, changes to the filming guidelines and the industry event.

Opinion is that less is more in a press release and timing is important. Maybe split release into 3 or 4 releases? Ellen says that maybe we pick the top 2 for the first release then follow with the second two? Doesn't want to create fatigue.

Eva goes over the plans for the Industry event at the Temple House (thanks Dan!) to announce and roll out the new changes. Belkis says that we have to target our audience by messaging new film production, film festivals (MIFF and ABFF), and Dana Keith at the South Beach Cinematheque, who can

reach the independent filmmakers. We should also target Regal Cinema. film students, local PR agencies, Filmiami's production industry Constant Contact mailing list.

Sale notes that the building dept does not let him put up a step and repeat without going through the costly and onerous building dept process. It has become a huge financial burden, that is why he has been taking film premieres off of Miami Beach and to places like Aventura. In the past the process was done under a Right of Way (ROW) from Public Works.

Shooting for Wednesday Oct. 25<sup>th</sup> for industry event, but date still has to be secured based on venue availability and timeline for event.

Communications Dept. can maybe do video recap. Need to push out on a national and intl level.

What is the budget for event? Do we need food and liquor sponsors? PR agencies have liquor contacts they can reach out to. Tommy Pooch has a new vodka out.

PIC members to reconvene on Thursday Oct. 12<sup>th</sup> 10am for event planning meeting.

**Production Pipeline:** *Beach Bum* a Matthew McConaughey movie directed by Harmony Korine is coming to town for a week in November. Filming proposed at the International Inn, the Miami Beach Marina and Star Island.

The reality show, *German Bachelor*, is trying to secure 5004 N Bay Road for filming 5 weeks. They have gotten a lot of resistance from neighbors and it has taken them a while to find a house they can clear.

A Bollywood movie was here in September, City photographers took some great pictures of it, may help get Indian Weddings to book Convention Center. Also the City just hosted the BET awards at the Fillmore for the first time ever. It included a lot of pyro and had incredible production value and reaches 2.5M viewers. It airs tonight.

The Mayor presented the Key to the City to BET.

BET went out of their way to mention how supported by local police they were when they were here.

**Digital/Film Finance Subcommittee Report:** Bucky Isaacson has access to deep pocketed financial people. He pledged to give a full page ad and a table at his hedge fund convention to PIC. Bucky is getting a lot of deep pocket people to move here for tax reasons. That money attracts business here. Maybe GMCVB should staff the booth.

**Public Comment:** Short film product placement is a financing option. It is a strategy that has worked well for short film producers.

**New Business:** Since the September meeting was cancelled, Ellen would like to have a representative from Magic Leap come speak to PIC at the next meeting November 14<sup>th</sup>.

Adrian, Vania and Eddie are thanked for attending.

Meeting adjourned.