

PIC Board Meeting  
03.08.2018 TCED Conference Room

**Welcome and Introductions:** Belkys on phone. Dan, Bruce, Joanna, Christina, and Sale in attendance.

9:40 meeting begins

**Welcome and Introductions:** Dan welcome Bruce Orosz to PIC. Had been a member before, everyone knows Bruce!

Peter Davidson is attending the meeting. He does media relations for Special Events and community relations.

**Approve February 8th Summary of Actions:** Joanna and Belkys approve.

**Production incentive update:** Guidelines fully approved yesterday in Finance committee with no questions asked. Please help test drive the application.

Belkys – She tested the application and the basic steps are all there, didn't find it too challenging. You can save and go back to it later. She scanned it looking for typos and for it to make sense. You do need to have your numbers handy. This is not a big deal for filmmakers to fill out. Checklist is good.

**Production, Legislative and Marketing update:** Great article in the herald regarding local incentives.

Rena Rosenstein – Does large deals with studios, we should try to get her in.

Eric Sandies – does funding for film and we should get him together with Bucky for a public/private partnership. Adrian Arscht center is an example of a public/private partnership.

Bruce – investors want to see a business plan and a ROI. Dan – we need to see a model of a public/private partnership for funding productions.

By parlaying the bundling factor of the incentives, we are becoming an appealing place.

**Marketing the Film Incentive:** Tonya Daniels, Marketing Director for the City of Miami Beach is introduced. She has a marvelous team. Marketing and communications have merged together under her direction. She asks: Who is the target for the grant?

Dan thanks Tonya for coming and speaking with us, explains it is a smaller grant (10,000), but even ABC is interested in it. She says we should go wide with the message as opposed to just focusing on smaller local producers.

We need to distribution funds, we need to get the message out there. We shouldn't just focus on small. We want something sexy and should go with it. We should do a press release, go on set, capture Eva L.

We should push message on social media. Social media doesn't discriminate; you can reach big and small. Having the Grand Hotel as the first recipient can be impactful. This could be the beginning of something enormous.

Maybe do a private cocktail party with Eva L. to raise more money, co-sponsored by Eva L.

Jiménez, Diaz, Sandy, Talbut and Bruce going to Beijing to meet with Chinese film development department about the Incentives County created, trying to bring Chinese production here. EB5 incentive, Chinese trying to buy Hollywood as well.

GMCVB can do bidding for City. Jose Sotolongo is sports commissioner and he wants to bring more sports and events.

Game plan for incentive marketing:

1. Social Media
2. Cocktail Party
3. Go wide with message

Eva – we are working with the VCA to make a cultural, tourism grant. There is a potential that it will support a film grant. But can you receive both?

ABC still has time to apply for the grant, they can do so up to the 1<sup>st</sup> day of principal photography with is in exactly 1 week.

Pitch to the media that Grand Hotel is he 1<sup>st</sup> recipients of the incentive, and have a press conference.

Christina – we should scour and retweet anything from the Film Festival. should also reach out to Susan Simms, who could help sell our incentive.

**Production Pipeline:** The Grand Hotel was a pro bono package but together by the Fontainebleau (at the request of Eva). They will be shooting for 2 weeks and another additional 2 weeks of prep and wrap. The plot is around the drama of a family owned hotel.

Miami Beach is hosting March for Our Lives for the entire Miami-Dade County. March is being organized by alumni of MSD currently enrolled at UM and beach high kids, including the mayor's daughter. 10,000 people expected. The march will start at Beach High and then feed into Collins Park where there will be speakers and entertainment.

**Production, Legislative and Marketing update:** Peter's background is with Ultra, the Film Festival, working with residents in regards to the events.

Peter's thoughts on film incentive – Miami is so on trend right now. Brand ethos, indie art house, a diverse catalogue is good. Don't underestimate the little people. Get the message out for the little people too. It's all about the numbers.

**Adjourn meeting**