

PIC Board Meeting
05.10.2018 TCED Conference Room

Welcome and Introductions: Joanna, Abdul, Christina, Sale, Bruce and Dan in attendance, Belkys on the phone. Dan welcomes Carlos Fueyo as a guest, he does CGI graphics.

Approval of April 12th Summary of Actions: Bruce approves, Belkys seconds.

Mission Statement: Eva asked the Clerk's office for PIC's mission statement to see if it includes Special Events. Is there a purview of Special Events? Should we be opining on it?

This summer the Special Events office will be working with Eva and Heather to revise the Special Event guidelines. We need input from the industry, but right now there is no City body that has oversight of it.

Eva needs to talk to the City Clerk's office and legal dept to see how to include Special Events oversight in PIC's mission statement.

Dan thinks we should assume that the Special Events Manager's office would like us to review guidelines since the Mission Statement includes "entertainment."

Sale says we should bring the Special Event's office to the next meeting

Memorial Day: City Manager has approved moving forward with Memorial Weekend. There will be a Saturday concert produced by the Air & Sea Show. They will also produce a motor cross installation and a chainsaw/lumberjack contest on Ocean Drive.

For Memorial weekend the City is programming about a dozen events including a Mayor's basketball challenge. There will also be a Sunday gospel concert at 6pm on Ocean Drive, including pews and church ladies. There will be a Junkanoo parade from the Victor north to 15th Street.

10th Street Auditorium will be a cultural stop/ reach out center with a lot of signage.

DEP has approved the Air & Sea Show. They have become a lot more stringent and are now starting the season on April 1st.

Dan says there is no point airing any objections because it is all going to happen.

Belkys says that PIC should stay out of it.

New Business: Convention Center – Ahema show is coming and it will be the 1st 4 hall show at the Convention Center since the renovation. The show is 85% women. It is a Citywide event, and the Convention Center is rushing to open for them on September 20th.

AIPP is looking for a mid-November reveal of its world class art installations at the convention center but we do not think that it will be ready in time. Reveal will probably be during Art Basel.

January 19th will be the official grand opening for the Convention Center. The parking lot will be the same as it is now; it will not be developed by the opening.

The Carl Fisher Clubhouse will not be done.

Public Comment: Carlos is looking to bring post production houses to the area. Studios want incentive to come. Netflix and Hulu, they do not care about pipeline, they just want content. Disney and Warner are pulling content from them as they open their own sites, so Netflix and Hulu need content they can control. Netflix stayed in LA without incentives, they will do the same thing here. They are agile and they can do stuff with small teams.

Bruce says the GMCVB is spending a lot of money advertising in Variety, the Hollywood Reporter, Deadline about local incentives in South Florida. The Bureau is doing a massive push to all media outlets. Heather asks, what do you need to put together that package?

Bruce says that MMFM a Camacol event at the Biltmore hotel is June 2nd. It is backed by the Brits. The event is to encourage filming to be done here. There are a lot of Latin studios here.

Joanna, maybe have a facility that would welcome editors from abroad?

Bruce working with Gimenez on direct flights from Miami to Shanghai. China wants to be a player here and will start developing original content. Hion is in the South China Sea and Miami has everything they want.

Dan says there is little we can do to affect Tallahassee in regards to State incentives, but we will have a new governor soon. Bruce says that they are working with Oliva who is running for governor.

We should invite Rolando from the GMCVB here to present.

Christina says that offering production offices is a good idea. It is more of an incentive, as opposed to post production facilities, since every production needs a local temporary production office. Offices do not have to be fancy, four walls with a good internet connection.

Meeting adjourned.