

**PRODUCTION INDUSTRY COUNCIL**

June 13, 2017  
9:00-10:30am  
TCD Conference Room

**MEMBERS PRESENT**

Daniel Davidson  
Joanna Rose Kravitz  
Tom Musca

**STAFF**

Eva Silverstein  
Graham Winick

**MEMBERS PRESENT ELECTRONICALLY**

Ellen Marchman  
Abdul Muhammad

**GUESTS**

**MEMBERS ABSENT**

Belys Nerey  
Aleksander Stojanovic

Meeting called to order at 9:05am.

Approval of May 9 Summary of Actions, motion made by Joanna Rose Kravitz, seconded by Tom Musca.

Eva Silverstein gave an overview of the coming US Conference of Mayor's event in Miami Beach.

Eva provide an update on the film guideline changes being approved at the June 7 Commission meeting. Parking asked for a full rollout July 1 to ensure the PCRV process is managed correctly in their systems. Phase two will be the film incentive portion, with a recommendation for dollars earmarked as a budget enhancement by the Finance Committee. The suggested program will go back to the Finance Committee for input before going back to Commission. Dan suggested a press release/ media roll out in July and change of City's website to reflect the new changes. Staff to provide a bullet point list of the changes made to the guidelines and address with the Communications Department. PIC suggests a theme of "what is different about permitting today." Ellen Marchman offered to help with the press release and Abdul Muhammed offered to help with infographics.

Discussion of the aftermath of Outgames and how the City was able to pull together many events and keep attendees engaged. PIC suggests that too needs more communication/ media exposure to let people know the City is helping.

As part of the Digital/ Film Finance Subcommittee, Dan recapped the conversation PIC had with Bucky Isaacson. Bucky felt trying to lure a smaller film finance meeting group promoted by entertainment industry trade publications Variety and Hollywood Reporter would be helpful and Dan provided printouts of such an example.

PIC voted to cancel the August 8 meeting.

The meeting adjourned at 10:30 am.