

PIC Board Meeting

7.11.2017 TCED Conference Room

9:14 Start of meeting:

Welcome and Introductions:

On Phone: Abdul, Joanna, Belkys and Ellen. Present is Sale, Arnel San Pedro (Guest) and Eddie del Carmen (guest). Arnel is an event producer and Eddie does film production, both are interested in being future PIC board members.

Dan welcomes Silvia and gives a quick intro.

Approve June 13th Summary of Action:

Sale and Belkys approve.

Update on Special Event & Film office changes:

- Eva is looking for a holistic approach to the Special Events & Film office. There are challenges to Special Events on the beach, for many years the City Manager(s) were open to the efforts of getting more events on the Beach, but residents started pushing back. Through the years new rules have been created and changes to the guidelines have been made. After many years of this guidelines are a mess from all the push and pull. Eva is challenging the Special Events team to make suggestions on streamlining the process to make it more user friendly and find opportunities for better customer service.

-Graham's main focus on Film Issues will now be on State level work and legislative issues like the State incentive. Eva will be filling in with more boots on the ground work with Silvia.

-Eva will meet with producers early in projects and also intercede with any issues that may arise during permitting.

-Eva has a total commitment to immediate change. – Tell me what you need and I will go to commission, etc...

-She wants to get Silvia out of the cubicle and in more meetings.

-Top priority is change.

Production/Event/ Legislative/Marketing Update:

Dan says Tallahassee is an immovable object and we cannot count on changing it. Dan is proponent of focusing on what we can do to help productions already in our own backyard.

-Improve customer service, making a good impression sets the tone from the get go. We need good customer service even if the client has "pissed you off." You never know when a small show is a big show that wins an Oscar, like Moonlight. Every time the phone rings do everything you can to diffuse and send them on their way.

-Reach out to every person and romance them into bringing them into the City. Big productions are tempting but talk to the little guy.

- Eva says Ritz Carlton has a white glove customer service boot camp. Ritz Carlton has a Gold Star rating for hospitality, everyone there has to go to extensive customer service training. Everyone is our customer and we need to wrap the medicine in sugar.
- For marketing purposes, what is the biggest incentive to shoot in the City? We are very beautiful and that is hard to replicate. We have great talent, both cast and crew. We have a City government that is on board. City also offers many incentives in the day to day permitting process. Free permits, waived fees, parking RVs is now easier and cheaper, etc...
- Joanna says the story should be customer service training. "City is committed to shifting the tide." People internationally do not realize how easy it is to get a citywide permit. The citywide permit is very versatile and user friendly.
- Eva is working on some talking points with the Communications office and press release. Wants everyone to know we have one of the friendliest offices.
- We should do an FAQ for drones on the website--maybe info graphic for permitting to get in the hands of people / maybe with video as well.
- Eddie del Carmen says he met with the British Consulate and the perception is that it is hard to film here, find crew, etc...
- Maybe the City's Film permitting website should have links on website to external production databases that people can search for crew on like the old production guide.
- Eddie asks if there a way to fund a film locally? Can City help with corporate funding of film?
- Dan and Silvia say that City cannot recommend crew as we are government and have to treat everyone fairly and City cannot get involved in private sponsorship agreements.
- Maybe a simple website can be created that local production companies and freelance crew members can self populate with their contact info – like a vendor list/production guide. We will need legal language that City does not endorse any vendor.
- Eddie says that 50% student/50% professionals on crew making project can help with local funding and press. Also keeps costs down.

Production Pipeline:

- Dan: we should know 30/60/90 days out what is on the pipeline. Film office should share what large new projects are coming. Roll out the red carpet to these productions.
- Drone – Closing the gap on what is hard and what is easy. Keep drone permitting and requests as a friendly process.
- If there is problems with a production, keep a summary of internal issues, send apology letter.

New Business:

- August meeting is cancelled.
- September 12 meeting is confirmed.
- Ellen has contacts at Magic Leap – Head of Creative Design and Lead Quality, they can come talk to the board.
- Eva gives update on Production/Event incentive. The City's budget is too tight next year for any new funding. The \$100,000 incentive proposed is not totally dead yet but not likely.
- Alternate possible sources of the incentive funding is the GMCVB and the VCA.

-Knight Foundation has general Opening Grants and they have the Knight's Fund Challenge Grant where they raise and match funding and they are interested in new media.

-There has been a trend of Special Events asking for cash and funding from the City at the 11th hour and this is tough on the budget as it is reactive budgeting. The Special Events office has been asked to come up with a list of criteria for funding like track record, how many beds are filled up, etc...

-July 21st is the next Finance Committee meeting.

-Cultural Arts Council gives grants but only to non-profits. 35/40 Grants reviewed, but could be a possibility. Need deadlines for Cultural Arts Council grants for the next PIC meeting.

Digital Film:

Dan says Bucky Isaacson – produces Hedge Fund conferences in major cities. Around 1000 people attend. He has 400/500 investors coming to the Miami conference.

-He puts together advisory group.

-If we can get a meeting in September/august then we can set up meeting for December 12th

Public Comment:

No public comment.

Adjournment:

Next meeting in September