

PIC Board Meeting

Thursday, July 12, 2018 – TCED Conference Room

Meeting started at 9:36 am

Welcome and Introductions: Dan Davidson, Kubs Lalchandani, Ester Molina, Steven Chun, Linette Nodarse, Christina LaBuzetta, Bruce Orosz, Heather Shaw, Silvia Royer are in attendance, Belkys Nerey, Joanna Rose Kravitz and Abdul Mohammed are on the phone.

Dan welcomes Kubs Lalchandani, who is running for District 113 in the State House. Heather asks if it is appropriate to have someone that is running for office at the meeting and Dan says its OK since it is a public meeting and everyone can attend. Kubs says he is a champion for the film incentive and thinks it is a no brainer that can bring business to the entire State of Florida.

Approve June 14th Summary of Actions: Bruce approves and Dan seconds.

Fire on the Fourth review: Heather says the event was well-produced. Everlast and city team did a really good job. Weather was nice, bands were good and everyone was happy.

Production Pipeline: Silvia says this time of year is pretty slow in general since it is off-season but there are 2 productions coming in August. A large production is doing a day at the Fontainebleau with pretty much the same set up as the Grand Hotel. It is just a parking job really with not a lot of impact. Then we have Red Bull doing a commercial with Formula 1 racing cars. We are looking to do it on the beach and on Ocean Drive. These cars cannot go slow, do not reverse and cost 10M Dollars. Production is working with the turtle monitor to put them on the beach.

Production, Legislative and Marketing Update: Silvia says that Film Florida has regular conference calls about marketing the State, but the truth is without the State incentive, it is a really hard sell. The good news is that in November we will have a new governor. We do not know who it is going to be of course, but there is a chance we can get incentive in the budget this year depending on who it is. Bruce says that Film Florida is hitting a wall trying to get through. There is a PAC in Tallahassee run by the Kochs and they use their influence with the State legislature to kill any kind of incentive funding.

Heather asks what we could do better. Is the Miami Beach story known? Bruce says they ae trying to create a series of messages to the industry, saying that we want you back. We need to reinvigorate the big incentive, find ways to help producers. There are incentives in so many states. California lost so much business to other states that they had to also create an incentive. Burn Notice is airing around the world, and that is invaluable free marketing for us.

Dan says the pendulum will swing back. Kubs says to go to different areas around the state and talk to legislators about how much money will be infused in their area. Dan says we have a report, strong data and they ignore it. The trend is to be anti-science and fact.

Silvia says that often legislators in the north of the State perceive the incentive as being only something that would benefit South Florida, even though we are the economic generator for the entire State.

Bruce agrees and says Ballers spent 30M. They had incentive the first year, they stayed on the second without incentive because The Rock pushed it, but on the third season they left. We cannot quantify the marketing that these shows bring.

Belkys says that legislators care about their own communities but they miss the big picture of all the money film brings in to the State.

Bruce says Film Florida does not have a PAC to reach out and educate the public. It is a funding issue.

Hedge funds do not want to invest in film because there is no incentive to. Investors want total autonomy for private equity; they do not want to be tied to the whims of a municipality.

The Bureau is trying to define strategy and tactics and communication of incentives. They are advertising in Variety, etc..

New Business: Superbowl 2020 – Miami Beach will be on the world stage

Public Comment: none

Meeting adjourned at 10:16 am