



Production Industry Council
9:30am Thursday, September 13, 2018
City of Miami Beach
1755 Meridian Avenue, Miami Beach

MINUTES

Committee Members in Attendance:

- Christina LaBuzetta
- Aleksander “Sale” Stojanovic
- Belkys Nerey
- Joanna Rose-Kravitz

Committee Members in Attendance Electronically:

- Abdul Muhammed

Committee Members Absent:

- Dan Davidson
- Bruce Orosz

City Staff Present:

- Silvia Royer, Staff Liaison/Film & Print Production Liaison
- Heather Shaw, Acting Director, Tourism, Culture and Economic Development
- Linette Nodarse, Special Events Production Liaison

Christina LaBuzetta, Vice-Chair opened the meeting at 9:38 a.m. and welcomed all in attendance.

Approval of July 12th Minutes: Belkys motioned to approval, Sale seconded. Unanimous approval.

Grant Application Review: Committee reviewed Mediamax’s Grant Application for their project “Snowbirds,” they met all the application requirements. Sale motioned to approve and Belkys seconded. Unanimous approval.

Parking Challenges: Silvia explained the difficulties that both Special Event and Film Productions face with on-street parking for their production trucks. Freight Loading Zones (FLZ) were put in by the Parking Dept. by order of Commission, in order to address the problem of delivery trucks unloading in an active lane of traffic, but it has inadvertently affected the production industry. FLZs require the purchase of a pass and the vehicle using the zone also has a size requirement. Trucks, even with the pass, cannot use the zone for more than half an hour. FLZs are throughout the commercial district, often with two FLZs on 1 block. FLZs, in conjunction with bus ramps, taxi stands and bike stands have taken away a huge inventory of street meters that the production industry relies on to get their production trucks close to set for logistical purposes.

Another parking challenge is the loss of basecamp areas (both on public and private land) due to development. This will be an issue if the film the incentive is passed at the state level and the City gets more than 1 large production in the area at a time. Special Events usually gets first pick of the hard pack areas since they apply with a lot longer timeline than film productions. With the loss of the Convention Center lot, and many private lots South of 5th Street and in mid-beach, the only available lots are West Lots, which are great for productions in North Beach but aren't practical for productions in South Beach. We need to get creative, suggestions including collaborating with the MBCC regarding the use of the loading docks when no scheduled for use. Likewise, working with the Parking Dept. regarding the use of municipal flat lots for basecamps, , especially in the Lincoln Road area.

Christina stated that often they use Watson Island to basecamp but there are construction challenges there. During the month of March, production is extremely difficult because of spring break, Winter Music Conference congestion, and crossing the causeway congestion.

Sale described his frustrations with the Parking Dept. towing his vehicle parked in the Setai loading zone while parked there for load-in. His truck is not big enough to comply with FLZ requirements so he does not qualify for a pass to use the FLZ. He also needs to be in the space for longer than 30 minutes. The FLZs in that area are active until 5pm and he loads in from 2pm until 8pm. Silvia mentions that if the Parking Dept. would change the FLZ effective times in that area to 1pm, as they do in the Ocean Drive area, without going to Commission, then he may be able to rent the meters after 1pm through a film permit or pay the meter while in use.

The Parking Dept. follows the current code. The current code contains enforcement of the FLZ by the Parking Dept., but some changes (level of Parking Dept control) may need the attention of the Commission to address these concerns.

Currently, productions must place private security overnight in meters they rent for production because the public inevitably parks in them. Parking continues to be an issue for productions in Miami Beach and the FLZ's and bike rack locations are compounding available parking.

It was suggested that there be a motion to go to Commission with proposed parking solutions. Heather asks that the board give her one month to go over any past communications with the Parking Dept. regarding the subject, and see what can be done before making a motion. Sale mentioned that Assistant City Manager Kathie Brooks is aware of the problem and so is the Parking Dept.

Production Pipeline: Silvia gave a list of 5 productions that were sizable or did interesting things since the last PIC meeting. One of these was notable because it was the drone company pulling the permit and not the production company. The drone company is selling the footage to a TV shot that did not film in Miami Beach.

The update for future shoots: there is a big Hollywood movie that is coming to the City in December, but unfortunately it is during Art Basel so there may be some challenges, and a German production is interested in using Ocean Drive in December. ESPN is doing the College Game Day set up in Lummus Park, where they set up a studio on the grass and broadcast live from there for several shows. That will be at the end of December right before New Year's Eve.

Production, Legislative and Marketing Update: There are no new updates for this item.

New Business: No updates on this item.

Christina motions to adjourn the meeting at 10:40am, Belkys seconds.