****

**Production Industry Council**

**9:30am Thursday, January 10, 2019**

**City of Miami Beach**

**1755 Meridian Avenue, Miami Beach**

**MINUTES**

Committee Members in Attendance:

* Christina LaBuzetta
* Bruce Orosz
* Dan Davidson
* Joanna Rose-Kravitz
* Belkys Nerey
* Aleksander “Sale” Stojanovic

Committee Members in Attendance Electronically:

* n/a

Committee Members Absent:

* Abdul Muhammed

City Staff Present:

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

9:34 Dan Davidson begins the meeting. Welcomes everyone back for the new year. There are no new members of PIC.

**Approval of December 13th Minutes:** Bruce motions to approve and Christina seconds approves.

**Vote for Chair and Vice Chair:** Vote for Chair:Christina motions to nominate Dan Davidson as Chair of Production Industry Council, Bruce seconds. Dan Davidson accepts. Committee unanimously approves.

Vote for Vice Chair: Bruce motions to nominate Christina LaBuzetta, Joanna Rose-Kravitz seconds the motion. The Committee unanimously approves.

**Update of Film Incentive Guideline Revisions:** Bruce talked to the City Commission Finance and Citywide Projects Committee (“FCWPC”), stressing that it is important that the film, print and production industry not be overlooked. The invitation to address FCWPC was encouraging, and the FCWPC was 100% behind the proposed changes to the film incentive guidelines.

What the PIC Board is doing every month is being communicated to the Commission. Dan says the Commission values PIC because Bruce represented the PIC well. Our Commission is pro-business, for example, Libbon wants to go out into the community to raise money for the filming incentive. Sandy suggests being able to donate to an incentive, in public places, such as when checking-out at places like Publix. Would people donate since the production industry is not a charity? Would places like Public take on for-profit causes? If done, the marketing would have to be right. Other suggestions included theater check outs. PIC members are encouraged to bring ideas for raising money to the next PIC meeting.

Sandy Lighterman, Miami Dade County Film Commissioner, has been appointed as a Film Liaison to Tallahassee by Rick Scott in his final days as Governor of Florida.

Regarding the funds requested for the City to hire a social media liaison, that idea has been retracted. For now, it would be best to use the GMCVB’s social media liaison. That person works full time on social media postings and is already doing film and event postings. We would just have to send her content to post and push out. The County also regularly pushes out social media posts and they can help to post content for Miami Beach as well as Miami Beach’s own Communication’s dept.

Regarding PIC’s request to City Commission for our City lobbyist to work with the County lobbyist to push State Film incentives when meeting with State legislators -- Commissioner Samuelian has already spoken to the County about the lobbyist and pushing film and production incentives is now added on their agenda.

**NATPE:** Jose Sotolongo from the GMCVB says that NATPE is coming to Miami Beach January 22 – 24th. The GMCVB is hosting a welcome reception on Monday, the 21st, and Mayor Gelber will be speaking at the event. It is a very well attended event and the GMCVB hosts it every year.

GMCVB is promoting the local incentives all over the place. At the welcome desk, inside the program, in giveaway bags, at the concierge desk, in banners and in the *FilmFlorida* booth. We will not be doing a panel this year.

Jose extends an invitation for PIC members to go to the opening night party as GMCVB’s guests. Silvia will send Esther the names and forward the invite to members.

**Production Pipeline:** We are actively working on the paperwork to close the 395 Causeway westbound Sunday, April 7th in the morning only, for Bad Boys III. Bad Boys wants their opening scenes to be in Miami Beach to really set the sense of place. They are doing some big scenes, including scenes on Ocean Drive. Staff has been told that Will Smith, as a producer, could be willing to do some photo ops with elected officials which is exciting. Bruce says that Will Smith gets it and he is great doing press. Sale says that he has video of Will Smith promoting Miami Beach from the Mayor’s conference that he is happy to send for social media.

Sandy says that the *Marvelous Ms, Maisel* does want to come to Miami Beach, but they are trying to find funding. Miami Beach/Miami is competing with other areas that have more incentives, however, the producers like that Miami Beach still has areas that look like the 50s and 60s. There is also a small movie, by Bernardo Britto, with approximately $3-million-dollar budget looking to come this summer. *Trauma Center,* a Bruce Willis movie, is also looking to come at the end of February.

Sandy says there is going to be a big story regarding Slam Dance in March as well. Slam Dance is a film festival with emerging filmmakers, that is looking to explore Miami and depart from being an annual satellite film festival at Sundance.

**Production, Legislative and Marketing Update:** Sandy says it has been quiet behind the scenes, but there are many ideas floating around. FilmFlorida is drafting legislation right now that would require productions seeks incentives to go through a Florida Production company. The new Governor is has a special interest in getting veterans more involved in the film and print industry..

Sandy says the MVPI funds works with producers with high-end product placement. It can be another form of funding. She often works as a liaison between producers and the MVPI fund. Sometimes it works out and sometimes it doesn’t, the product placement should look organic, but it is always an avenue to explore. Producers could also look into auctioning off walk on roles.

**New Business:** No items.

Dan proposes that PIC Board meets from 9:30 to 10:30 am instead of 9:30 to 11am, the 2nd Thursday of every month. Everyone agrees.

**Public Comment:** No public comment.

**Adjournment:** 10:36am