****

**Production Industry Council**

**9:30am Thursday, October 11, 2018**

**City of Miami Beach**

**1755 Meridian Avenue, Miami Beach**

**MINUTES**

Committee Members in Attendance:

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

Committee Members in Attendance Electronically:

* n/a

Committee Members Absent:

* Belkys Nerey

City Staff Present:

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

9:36 Dan Davidson opens the meeting.

**Approval of September 13th Minutes:** Unanimous approval.

**Art Basel and Convention Center Update:** Heather says construction is ongoing. AHIMA was a good test of the valet and a lot of the systems. Convention Center Drive has now opened. Food and Beverage Show happened and the Auto Show is still ongoing and they were both a good test of the systems.

Kathie says the outside looks like it is complete but the convention center is actually about 96% complete. Sunset Vista Ballroom, the north end valet on Washington and the outdoor terrace still need to be finished.

Sale asks if the p-lot is going to be a park. Kathie says the bid will likely go out in November and the plan is for it to be complete by Summer/Fall of 2019, and Design Miami will go in the parking lot this year and the park is being designed in a manner that the tent will go in the park in future years. Kathie says the pre-function area for the ballroom is going to be spectacular but it is still under construction. The big time line is to be done by Art Basel.

Bruce says that the GMCVB will have its annual board meeting at the convention center on the 26th of October and it would be great to have everyone there.

Heather says there will be a Bill Fontana unveiling in Soundscape Park on Oct. 26th and a Franz Ackerman unveiling in December. For Art Basel we have 13 events so far, Pulse, Untitled, Design Miami etc., all the big ones we have every year are coming back.

Dan says that “Art Basel” seems to be the brand; in the future should it be rebranded more all-encompassing from a PR standpoint to be more inclusive. Heather mentions that the Winter Music conference wants to come back now that it was bought by Ultra. Regarding Ultra, Miami Commission ruled that it was not allowing them back to Bayfront Park; apparently the neighbors have pushed back strongly against the event since it is so impactful. Bruce says Ultra is moving on from Bayfront Park, but the event will rise again, there is so much invested in it and it is so popular around the world. The City of Miami stands to lose about 20 Million in tax dollars. Jose Sotolongo of the GMCVB (guest) says the revenue is not replaceable.

**Parking Challenges:**

As a proposed solution to production companies request to use freight loading zones (FLZs) to load in/out for non-permitted event uses inside hotels, such as ballroom rentals, is for a production to fill out an event notification affidavit, legal under penalty of law, to use the FLZ a max of two hours at a time. Productions making the request, should also submit a sign off from the hotel they are working with. This should be able to be done as an online request. Another idea is that they can have a blanket permit similar to a decal.

**Production Pipeline:** Silvia mentions that the Laundromat (a movie based on the Panama Papers) is scheduled to shoot the Friday of Art Basel, Dec. 7th. She is working on getting the Michigan lot of Flamingo Park for their basecamp. Bad Boys 3 is looking to come at the end of March and early April of 2019 and they will be doing lots of driving shots. Also, we have started talks with Fox Sports to come back for the 2020 Super Bowl and do their set up on Lummus Park north of 10th street again as they have done in past Super Bowl Years. There they will build sets on the grass and broadcast live shows all throughout Super bowl week.

Jose Sotolongo of the GMCVB goes into more detail of how the GMCVB is working with the host committee and all the logistics involved.

**Production, Legislative and Marketing Update:** The new speaker of the House Rep. Oliva is against corporate givebacks of any kind. There is not a lot of hope that he will work with the new governor, even if the governor is pro film incentive. Tallahassee looks unfavorable on Miami-Dade County; they assume it is the only place production will go. Many Reps do not see that it is free marketing and advertising for the State of Florida.

Instead of focusing so much on bringing the incentive back, we should focus our efforts on customer service and emphasizing that we are open for business, so that productions want to come here organically. We should do a big social media push. 90% of marketing for GMCVB is pushing out the message through Social media. GMCVB could take the lead on this as they are marketing partners with the City, they can fold MB filming into their plan. We should have a meeting with the Communications dept. Creating a FAM trips touring around looking for locations could be a good idea.

The Bureau can write a summary of all the shows like NATPE that have an impact on the entertainment industry; we want shows like the Upfronts to come here. There should be an agenda item regarding GMCVB marketing strategies for the next meeting. How do we tighten brand mission statement and try to fuse it together with Miami Beach. It should go out into a LTC that instructs commission. There was a motion that was passed in the June 2018 meeting regarding a marketing, social media push that can go out as a LTC.

**Adjournment:** 10:51am