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**Production Industry Council**

**9:30am Thursday, November 8, 2018**

**City of Miami Beach**

**1755 Meridian Avenue, Miami Beach**

**MINUTES**

Committee Members in Attendance:

* Abdul Muhammed
* Christina LaBuzetta
* Bruce Orosz
* Dan Davidson

Committee Members in Attendance Electronically:

* Belkys Nerey

Committee Members Absent:

* Joanna Rose-Kravitz
* Aleksander “Sale” Stojanovic

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

9:33 Dan Davidson adjourns the meeting.

Guests are Elias Gonzalez, aide to Commissioner Samuelian. Commissioner Samuelian will be advancing the item regarding Social media.

Monica Beltran, Assistant Director, Parking dept. – Monica was with the airport for 37 years, doing transportation. Understands the parking needs of the industry.

**Approval of October 11th Minutes:** Abdul approves, Dan seconds. Unanimous approval.

**Parking Issues Update**

Monica goes over possible solutions to Setai load in issues, including cutting the times of at least one FLZ on the 100 block of 20th street to 3pm and then it can be rented out after that through the proposed affidavit process. There are also 3 metered spaces on 20th Street that can be rented out through the proposed affidavit process. Parking dept will survey the area to re-evaluate the times for the FLZs on 20th Street.

Monica stresses that hotels have to realize that they have limitations and they put burdens on the City, they need to participate in the process of for load in and load out of their own rentals.

The City is always trying to keep a balance with production needs, deliveries that must use FLZs, customer needs and resident needs. For example there are City prohibitions on deliveries being too early because of noise. Renting out the taxi stands to the productions is unfair to the taxi industry, as they get heavily fined if they are not staged properly. When spaces are rented out, there are fewer spaces that customers can use and businesses suffer.

**GMCVB Marketing Strategies:** Congrats to Bruce on the annual GMCVB meeting.

Bruce: We have started a campaign touting Miami as a film friendly town and location. Sandy Lighterman at the County Film office is using this as selling tool in the film conventions and film festivals she goes to. Using the local incentive programs, we are hoping to bring production back to South Florida. We are creating panel discussions with film leaders and asking how they enjoyed filming here. Jose Sotolongo from the GMCVB is out there selling for sports events and putting money towards it. If you build it, they will come. If you treat them well, they will come back.

We understand that the global exposure that film brings is phenomenal. Just look at One Direction when they were at the Temple House and the more than 600 million views the video earned on social media channels. And the Formula One video that was fantastic. There are so many shows selling Miami, and we should get more. We are the northernmost Latin American City.

We do need to get the word out. Commission is voting on the LTC regarding social media next week (motion was passed in the PIC June 2018 meeting), then it goes to the Finance committee. We need to get the communications dept. involved.

**Production Pipeline:** Other than the Panama Papers movie and the Bad Boys 3 movies that we have already discussed, there is talk of the Marvelous Mrs. Maisel coming in June. It is a longshot but we are hoping it comes.

**Production, Legislative and Marketing Update:** Bruce says - In the transition consider passing a motion to have a state lobbyist put production on your agenda. It behooves the Miami –Dade lobbyist and the Miami Beach lobbyist to work together.

Dan says we should pass a motion for the City lobbyist to make a push for a film incentive.

Motion: Motion to direct the City of Miami Beach lobbyists to include film production incentives as part of the Miami Beach lobbying agenda for the next legislative session to the State. And to work with Miami-Dade lobbyists to restore the vibrancy of film production and tourism thereby resulting in positive economic impact to the Miami Beach and Miami Dade communities.

Christina makes motion to pass and Dan seconds it.

**Adjournment:** 10:30am