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**Production Industry Council**

**9:30am Thursday, December 13, 2018**

**City of Miami Beach**

**1755 Meridian Avenue, Miami Beach**

**MINUTES**

Committee Members in Attendance:

* Christina LaBuzetta
* Bruce Orosz
* Dan Davidson
* Joanna Rose-Kravitz

Committee Members in Attendance Electronically:

* Belkys Nerey
* Abdul Muhammed

Committee Members Absent:

* Aleksander “Sale” Stojanovic

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

9:34 Dan Davidson adjourns the meeting.

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

**ABMB Update:** Heather says that Art Basel Miami Beach went very well. The new Convention Center looked beautiful. Mark Segler of ABMB said this was their best exhibition hall. Traffic issues were much better this year around the City but not on the causeways that were still packed. There were better hotel room rates as well, as there was more hotel inventory this year.

There are going to be some changes to ABMB in the future. There is going to be some restructuring to get back to their core brand. Norman Brahman is stepping down as the chairman of the host committee. There were 82,000 attendees at ABMB. Miami Art Week expanded and Wynwood was packed, and the Art Miami area did very well.

Kudos to Linette and her team for getting all the permits out without a hitch, there were 23 SE event permits related to Art Basel around the City, including the Scope, Pulse and Untitled Art fairs, with no major incidents at any permitted events.

Next year the Sunset Vista Ballroom will be open, and that is an amazing and beautiful space that can be utilized. The pre-function area this year worked out well. Next year the Carl Fisher Club House should be finished, it is going out to bid this month and hopefully complete by next summer.

**Review of Film Incentive Guidelines:** Sandy Lighterman, Miami-Dade County Film Commissioner, gives suggestions on how to make the Miami Beach Film Incentive more appealing to Film makers since to date no one has actually been awarded a grant. The guidelines should be less restrictive, especially since it is only a $10,000.00 grant, and there is only so much work a studio will do for that amount of money. Dan says if we make a motion today we can take it to commission for approval. Sandy continues, first off take-off the 55% of production days, it is confusing to see percentages, simplify that ask and I would caution about giving 50% upfront, we should take that out. Requiring productions to include a logo in their credits is surprisingly difficult; it is contractual how long credits can be. Asking for a thank you in the credits is much easier. Take out the requesting of marketing materials completely.

Committee discusses and decides not to put non disparagement language in the new guidelines and to request a minimum of 3 full production days in Miami Beach. Take out the Florida resident requirement regarding cast and crew and focus on making the incentive about bringing productions to shoot in Miami Beach and not about hiring local crew, since that will happen as a byproduct anyway.

Instead of requiring b-roll and marketing materials, we can include language that Miami Beach welcomes any cross promotion opportunities.

Dan makes a motion to adopt changes to the Film Incentive Guidelines and Christina approves and Bruce seconds. Dan requests to take the changes to the next commission meeting for approval.

**Production Pipeline:** Sunset Productions is doing a French reality show at a Miami Beach residence on San Marino Island, using the home for 2 months. They are going through the internal review process in order to allow the production to go past what City Code allows for residential filming.

Bad Boys III is still coming; they have cancelled their January shoot and are coming at the end of March. They are now requesting to close a portion of the MacArthur Causeway for stunt work on a Sunday early morning (April 7th). We are treating it like a marathon type request and trying to make as least impactful as possible. West bound traffic will be rerouted to the Venetian and Julia Tuttle causeways during the closures and the production will pay for all west bound tolls on the venetian.

**Production, Legislative and Marketing Update:** The GMCVB is trying to be more active in the film world. They are going to conventions around the world to try to get film business for South Florida.

The Tax Watch Report is very exciting. It is a non-partisan group that advises the Florida Legislators. Having them say that we need to bring back the Florida Film Incentives and not us, is very important and powerful. Miami Today, which is a very respected publication is also advocating for bringing back the incentive. DiSantis is willing to listen so we have to arm ourselves with ammunition. FilmFlorida is putting forward a bill to push a state wide program for incentives.

NATPE will be in Miami Beach in January. We need to promote the stack-ability of local incentives. We need to bring everyone together with the same message. The Beach and other municipalities need to work together with the Bureau to create an awareness campaign. Social media content can address Miami Beach’s concern of having a bad reputation and make the industry aware of all the changes we are making to address these issues. Should we have a Social Media Content Manager? Should we ask Commission for an additional person? Do we see a value add in that?

Jose says that the GMCVB already has a social media person and they can handle the messaging they just need the content sent to them. Sandy Lighterman also says the County under the Filmiami umbrella handles social media push out, and they are happy to push out content for Miami Beach and they also address complaints.

Bruce suggests funneling permitting to Sandy’s office with someone in Miami Beach facilitating.

**Adjournment:** 11:04am