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**Production Industry Council**

**9:30am Thursday, February 14, 2019**

**City of Miami Beach**

**1755 Meridian Avenue, Miami Beach**

**MINUTES**

Committee Members in Attendance:

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

Committee Members in Attendance Electronically:

* Belkys Nerey
* Aleksander “Sale” Stojanovic

Committee Members Absent:

* n/a

City Staff Present:

* Matt Kenny, Director, Tourism & Culture
* Heather Shaw, Asst. Director, Tourism & Culture
* Silvia Royer, Staff Liaison/Film & Print Production Liaison
* Linette Nodarse, Acting Manager, Film & Special Events

9:34 Dan Davidson begins the meeting. Matt Kenny, the new Director of Tourism & Culture is introduced, and everyone introduces themselves in return.

Dan introduces guest, Rudi Dolezal. He produced all the Queen videos, as well as Bruce Springsteen, Whitney Houston, Paulina Rubio, Rolling Stones Falco, etc…He has 2 Grammys. He is based in Europe, but he is looking into making Miami Beach the center of his production world.

Dan introduces guest, Maika Moulite, GMCVB Social Media Manager.

**Approval of January 10th Minutes:** Bruce motions to approve and Abdul seconds, unanimous approval.

**NAPTE & Sundance Recap:** Bruce says that NAPTE was well attended. Event was devoted to how do channels (NBC, ABC, etc.) reach new devices and get into streaming. There is a huge audience now that only watches streamed content. Netflix has changed the game and is extremely successful and traditional broadcasters are trying to play catch up reach the right audience.

NAPTE is expanding to NY and LA, and the City of Miami Beach has a commitment from NAPTE to be here until 2022. We need to be inline with them whatever they do. We need to have more visibility when they are on our turf, really rolling out the welcome mat. For example, at InFocus in London, Iceland has a massive set up pushing their 25% back incentive.

Slamdance and Sundance were focused on devices/streaming which is their biggest concern. Kids are not watching TV, they are streaming content on their phones or computer. Our presence at Sundance needs to be beefed up. Sharing a booth did not work out as we found our booth mates were stealing our clients. Every booth has an incentive to sell and we are lacking there as we all know.

The Georgia party at Sundance was a blow-out. It was the place to be. You can see that Georgia Peach logo everywhere.

**Production, Legislative and Marketing Update:** Sandy Lighterman from the Miami-Dade County Film Office says that the State Film Incentives in Florida ran out in 2013. There were some problems with the program, like it’s first come first serve nature which awarded money to projects that never got produced and allowing the Gaming industry to use the incentive. There are currently 3 bills in the pipeline concerning incentives:

The first bill – Senate Bill 526 – written by Film Florida and sponsored by Senator Gruters, who is also the head of the GOP in Florida, this was is a huge coup. The bill is for a targeted grants program focused on job creation. 70% of the project needs to be filmed in the State by a Florida Production company and there is criteria that hire students and veterans need to be hired. The incentive is a 13% to 15% give back and it is going to committee Tuesday. The give back could go up to 20%. The bill has a good chance of passing on the Senate side because of the sponsor, but the House will be a challenge, we do not have a champion in the House yet, and the Speaker of the house is anti any kind of corporate give back.

The second bill is Senate Bill 726, written by Linda Stuart of Orlando. This bill will grant would allow tourist development tax dollars to go to production. Every CVB will be against it and it does not have any legs.

The third bill is like the Old Compass Bill Program. It would allow the State to lend money to feature films. It is basically a loan with interest. Nothing is clear regarding the interest, and it does not seem like it will work. It is Senator Taddeo’s Bill 1014, called the Film & Television Production Bill.

The only bill that has a chance is Bill number 1, the bill written by Film Florida. If it has a companion Bill in the House, we would have a leg up. There is currently no money asked to be allocated for the Bill on purpose, because we want to let the legislators decide for themselves of how big to make the pot.

Bruce says the guy behind the Tax Watch article, which hit a nerve in Tallahassee, was invited to NAPTE and he spent a few days with Film Florida and he introduced him to producers from everywhere and he was blown away with the number of producers wanting to film in Florida if not for the lack of incentives. He says he is going to do some back channeling for us. Also, the Film Florida lobbyist has a good relationship with the Governor, so that always helps.

**Local Miami Beach Incentive revisions update**: Heather says changes to the current incentive program which would make it easier to award, will be presented to the Finance Committee and they have indicated they are supportive. Changes to the Special Event Guidelines are also going before the Finance Committee. There is an industry meeting on March 15th regarding Special Events.

Sandy says that there are productions waiting on Miami Beach’s changes, and filmmakers, like the ones with Film Gate, want to take advantage of them as the threshold of requirements are not so high.

**Social Media/Marketing Update:** Maika from the GMCVB Social Marketing team is present and explains the ways her team pushes out content onto social media and all the research that they do and what they can do for Miami Beach. Geo-targeting and on-going search campaigns are ways that producers are targeted. Currently they are working with the Miami Film Festival and the GMCVB team is happy to push out any content Miami Beach provides them.

**Production Pipeline:** Silvia says that DJ Khalid filmed a music video at a Star Island home and Gatorade did a big commercial with big sports stars. Bad Boys 3 is still coming to Miami Beach in April. They have added a scene of them driving on the beach that she had suggested after a similar scene was done by Formula 1/Red Bull in August. There is also a pilot, Baker and the Beauty looking to do scenes in Miami, but it is during Spring Break, which always coincides with pilot season.

**New Business:** Regarding Fam Tours. GMCVB is doing a fam tour of the area for American Black Film Festival, It will be a dinner and then the next day is a full day of touring visiting film makers attending the festival around greater Miami.

Dan says that Kirk Hawkins, who started Icon aircrafts, wants to make Miami Beach his home base.

Sandy says there is a good chance Slam Dance is coming to Miami Beach. If it comes, it will change the landscape of the film community here. Peter Baxter is going to do a big article in March in the NYTimes announcing Slam Dance coming to Miami Beach. They are interested in the mid beach area / Byron Carlyle. There are 1000s of people involved in Slam Dance and we are getting a part of it.

**Public Comment:**

Rudi says a bit about himself. He has been filming since 1975 and he has 47,000 hours of archival footage, and he is trying to monetize it. He has countless interviews with Freddie Mercury and such and he is planning on bringing is archive to Miami from Germany. The process will take many months, but he looking to make Miami his home base,

**Adjournment:** 10:39am