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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
* Aleksander “Sale” Stojanovic

Committee Members in Attendance Electronically:

* Belkys Nerey
* Abdul Muhammed

Committee Members Absent:

* n/a

City Staff Present:

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

9:32 Dan Davidson begins the meeting and introduces Chris Elliott, a new hire at the Temple House.

Dan introduces guest, Buster Cox. Buster has done multiple things and is a 2-time Emmy Award Winner. Started A3, a late-night channel which turned into a YouTube Channel.

**Approval of February 14th Minutes:** Dan asks that “Kurt Hawkins” be corrected to “Kirk Hawkins.” Joanna motions to approve the minutes, Christina seconds, unanimous approval.

**Quarterly Meetings Review:** The City, in an effort to streamline the process and be efficient with people’s time, is asking boards to discuss and vote on whether they would like to meet quarterly rather than monthly. Board discusses and decides it is better to meet monthly.

**Update on Film Incentive Guideline revisions & Special Event Guideline revisions**: Matt says the Film Incentive Guideline revisions are going in front of Finance tomorrow, and there does not seem to be any issues. After that, they will go to Commission for final approval.

The Special Events office is hosting the final Special Event Guidelines revisions community meeting tomorrow and then the guideline revisions go to the Finance Committee on March 22nd, and then to commission in April for final approval.

Dan says there should be a press release and a social media team on it to push out the guideline changes, the GMCVB and the County should push out as well.

Matt says the City has a big vision and he is working together with Buster to produce a sizzle real to attract producers to shoot in Miami Beach. It is going to be quick and sexy and promote the message that Miami Beach is ready to roll. We saw the Tampa video, and they primarily sold how they can look like many different places, but we want people to come to Miami beach because we are Miami Beach. Push that we cannot be duplicated. Producers already want to come here and stay in the nice hotels and enjoy the nightlife, we have to remind them of that. We will also talk about the incentives.

The video will be the first thing people see when they go to the website. We will send a meeting notice out for next Monday to workshop ideas, for whomever would like to attend. It will not be an official committee meeting. The video needs to be released in conjunction with the announcement of the new guideline revisions. April 10th is the Commission meeting where those new guidelines will be approved.

Silvia she says that she is worried because a lot of businesses and home owner’s associations are very anti-filming and those are things we cannot control but affect producer’s experience in Miami Beach. Matt says we should do a town hall and invite the associations, the ODA, etc. and educate them. For example, the John Dutchman Facebook page dedicated to complaints and crime would be a good person to reach out to. It could be held in commission chambers. There can be a carefully scripted message from the Mayor. People just want to be heard and after the meeting they will know who to reach out to when problems arise.

**Spring Break/Ultra/Memorial weekend update:** At times the causeway will be going down to one lane for the license plate reader, no alcohol or structures, like 10x10 tents will be allowed on the beach. For Air & Sea show during Memorial weekend there will also be cultural activations.

Dan announces that Silvia is resigning and kindly says she will be missed.

**Production Pipeline:** Bad Boys is heating up and starting to really coordinate their shoots. The Baker & the Beauty, and NBC pilot, and will be filming on Washington Avenue and Ocean Drive.

Sandy says there are other projects like Omniloop and Rafa about the graffiti artist killed by police in Miami Beach when he was tasered. Also, the Immigrant and Miami’s Dolphin are working on financing and want to shoot in the Miami area.

Dan says that a documentary film about the founders of MTV with Les Garland was shot in part at The Temple House and will debut at the Tribeca Film Festival. This will bring further exposure to Miami Beach as an important location for wide audience, small budget productions, in addition of course, to the larger productions as well.

**Production, Legislative and Marketing update:** Bruce says that Jose and him just met with NATPE about giving Miami a much higher profile in all their events. We need to give a real presence as partner at the Opening Night party. It will be the 10-year anniversary of NATPE, we want people to leave knowing you can bring your film here and get 10% back. Put a spotlight on this town. Do an awards show. Dominic from Tax Watch has done another article pushing legislators.

HB 1401 – house bill has lost as expected. HB 526 – Senate Bill has moved to committee. Let your legislators know that films create jobs and bring money to the area. The governor has said that he is willing to listen. Sandy has email sent by Film Florida about contacting your legislators and will send it out via Silvia. Esther and Sandy will be traveling to support the initiative as well.

**New Business:** Dan asks Sale if his issues have been addressed regarding parking for Hotel rental events that do not require a permit but still have load in needs. Linette says that in tomorrow Special Events community meeting, they will go over using the existing Owner’s Affidavit form to request parking for these types of cases.

Christina brought up doing a fam tour. Bruce/GMCVB is already doing a fam tour for ABFF, maybe Christina can go directly to the GMCVB regarding the fam tour.

Sale says there were movie screenings and premieres happening at the Regal Cinema on Lincoln Road all the time, but now they are going to the South Miami Regal Cinemas, because there are no permitting requirements there. Sale is trying to get the Regal guys and the junket guys back to Miami Beach.

Linette says that in the Special Events meeting tomorrow they will go over how the Building Dept. is creating a standardized structure permits for items like tents and trussing. You would only have to pay for the structural drawings once and that same drawing can be submitted for Building dept. permitting until the end of the building code cycle (3 years). Dan says this is wonderful news and this message really needs to be sent to everyone.

**Public Comment:** Sandy asks if there is anything Miami Beach could do to attract Slam Dance to come here.

**Adjournment:** 10:37am