CALL TO ORDER AND WELCOME

Administrative (Chair Gus Corbella)
Called to Order by Chair Corbella at 10:07 a.m.

Roll Call:

Members:
Chair Gus Corbella
Vice Chair Seth Schachner
Legislative Chair Kelly Horton
DeeDee Davis
Marc Meisel
Ryan Neves
Pamela Tuscany
Yvonne Boice
Pieter Bockweg

ExOfficio:
Nelson Mongiovi, Visit Florida

Members of the Public:
Todd Roobin, Jacksonville Film Commission
Earl Perque,
Michelle Hillery, Film Florida
Cheryl Gonzalez, Florida Advisory Council on Small and Minority Business Development
Sophie Smith, Poole Mckinley
Kelly Paige, Level Talent Group/Film Florida

Welcome

Chair Corbella stated that there was a quorum. He reminded everyone that future meetings will be scheduled via email.

Chair Corbella took a moment to pause, and send thoughts, support, and love to all friends in the Orlando area.
OLD BUSINESS

Approval of February 2016 FFEAC Meeting Minutes (distributed via email):

Chair Corbella asked if there were any suggested edits to February’s minutes. Vice Chair Schachner moved to approve minutes. Member Bockweig seconded approval. Chair Corbella approved Minutes.

NEW BUSINESS

Chair Corbella asked to take a moment to thank key individuals. First he thanked Senate Presidents Ken Pruitt and Mike Haridopolis for appointing him to represent the Senate and serve on the FFEAC. He has enjoyed his experience and hopes he has done them proud. He also thanked former Film Commissioner Lucia Fishburne and past FFEAC Chair Todd Roobin, who encouraged him to run for the post, which he has held for six of the eight years he has been a part of the FFEAC. Chair Corbella also thanked Legislative Chair Kelly Horton who is our link to the legislature and a good friend for many years. He thanked Commissioner Niki Welge, Susan Simms, Caroline Ross and the entire OFE staff for the enormous job they do with increasingly fewer resources. He thanked former OFE staffer Herb Miller for all the years they worked together.

Chair Corbella stated that everyone’s passion for the industry and for Florida is admirable, and whatever successes we can claim as a council are largely due to everyone’s efforts. He thanked Film Florida and all of our partner organizations who have provided invaluable information to always keep the ball moving forward. He thanked all of the council members for their advice, insight, advocacy, and steadfast support for him over the years.

Chair Corbella stated we have had the unfortunate task of navigating our issues during a very difficult time for the industry, but feels we have done the very best we could to fight for this industry under these circumstances, and keep it at the forefront of the public debate here in Florida. The end of his chairmanship does not end his personal advocacy for the industry. He has grown to love it, will continue to defend it, and will continue to believe it is the best industry in Florida to help diversify the economy.

Chair Corbella thanked Vice Chair Schachner for his friendship and support, and stated that the council’s future will be very bright with his leadership at the helm. He thanked everyone for this
wonderful opportunity. He has enjoyed it thoroughly and stated that it was a great honor to have
served alongside of each of you.

Commissioner Welge thanked Chair Corbella for his service to the FFEAC and the industry and
for all of his passion and support over the years.

Vice Chair Schachner echoed all of the sentiments and thanked him on behalf of the council and
himself.

Nominations for Election of New Chair and Vice Chair

Chair Corbella brought nominations to order, for the new Chair and Vice Chair of the FFEAC.
The council was presented with two names for consideration. For the post of Chairman, Seth
Schachner, and for the post of Vice Chair, Marc Miesel.

Chair Corbella nominated Seth Schachner for Chairman of the FFEAC.
Pamela Tuscan seconded the nomination.

Chair Corbella asked if there were any comments before we take a vote.

With no opposition, we are happy to pass along the Chair to Seth Schachner. Chair Corbella
congratulated Seth Schachner.

Chair Schachner thanked everyone and stated he is looking forward to carrying on Chair
Corbella’s legacy, and working with everyone on the council as well as the OFE.

Gus Corbella called for a motion to be made for Vice Chair of the council. Chair Schachner
moved to nominate Marc Meisel.

Kelly Horton seconded the motion.

Without comment or opposition, Marc Meisel was unanimously approved to be the Vice Chair of
council.

Marc Meisel thanked Chair Corbella for his service and stated that he looks forward to working
with Seth Schachner and hopes to continue in all of the work Chair Corbella has done and move
into the future.

Gus Corbella thanked them both and stated he now has the great privilege to hand the gavel over
to our new Chair, Seth Schachner.
Chair Schachner continued with new business and welcomed special guest Cheryl Gonzalez from the Florida Advisory Council for Small and Minority Business Development.

Cheryl Gonzalez is the Chair of the Florida Advisory Council of Small and Minority Business Development (FACSMBD) whose goal is to drive and improve economic opportunity for small and minority businesses. They work in tandem with the Florida Department of Management Services.

Cheryl Gonzalez stated they are firmly established in statute 287, and charged to assist small and minority businesses in the State of Florida. Their purpose is to advise and assist the Secretary, Chad Poppell in carrying out his duties. FACSMBD advocates for business inclusion with every business owner in the State of Florida.

Council consists of 19 individuals throughout the state who serve two year terms. They operate within a committee structure to complete the job due to lack of budget. The Council is staffed by the Office of Supplier Diversity. The council works with the Governor, Department of Economic Opportunity, Small Business Development Network, Chambers, and Business organizations across the state. Another duty is to assess effectiveness of state agencies as it relates to assisting small businesses.

The goal of the FACSMBD is to enhance accountability and transparency to ensure state statutes are up to date and working and would like small businesses to participate in this process. Future prospects include legislation to support the promotion of small and minority business and optimization of visualization for the industry.

Chair Schachner asked how the FFEAC can help them with their initiative.

Cheryl Gonzalez responded they are leading an initiative to help tell people where to go for more information and would like FFEAC to join.

Chair Schachner noted how critical small businesses are and said the FFEAC would follow-up.

Commissioner Welge noted that OFE has been working closely with the Office of Supplier Diversity to develop ways to help improve business opportunities for Florida-based woman-, veteran- and minority-owned small businesses within the industry. A search function was added to OFE’s online Production Directory to allow production companies to search for individuals and companies who are registered with the Office of Supplier Diversity.

Chair Schachner stated that it is a critical trend for small businesses to build business in the state by utilizing the Office of Supplier Diversity database.
NEW BUSINESS

Office of Film and Entertainment (OFE) Team Report
Summary of Activities:

Office Updates (Commissioner Niki Welge)

Commissioner Welge expressed her deepest sorrows for everyone affected by the Orlando attack.

Pamela Tuscany thanked Commissioner Welge and mentioned a candlelight vigil that was to take place at Telemundo.

Kelly Paige with Level Talent Group expressed her thoughts and prayers to everyone in not only the state but in the nation.

Commissioner Welge continued with the OFE report by stating that no legislation was passed during legislative session and no changes were made to current incentives, the FFEAC, or to OFE. Department of Economic Opportunity Executive Director Cissy Proctor was officially confirmed.

The Financial Incentive program will sunset on July 1, 2016, but Welge stated that tax credits can still be awarded by OFE until 2021. There are 44 projects that have not been awarded tax credits to date. Twenty One of the 44 projects have submitted their audit to OFE for the internal audit review process, meaning they have finished production, hired a CPA to review their expenditures, and have submitted their completed audit to OFE for review. Eight of those 21 audits have been through the sample-selection process and are ready for final review. The remaining audits still have to be processed and reviewed by OFE staff. After the sunset of the program, tax credits can no longer be recertified to a project on the wait-list, so OFE staff is working diligently to process all audits to ensure the maximum amount of tax credits are available for recertification prior to the sunset. DEO has assigned additional staff members to assist with the processing of audits until the end of the fiscal year.

Commissioner Welge stated that on July 1, 2015 OFE staff was cut by 40% pursuant to legislative reductions. In Fiscal Year 2014-2015 OFE worked on more than 1,300 projects, 76% of which resulted in business in Florida. She stated that OFE assists productions of all types, across all budget amounts. OFE staff is currently working on Fiscal Year 2015-2016 performance measures, which is a tedious process and can take 6-7 weeks for follow-ups. Performance measures will be completed in August.
FLORIDA FILM AND ENTERTAINMENT ADVISORY COUNCIL
June 16, 2016 (2nd Quarter Meeting)
10:00 a.m. – 12:00 p.m.

Teleconference Information
1-888-670-3525
Participant Code: 4091758923

Commissioner Welge noted Susan Ramsey, the Executive Director of the Hamilton County Development Authority was appointed as the film liaison for Hamilton County, bringing the total number of counties in Florida with film offices/liaisons to 63 out of 67. Commissioner Welge noted the counties that still need film liaisons: Glades, DeSoto, Hardee, and Holmes Counties. Commissioner Welge asked if anyone knew anyone who would like to fill the role in those counties, to please let OFE know.

Commissioner Welge noted OFE would be managing two additional contracts for DEO, including Emerge Americas and Tampa Innovation Alliance.

Commissioner Welge will be participating in Film Florida’s annual meeting later in June where elections will be held.

Commissioner Welge encouraged members of the public to apply to be a part of the FFEAC if they are interested.

Chair Schachner introduced Susan Simms

Future Business (Susan Simms)

Susan Simms noted she attended the 2016 Association of Film Commissioners International (AFCI) Locations Trade Show. AFCI is an annual trade show, and this year it was attended by 620 producers, 189 directors, and 289 film directors from across the world. Florida had a booth next to California to learn from their successes and meet more people. Susan also stated she attended a meeting with other film commissioners and was able to compare notes.

Susan attended the Produced By Conference and noted it was the first time Florida was not mentioned in the Incentives Panel. Susan also stated many of our contacts at 20th Century Fox had a big retirement party or have left the company to work elsewhere. She also noted that in the Incentives panel, it was discussed that Rosewood moved to California for an $11.3 million incentive.

Susan stated many of her contacts in Los Angeles are trying to secure projects before the year-end for annual reports. She is excited to report that she has recently read two scripts from indie filmmakers, which is inspiring to see the interest.

Susan noted the summer release schedule was out and Florida is well represented. Bloodline was released in late May, Ballers is set for the middle of July, The Infiltrator is set to release the middle of July, War Dogs releases in theaters on August 19, and Miss Peregrine’s Home for Peculiar Children is set to release in late September.
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Chair Schachner introduced Traci Colson

Entertainment Industry Financial Incentive Summary Report (Traci Colson)  
Total Number of Projects Certified: 302  
Projected Total Florida Wages: $751,053,931  
Projected Number of Florida Jobs Created: 116,376  
Estimated Room Nights: 212,822  
Qualified Florida Expenditures: $1,289,054,643  
Total Certified Tax Credits: $296,000,000  
Total Tax Credits Awarded: $208,004,756  
Total Projects Awarded Tax Credits: 258  
Total Projects Pending Award: 44  
Total Tax Credits to be Awarded: $87,995,244  
Audits Currently Pending: 21  
Audits Pending Qualifying Expenditures: $44,816,821

Chair Schachner asked if there were any questions for Traci Colson.

Chair Schachner introduced the Sales Tax Exemption Report

Sales Tax Exemption Report (Commissioner Niki Welge filling in for Donyelle Marshall)  
Applications Approved: 789  
Florida Spending Represented: $1,112,083,185  
Floridians Hired: 36,947  
Sales Tax Exempted: $17,659,665  
Return on Investment: 63:1

Commissioner Welge noted that the Sales Tax Exemption will still be offered after the Entertainment Industry Financial Incentive sunsets.

Chair Schachner asked who can apply for the Sales Tax Exemption program.

Commissioner Welge stated that projects of all types can apply for the Sales Tax Exemption, however digital media projects do not qualify. The application process is a lot easier than the Entertainment Industry Financial Incentive Program.
Pamela Tuscany noted the Sales Tax Exemption program should be presented front and center for incoming productions.

Commissioner Welge has been encouraging the use of the Sales Tax Exemption program, but thanked Pamela Tuscany for encouraging it for small businesses.

Chair Schachner introduced Caroline Ross.

**Marketing and Advertising (Caroline Ross)**

Caroline Ross stated that at AFCI, OFE unveiled a new backdrop for our booth, which was created by Rich Smith in DEO. It was rebranded to illustrate the dynamic scenery of Florida.

Caroline reported pens and notebooks were sent to CAMACOL’s Miami Media Film Market as a good way for advertising and more notebooks and pens will be sent to Produced By in September.

Caroline stated the travel for Susan to go to Toronto for the Toronto International Film Festival has been submitted.

We represented OFE and DEO with a booth at Take Your Children to Work Day and handed out tote bags and notebooks. It was noted that the tote bags were huge hit and were quickly gone.

Chair Schachner introduced the Family Friendly Discussion.

**Family Friendly – PGA Tour 2016 (Commissioner Niki Welge)**

Commissioner Welge noted that the PGA Tour 2016 video game is currently certified for $3.2 million in tax credits and is eligible for the 5% Family Friendly bonus. Welge recommended the game to be considered Family Friendly, as it is rated “E” by the ESRB to be safe for everyone. To qualify for the Family Friendly bonus, it must follow the definition in s. 288.1254 Florida Statutes.

Nelson Mongiovi from Visit Florida stated that one of the enhancements in the game is a lot of wildlife and asked if this had been tested with human interaction to determine how the wildlife would present itself.

Commissioner Welge asked to clarify if the alligator was the point of concern.
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Nelson Mongiovi, confirmed the alligator was the main concern, but asked about any additional wildlife that would have interaction with players.

Commissioner Welge stated she would look further into the alligator and additional wildlife. In regards to recent events, it can be understood why the alligator would be source of concern.

Chair Schachner recommended a motion be passed.
Motion was made by Chair Schachner.
Motion was seconded by Pieter Bockweg.
Unanimously in favor.
None opposed.

Association Updates: (Film Florida, SAG, IATSE, etc.)

Film Florida – Michelle Hillery stated that Film Florida stepped up to continue funding the LA Office with Susan Simms and has requested the FFEAC to advocate for an increase in funding for OFE and to reinstate the LA Office. Film Florida has their annual meeting later in June in Sarasota and extended an invite to the council. Michelle Hillery stated that she will be stepping down as President and is proud of the accomplishments they have made and is looking forward to continue being involved. She requested a warm welcome for incoming President, Kelly Paige, as she forges ahead to continue the services of Film Florida.

Chair Schachner thanked Michelle for her services.

Chair Schachner asked if any other associations or exofficios had any comment.

Chair Schachner asked if any members of the public had any comment.

Earl Perque is a member of the Florida entertainment industry and had previously visited the website and was very upset nothing but the home page was updated. Earl stated the website should be viewed as a calling card for the state.

Chair Schachner understands and agrees that the website should be updated regularly.

Commissioner Welge stated that the website is in the process of being updated. Waiting for approval and is very close to launching.

Chair Schachner asked for target of launch date.

Commissioner Welge stated the goal for launch is the end of August.
Kelly Paige asked if there was a social media campaign and if it would be launched with new site.

Commissioner Wclge stated Facebook and Twitter were active currently and focusing on specific content as well.

Kelly Paige asked if we market through social media.

Caroline Ross stated if we have casting calls or premieres that are family friendly, we can promote them. However we must conservative with what we post.

Chair Schachner asked if any other members of the public had comments.

Chair Schachner thanked Gus Corbella for his service and congratulated Mark Meisel.

Chair Schachner thanked everyone for everything they are doing and their time.

**ADJOURNED** at 11:45 a.m.