

# Memorandum



**Date:** April 4, 2011

Agenda Item No. 1(F)3

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**From:** George M. Burgess  
County Manager

A handwritten signature in black ink, appearing to read "Burgess", written over the printed name of George M. Burgess.

**Subject:** Sunset Review of County Boards for 2011 – Film and Entertainment Advisory Board

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In accordance with the provisions of Section 2-11.40 of the Code of Miami-Dade County, I am transmitting the 2011 Sunset Review of County Boards Report for the Film and Entertainment Advisory Board. The Film and Entertainment Advisory Board approved the attached report at its meeting of November 10, 2010 and has recommended the continuation of its board.

A handwritten signature in black ink, appearing to read "Howard Piper", written above a horizontal line.

Howard Piper  
Special Assistant to the County Manager

cmo05311

**Date:** January 3, 2011  
**To:** George M. Burgess  
County Manager  
**From:** Will Edwards  
Chairperson, Film and Entertainment Advisory Board  
**Subject:** Sunset Review of County Boards for 201 - Film and Entertainment Advisory Board

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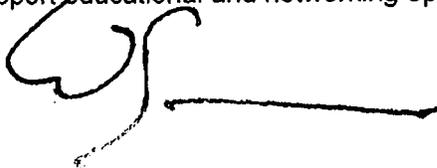
Pursuant to Section 2-11.40 of the Code of Miami-Dade County, I am submitting the 2009 Sunset Review of County Boards Report for the Film and Entertainment Advisory Board for transmittal to the Board of County Commissioners (BCC). The Board approved the attached report at its meeting of November 10, 2010.

It is recommended that the BCC approve the select continuation of the Film and Entertainment Advisory Board.

#### **BACKGROUND**

The Miami-Dade County Film and Entertainment Advisory Board was originally created in 1991, to advise the Mayor and members of the Board of County Commissioners on issues related to the growth and economic viability of the film, television, commercial advertising and still photography production industries in Miami-Dade County. It functioned well in that capacity until early in 2000 when a series of quorum issues began to hamper its ability to work effectively. Those quorum issues, and a general lack of industry interest, led to the Board's few remaining members resigning in January of 2002.

The Film and Entertainment Advisory Board was resurrected by the BCC in 2006, after a four year hiatus, and has since fulfilled its mission well. The Board has been instrumental in advising the BCC on several issues related to film permitting, has weighed in with the City of Miami regarding the Coconut Grove Auditorium use as a temporary studio facility, and has incubated an independent film networking organization, Cinevisun, to stimulate growth in that industry sector. The Board has concentrated its energies in the past year on the local music industry, helping to create the Miami Music Festival and Music Month. The digital new media sector will be a focus of its work in 2011, as well as continuing to support educational and networking opportunities for the industry as a whole.



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Will Edwards  
Board Chairperson

**SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2011**

**I. GENERAL INFORMATION**

1. Name of Board reporting: Film and Entertainment Advisory Board
2. Indicate number of board members, terms of office, and number of vacancies:  
Number of Board Members: 17  
Terms of Office: Concurrent with the terms of Appointing Commissioners, or 4 years in the case of At – Large appointments  
Number of Vacancies: 1
3. Identify number of meetings and members' attendance (Attach records reflecting activity from **Jan. 1, 2009** through **December 31, 2010**):  
Number of Meetings: 13  
Number of Meetings with a Quorum: 12  
Attendance Records: See Attachment  
  
What is the source of your funding? Office of Film & Entertainment budget
4. Date of Board Creation: 1991
5. Attach a copy of the ordinance creating the Board (Please include all subsequent amendments).  
See Attachment
6. Include the Board's Mission Statement or state its purpose:  
The Board's purpose, as defined by its authorizing ordinance, is to advise the Mayor and Board of County Commissioners on policies and issues affecting the Film and Entertainment production industry in Miami-Dade County as they relate to that industry's economic viability.
7. Attach the Board's standard operating procedures, if any. None
8. Attach a copy of the Board's By-Laws, if any.  
See attached.
9. Attach a copy of the Board minutes approving the Sunset Review Questionnaire, **including a vote of the membership**.  
See Attachment

**II. EVALUATION CRITERIA**

Is the Board serving the purpose for which it was created? (Please provide detailed information)

This Board had been unable to meet its quorum requirements in the late 1990's and ceased to meet altogether after 2002. In 2005 the County Commission decided not to Sunset this Board and to attempt to revitalize it by appointing new members. The Board appointment process took up the first half of 2006, and the Board met for the first time since 2002 in July of 2006. It now meets on a bi-monthly basis, and has re-organized itself into committees to consider the issues confronting the film and entertainment industry. It has had success over the past two years in meeting its goals of bringing more cohesiveness to the film and entertainment industry by participating in and

**SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2011**

hosting networking events, seminars and workshops, particularly within the local independent film community.

1. Is the Board serving current community needs? (Please provide detailed information) Yes. The Board has recognized several of the major issues confronting the film and entertainment industry at its annual retreat and goal setting meeting in January 2010. It has held meetings to discuss those issues and possible solutions/recommendations that might be put forward. The Board has created three sub-committees – one to deal with barriers to industry growth, another to consider strategies to create a more cohesive industry community, and another to look at ways to encourage local financing of independent film. The Board has hosted several networking/seminar opportunities for the industry over the past two years, and incubated the Miami Music Month and Festival initiatives as well as an independent filmmaker organization – Cinevisun. The Board has discussed issues such as wind storm insurance for productions, location filming incentives, financing alternatives for locally based productions, and a possible creative economy initiative.

2. What are the Board's major accomplishments?

Last 24 months: The Board's major accomplishment in the past 24 months has been to incubate and spin-off the independent film non-profit group CineVisun, to host a Music Industry Forum and from that create the Miami Music Month and Festival in conjunction with the GMCVB. It has co-hosted several networking events to bring better cohesiveness to the industry, including its annual holiday industry reception.

Since established: In the past, this Board has worked with the BCC and Mayor's Office, and with the Office of Film & Entertainment on such initiatives as One Community One Goal and many other state and local policy matters affecting the industry. The Board has been engaged on the Crandon Park Master Plan, the movement of the Office of Film & Entertainment to the Miami-Dade Mayor's Office, on industry surveys, workshops, seminars, economic development reports and marketing initiatives.

3. Is there any other board, either public or private, which would better serve the function of this board?

No

4. Should the ordinance creating the Board be amended to better enable the Board to serve the purpose for which it was created? (If "Yes", attach proposed changes)

No

5. Should the Board's membership requirements be modified?

No

**SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2011**

6. What is the operating cost of the Board, both direct and indirect? (Report on FY 2009 and FY 2010)  
Approximately \$15,000 annually.
  
7. Describe the Board's performance measures developed to determine its own effectiveness in achieving its stated goals.  
The Board has adopted By-Laws governing its attendance and meetings etiquette. It held its first annual goal-setting meeting in January 2008 and adopted several goals for the year. It is publishing its first ever Annual Report at the end of 2008 detailing its accomplishments and outlining its proposed activities for the coming year.

**FILM & ENTERTAINMENT ADVISORY BOARD (17 Member) – Attendance Record 2008/09**

Oct 2008-Sept 2009	11/13/08	1/22/09	2/21/09	3/24/09	5/7/09	7/9/09	9/10/09	11/12/09	1/16/10	Comments
Miles Collins Mayor Alvarez 6/2/08	P	E	P	P	E	E	V	V	P	Miles Collins resigned 9/8/09 Eddie Leon appt 11/19/09
Yvonne McCormick-Lyons Dist. 1 - B. Jordan 5/10/07	V	V	V	P	P	E	A	P	A	Ronald Lang Removed 9/29/08 Yvonne McCormick appt. 2/9/09
Celia Evans Dist 2 - Rolle 2/21/08	P	P	P	P	E	P	E	P	P	
Tony Lesesne Dist 3 - A. Edmonson 3/22/06	P	E	E	P	E	E	P	E	A	
Sheila Duffy-Lehrman Dist 4 - S. Heyman 1/24/06	P	P	P	E	P	P	P	P	P	
Will Edwards Dist 5 - B. Barreiro 6/8/06	E	P	P	E	P	P	P	E	P	
Steve Menkin Dist 6 - R. Sosa 4/07/09	E	E	V	V	P	P	E	P	E	Lisa Stephens resigned 1/23/09 Steve Menkin appt 4/7/09
Serona Elton Dist 7 - C. Gimenez 4/24/07	A	A	V	V	P	P	P	P	P	Bret Berlin Removed 1/23/09 Serona Elton Appt. 3/19/09
Brian Forti Dist 8 - K. Sorenson 2/7/06	E	P	P	A	P	P	P	P	P	
Kevin Sharpley Dist 9 - D. Moss 1/24/06	P	P	P	P	P	P	P	P	P	
Ivan Jose Parron Dist 10 - J. Souto	V	V	V	V	P	P	E	E	P	Carlos Oliva Resigned 5/16/07 Jose Parron appt. May 2009
Piedad Palacios Dist 11 - J. Martinez 3/21/06	P	P	P	P	E	P	P	P	P	
Omar Caraballo Dist 12 - J. Diaz 7/17/06	P	A	P	P	E	P	P	P	E	
Gerald Duty Dist 13 - N. Seijas 7/10/07	P	P	P	A	P	E	E	P	A	
Marc Imberman DC League of Cities 5/22/06	E	E	P	E	P	E	E	E	P	
Chris Sloan BCC - At Large 12/16/08	V	P	P	P	E	E	P	E	E	Tammy Green resigned 10/9/07 Chris Sloan appt. 12/16/08
Joseph T. Monagle III BCC - Representative, Consumer of Film & Ent. 4/20/07	P	P	P	E	P	P	P	P	P	

**FILM & ENTERTAINMENT ADVISORY BOARD (17 Member) – Attendance Record**

1/19/10

Jan 2010-Nov 2010	1/16/10	3/11/10	5/13/10	7/8/10	9/9/10 Cancelled - quorum	11/10/10	Comments
Eddie Leon Mayor Alvarez 11/19/09	P	E	E	E	E	E	
Yvonne McCormick-Lyons Dist. 1 - B. Jordan 2/9/09	A	E	P	E	A	A	
Celia Evans Dist 2 - Rolle 2/21/08	P	E	E	P	E	P	
Tony Lesesne Dist 3 - A. Edmonson 3/22/06	A	E	P	E	P	P	
Sheila Duffy-Lehrman Dist 4 - S. Heyman 1/24/06	P	P	P	E	E	P	
Will Edwards Dist 5 - B. Barreiro 6/8/06	P	E	E	E	P	P	
Steve Menkin Dist 6 - R. Sosa 4/07/09	E	P	E	E	E	E	
Serona Elton Dist 7 - C. Gimenez 4/24/07	P	P	E	P	P	E	
Brian Forti Dist 8 - K. Sorenson 2/7/06	P	P	E	E	P	E	
Kevin Sharpley Dist 9 - D. Moss 1/24/06	P	P	P	P	P	P	
Ivan Jose Parron Dist 10 - J. Souto	P	P	P	P	E	P	
Piedad Palacios Dist 11 - J. Martinez 3/21/06	P	P	P	P	E	E	
Omar Caraballo Dist 12 - J. Diaz 7/17/06	E	E	P	P	E	P	
Gerald Duty Dist 13 - N. Seijas 7/10/07	A	E	E	E	V	V	Resigned 7/13/10
Cindy Lerner DC League of Cities 9/3/10	P	P	V	V	V	P	Imberman - Resigned July 2010 Lerner appointed 9/3/10
Chris Sloan BCC - At Large 12/16/08	E	E	V	V	V	V	Sloan Resigned March 30, 2010
Joseph T. Monagle III BCC - Representative, Consumer of Film & Ent. 4/20/07	P	P	P	P	E	P	

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Legislative Matter



**Miami-Dade Legislative Item  
File Number: 003056**

<a href="#">Print this page</a>					
File Number: 003056	File Type: Ordinance	Status: Adopted as amended			
Version: 0	Reference: 00-140	Control: County Commission			
File Name: NAME CHANGE OF FILM, PRINT & BROADCAST ADVISORY BD.		Introduced: 12/1/2000			
Requester: NONE	Cost:	Final Action: 11/14/2000			
Agenda Date: 11/14/2000		Agenda Item Number: 4E			
Notes: THIS IS FINAL VERSION AS ADOPTED. (ALSO SEE 002568)					
Title: ORDINANCE AMENDING SECTION 2-11.14.1 OF THE CODE OF MIAMI-DADE COUNTY TO CHANGE THE NAME OF THE FILM, PRINT AND BROADCAST ADVISORY BOARD AND TO REFLECT THE TRANSFERRAL OF THE COUNTY'S FILM AND ENTERTAINMENT OFFICE TO THE MAYOR'S OFFICE, TO PROVIDE MORE INCLUSIVE QUALIFICATIONS REQUIREMENTS; CHANGE THE MEETING AND REPORTING REQUIREMENTS; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE					
Indexes: ADVISORY BOARD ENTERTAINMENT FILM	Sponsors: Bruno A. Barreiro Dr. Miriam Alonso				
Sunset Provision: No	Effective Date:	Expiration Date:			
Registered Lobbyist: None Listed					
<b>LEGISLATIVE HISTORY</b>					
Acting Body	Date	Agenda Item Action	Sent To	Due Date Returned	Pass/Fail
County Attorney	12/1/2000	Assigned	Eric A. Rodriguez		
Board of County Commissioners	11/14/2000 4E	Adopted as amended			P
REPORT: The Board by motion duly made, seconded and carried, adopted the foregoing proposed resolution, as amended, to provide for a quorum of seven members; to include the advisory board attendance provisions as outlined in the Code; and to include a "spectator" as a 17th member to be selected by the Film and Entertainment Board.					
<b>LEGISLATIVE TEXT</b>					
<b>TITLE</b>					
ORDINANCE AMENDING SECTION 2-11.14.1 OF THE CODE OF MIAMI-DADE COUNTY TO CHANGE THE NAME OF THE FILM, PRINT AND BROADCAST ADVISORY BOARD AND TO REFLECT THE TRANSFERRAL OF THE COUNTY'S FILM AND ENTERTAINMENT OFFICE TO THE MAYOR'S OFFICE, TO PROVIDE MORE INCLUSIVE QUALIFICATIONS REQUIREMENTS; CHANGE THE MEETING AND REPORTING REQUIREMENTS; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE					
<b>BODY</b>					
WHEREAS, the County's Office of Film, Television and Print changed its name and organizational location to the Mayor's Office of Film and Entertainment and it is deemed appropriate to harmonize the name of the Film, Print and Broadcast Advisory Board with that change; and					
WHEREAS, it is necessary to clarify certain qualifications requirements to make them more inclusive and make other technical corrections for the proper functioning of the Film and Entertainment Advisory Board,					
NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:					
Section 1. Section 2-11.14.1 of the Code of Miami-Dade County, Florida, is hereby amended as follows: 1					
Sec. 2-11.14.1 Film[, Print and Broadcast]] >>and Entertainment<< Advisory Board.					
(a) Board created. There is hereby created the Film[, Print and Broadcast]] >>and Entertainment<< Advisory Board.					
(b) Purpose. The purpose of the Board is to advise and make recommendations to the Board of County Commissioners >>and the Mayor<< on all matters pertaining to the film [, print and broadcast]] >>and entertainment<< related industries. The Board is intended to operate as a focal point for these industries in >>Miami-<The Board is to provide a point of reference for the public and the County					
[[ Manager]] >>government<< for collection, input and dissemination of information related to these relationships with other governmental agencies to enhance and support the film [, print and broadcast]] >>and entertainment<< industries in >>Miami-<decision of the Board shall be binding upon the Board of County Commissioners >>or the Mayor<<.					
(c) Membership and term of office.					

(1) Membership. The Board shall consist of ~~[[fifteen (15)]]~~ >>seventeen (17)<< members. Each County Commissioner and the Mayor shall appoint one (1) Board member. Additionally, one (1) Board member shall be appointed by a majority vote of the entire Board of County commissioners, and one (1) Board member shall be appointed by the League of Cities. >> One (1) additional Board member, who is a representative consumer of the film and entertainment industry shall be appointed by a majority vote of the entire Board of County commissioners.<< Board members shall serve without compensation but may be reimbursed for actual authorized expenses incurred in the discharge of their duties.

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(2) Qualifications. Each of the members shall be individuals who have substantial knowledge and personal involvement in the film ~~[[, print]]~~ and ~~[[ broadcast]]~~ >>entertainment<< industries. ~~[[One (1)]]~~ Board member >>s<< should represent ~~[[each of]]~~ the following components of the ~~[[film, print and broadcast]]~~ industry: ~~[[labor unions, non-union talent, talent/casting agencies, film labs, video post-production facilities, sound stages, trade associations related to these industries, technical crews, commercial production companies, equipment rental houses, print production companies, directors, and photography directors.]]~~>>film, television, still photography, commercial production, music, new media. The one member selected by the Board of County Commissioners shall represent the consumers of the film and entertainment industry. << All members shall satisfy the qualifications for membership set forth in Section 2-11.38 of this Code.

(3) Terms. Each Board member shall be appointed to a term which shall end concurrently with the last day of the term of the >>Mayor or<< County Commissioner >>or other appointing authority<< who appointed the Board member, as provided in Section 2-38.2 of this code.

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(d) Procedure.

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(2) Meetings. The Board shall meet at the call of the Chairperson, but in no event shall it meet less than once every three (3) months. A quorum shall consist of seven (7) members.

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(f) Staff. The ~~[[County Manager]]~~ >>Mayor<< shall provide to the Board adequate staff and support services to enable it to carry out its purposes, subject to the budget approved by the Board of County Commissioners.

(g) Reports. ~~[[No less frequently than four (4) times per year,]]~~ >>T<< shall submit a written report >>annually<< to the >>Mayor<< and the Board of County Commissioners ~~[[through its culture and recreation committee,]]~~ detailing its activities during the past ~~[[quarter]]~~ >>year<< and outlining its contemplated activities for the ensuing ~~[[quarter]]~~ >>year<<.

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Section 2. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 3. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 4. This ordinance shall become effective within ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

Section 5. This ordinance does not contain a sunset provision.

1 Words stricken through and/or ~~[[double bracketed]]~~ shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

□

10-1-91

ORDINANCE NO.      #91-108

ORDINANCE RELATING TO FILM, PRINT AND BROADCAST  
ADVISORY BOARD; CREATING SECTION 2-11.14.1 CODE  
OF METROPOLITAN DADE COUNTY, FLORIDA; ESTABLISHING  
BOARD; PROVIDING FOR MEMBERSHIP, TERMS OF OFFICE  
AND QUALIFICATIONS OF BOARD MEMBERS; PROVIDING  
PURPOSES, PROCEDURES AND POWERS OF BOARD;  
PROVIDING SEVERABILITY, INCLUSION IN THE CODE  
AND AN EFFECTIVE DATE

WHEREAS, the Film, Print and Broadcast industries are vital  
and growing components of Dade County's economic and  
cultural development, and

WHEREAS, it is in the best interest of Dade County to keep  
abreast of current developments and concerns of the Film, Print  
and Broadcast industries;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY  
COMMISSIONERS OF DADE COUNTY, FLORIDA:

Section 1.      Section 2-11.14.1, Code of Metropolitan Dade  
County is hereby created to read as follows:

Section 2-11.14.1      Film, Print and Broadcast  
Advisory Board.

Sec. 2-11.14.1(a)      Board created.

There is hereby created the Film, Print and  
Broadcast Advisory-Board.

Sec. 2-11.14.1(b)      Purpose.

The purpose of the Board is to advise and make  
recommendations to the Board of County Commissioners on  
all matters pertaining to the film, print, broadcasting

and related industries. The Board is intended to operate as a focal point for these industries in Dade County. The Board is to provide a point of reference for the public and the County Manager for collection, input and dissemination of information related to these industries. The Board shall cultivate working relationships with other government agencies to enhance and support the film, print and broadcast industries in Dade County. No decision of the Board shall be binding upon the Board of County Commissioners.

Sec. 2-11.14.1(c) Membership and terms of office.

(i) Membership. The Board shall consist of twenty-one (21) members. Each County Commissioner and the Mayor shall appoint two (2) Board members. Additionally, the Board of County Commissioners shall appoint one Board member who is a director of the Greater Miami Convention and Visitors Bureau, one member who is a director of the Beacon Council, Inc., and one member of the Dade League of Cities nominated by its Board of Directors. Board members shall serve without compensation but may be reimbursed for actual authorized expenses incurred in the discharge of their duties.

(ii) Qualifications. Each of the members shall be individuals who have substantial knowledge and personal involvement in the film, print or broadcast industries. The Board should represent the entire spectrum of the film, print and broadcast industries.

All members shall satisfy the qualifications for membership set out in section 2-11.38 of this Code.

(iii) Terms. Each Board member shall be appointed to a three (3) year term which shall end concurrently with the last day of the county's fiscal year; provided, however, that initially, six (6) members shall be appointed to serve a one-year term, six (6) members shall be appointed to serve two (2) year term and six (6) members shall be appointed to serve a three (3) year term. If a vacancy occurs prior to the expiration of a Board member's term, the County Commissioner who appointed that member shall appoint a new member to fill the balance of the term.

(iv) Removal. Failure by any Board member to maintain the qualifications for membership set out in section 2-11.38, failure to maintain the attendance requirements of section 2-11.39, or a violation of the Dade County Conflict of Interest and Code of Ethics Ordinance, section 2-11.1, Code of Metropolitan Dade County, Florida, shall be grounds for removal from the Board.

Sec. 2-11.14.1(d) Procedure.

(i) Chair. The Board shall have a chairperson elected by a majority of the Board members.

(ii) Meetings. The Board shall meet at the call of the chairperson, but in no event shall it meet less than once every three (3) months. A quorum shall consist of eleven (11) members. The Board may appoint committees of at least two Board members, and may include as committee members individuals who are not Board members. All actions by committees are advisory, and are not binding upon the Board, the County Manager, or the County Commission. All meetings of the Board and its committees shall comply with all requirements of the Florida "Government in the Sunshine" Law, Chapter 119, Florida Statutes, as it may be amended from time to time.

Sec. 2-11.14.1(e) Powers.

The Board shall have the power to invite individuals to address it, to hold public hearings, workshops and seminars. The Board cannot commit itself or the county to any expenditure of funds without the specific approval of the Board of County Commissioners, or of the County Manager, under circumstances when the Board of County Commissioners has delegated that authority to him or her.

Sec. 2-11.14.1(f) Staff.

The County Manager shall provide to the Board adequate staff and support services to enable it to carry out its purposes, subject to the budget approved by the Board of County Commissioners.

Sec. 2-11.14.1(g) Reports.

No less frequently than four (4) times per year, the Board shall submit a written report to the Board of County Commissioners through its Culture and Recreation Committee, detailing its activities during the past quarter and outlining its contemplated activities for the ensuing quarter.

Section 2. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected thereby.

Section 3. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance shall become and be made a part of the Code of Metropolitan Dade County, Florida; and that the sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section", "article", or other appropriate word.

Section 4. The provisions of this ordinance shall become effective ten (10) days after the date of its enactment.

PASSED AND ADOPTED: OCT 01 1997

Approved by County Attorney as  
to form and legal sufficiency.

RAG

Prepared by:

DBM

BYLAWS for the FILM & ENTERTAINMENT ADVISORY BOARD

- **PURPOSE:** Advise and make recommendations to the Board of County Commissioners and Mayor on all matters pertaining to the Film & Entertainment industry.
  - **MEMBERSHIP:** Seventeen (17)
  - **QUALIFICATIONS:** Individuals who have substantial knowledge and personal involvement in the film and entertainment business, or who are appointed by the BCC as representing the Dade League of Cities and/or Consumers.
  - **TERMS:** Four (4) years. Appointment shall end concurrently with last day of appointing authority.
  - **REMOVAL:**
    - Failure to maintain attendance requirement.
    - Violation of Miami-Dade County Conflict of Interest and Code of Ethics Ordinance.
  - **ATTENDANCE REQUIREMENTS:** A Board member shall be automatically removed if, in a given fiscal year he or she is –
    - Absent from two (2) consecutive meetings without an acceptable excuse.
    - Absent from three (3) of the Board's meetings without an acceptable excuse. (An "acceptable excuse" is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the board, by a two-thirds vote of membership, deems appropriate.)
      - A member shall be deemed absent if not present at the meeting at least 75% of the time.
      - Advance notice is required on all absences.
      - If advance notice is not given, it will be counted as unexcused.
  - **PROCEDURE:** The Board shall have a Chairperson elected by a majority of the Board members.
  - **MEETINGS:** The Board shall meet at the call of the Chairperson, but in no event shall it meet less than once every three (3) months.
    - Quorum shall consist of seven (7) members.
    - The Board may appoint committees of at least two (2) members and may include as committee members individuals who are not Board members.
    - All actions by committees are advisory, and not binding upon the Board.
    - All meetings of the Board and its committees shall comply with all requirements of the Florida "Government in the Sunshine" Law.
  - **POWERS:**
    - The Board shall have the power to invite individuals to address it, to hold public hearings, workshops and seminars.
    - The Board cannot commit itself or the County to any expenditure of funds without the specific approval of the Board of County Commissioners.
  - **STAFF:** The Mayor shall provide to the Board adequate staff to enable it to carry out its purposes, subject to the budget approved by the Board of County Commissioners.
  - **REPORTS:** The Board shall submit a written report annually to the Mayor and the Board of County Commissioners detailing its activities during the past year and outlining its contemplated activities for the ensuing year.
-

**FILM & ENTERTAINMENT ADVISORY BOARD**  
Wednesday, November 10, 2010

**AGENDA**

Welcome and Introductions  
Approval of Agenda  
Approval of Minutes  
Film Office Report

Committee Reports:

- Community Building Committee
  - Music Industry Initiative
  - Digital Media Initiative
- Communications Committee
- Finance/Distribution Committee

Other Business

- Sunset of Boards Review
- Attendance – 2011 Board Meeting Schedule

**Film & Entertainment Advisory Board Meeting  
Wednesday, November 10, 2010 at 10:00 a.m.  
111 NW 1<sup>st</sup> Street, 22<sup>nd</sup> Floor, Conference Room A**

**SUMMARY MINUTES**

**Board Members Present:**

Will Edwards, Chair  
Ivan Parron  
Celia Evans  
Omar Caraballo  
Sheila Duffy-Lehrman  
Tony C. Lesesne  
Joe Monagle  
Kevin Sharpley  
Honorable Cindy Lerner, Mayor  
Village of Pinecrest

**Board Members Absent:**

Piedad Palacios, Vice Chair  
Serona Elton  
Brian Forti  
Steve Menkin  
Yvonne McCormack-Lyons (A)  
Eddie Leon

**Film Office Staff:**

Jeff Peel  
Diane Arnold (OSBM)

**Guest**

Luiz A. Duque (Kevin's guest)

Having met a quorum, the meeting was called to order at 10:30 a.m. by Jeff Peel. The meeting was Chaired by Will Edwards, Chair. The Chair mentioned that the last meeting did not take place, even though there were a lot of rsvps, but the members didn't show up, and that's not fair to the members who did attend. Therefore, the bylaws will be amended so that there will be a 20 minutes waiting period. Encouraged members to notify Jeff Peel if you will not be attending. The Chairman allowed the new member, Cindy Lerner, Mayor of City of Pinecrest to address the Board. She was appointed by the League of Cities.

**Approval of Agenda:**

Ivan Parron made a motion to approve the agenda. Omar Caraballo seconded the motion. All were in favor and the agenda was approved.

**Approval of Minutes:**

Ivan Parron made a motion to approve minutes from July 8, 2010 be approved. Joe Monagle seconded the motion. All were in favor and the minutes were approved.

**Film Office Report:**

Jeff Peel reported that the FY ended September 30<sup>th</sup> we were doing quite well compared to 2009-10. Up about 25% overall, with the notable exception feature films still not coming. Incentives not attractive to feature film producer, because Florida does not rebate on out of state talent costs.

We will see many new productions coming in 2011. He met with Producers during his past trip to Los Angeles. Incentives working well for televisions. Currently talking with Magic City, period television show set in the 1950s-60s era and they may be coming to Miami. This will be budgeted for \$4 million per episode which is twice what Burn Notice spends. Still not sure if definitely coming, because looking for certain type of hotel and might have to build. He reported Charlie's Angels will definitely be coming to Miami, produced by Disney, a pilot shooting sometime in March, once they find the cast. The Loft is another feature currently looking at Miami, and maybe a Tom Cruise starring adaptation of the Broadway hit Rock of Ages. They want to recreate Sunset Strip looking for 4-blocks/lanes to shoot the film. Jeff Peel is taking suggestions for highway with 4-blocks/lanes. Hialeah Drive was suggested. Television numbers are through the roof, \$75 million dollars. \$54 million last year with 30-40% increase. Commercials are coming back strong with economy getting better.

#### **Marking Report**

Jeff Peel attended the American Film market last week in LA. Upcoming events 2011 include the Sundance film festival where we will co-host a pop-up lounge with the GMCVB to highlight production opportunities in Miami-Dade and local film festivals. The NATPE television convention will be here at the end of January. FilmMiami, the GMCVB and Venevision will be hosting opening night party Jan. 23<sup>rd</sup> at the Eden Rock. Telemundo is also sponsoring an event on Monday night at Vizcaya for 500 VIPs. We will have more information in the next few weeks and send invitations to the Board. It's important that Miami-Dade County shine and have a presence at NATPE. On the business side the conference is doing quite well with companies registering to attend. Fountainbleau is sold out and spilling over to Eden Roc. This is a great opportunity for all local television companies to attend.

#### **Committee Reports:**

##### **Community Building Committee**

##### **Music Industry Incentive –**

Will Edwards reported on behalf of Serona Elton. Miami Music Festival (MMF) takes place November 12 – 14<sup>th</sup>. He distributed complimentary all access passes for the Board members (2 per person), which would allow them access starting Friday to all the venues. He's hopeful the Board would get more involved next year in Miami Music Month. MMF made the Cover of The New Times. The MMF Conference will be held at the Hyatt Regency, 90 guest speakers/panelist/attorneys, etc. Shelia Duffy-Lehrman asked what's being done to produce/shoot this event. Will Edwards mentioned they did shoot a commercial. Joe Monagle asked if there is a way to work the MMF on the State level. Will Edwards stated that Miami has an audience issue, people do crowd hopping and not necessarily because they like that

particular artist/band, but because everyone else is doing it. It was stated the audience needs to be educated and the type of venues is important. Tony Lesesne mentioned is revamping the Urban Entertainment Festival.

Will Edwards mentioned the Noise ordinance in Miami needs to be revamped, because it's causing a lot of problems. Will Edwards said he met on Nov. 9<sup>th</sup> with City of Miami Mayor, Chamber of Commerce, etc. about rewriting the City of Miami's Noise ordinance. Jeff mentioned he met with Commissioner Marc Sarnoff and William Talbert also regarding the noise ordinance.

Cindy Lerner, Mayor, City of Pinecrest mentioned the City of Pinecrest Jazz in the Gardens contemplating having a festival at the old Parrot Jungle facility. They have the support of Michael Spring and the Cultural Affairs Dept. Touched basis with various Arts and entertainment consultants. Prepared a business plan and survey to all cultural groups. They have funded and in the process of 150 seats arena, where bird show was, jazz, entertainment stage, lighting, etc. Will Edwards suggested if they schedule it in November, it could be included in next year's Miami Music Month.

Jeff Peel said that a music industry Town Hall meeting should be scheduled soon.

#### **Digital Media Initiative –**

Jeff Peel mentioned they haven't had a meeting in a while and Eddie Leon could not attend today's meeting. We need to be aggressive in terms of developing creative industries in MDC. We have done some work with this board through the GMCVB and a consultant who does plans for communities to create creative industry strategies. Jeff Peel is working with the Miami-Dade Office of Grants Coordination (OGC) office to apply for grants/funds to conduct a study.

There is a very large cluster (400) of digital media companies in Miami-Dade County, but nobody knows who they are – there isn't a group they belong to. What can local government do to help facilitate and help this initiative grow? Kevin admitted that he dropped the ball, because he had been in Detroit. He will be having a meeting soon to get back on track. Kevin Sharpley mentioned the Digital Media group had an event with Miami Science Museum and it was a great success. Stated the Digital Media Initiative needs to follow the same model of the Miami Music Festival Initiative.

Jeff Peel recommended it would be great to have a year-end industry network reception. Kevin Sharpley stated Centervision and DMF is having a year-end event on 2<sup>nd</sup> week in December at the Miami Science Museum and Jeff Peel asked if the Board could co-host. Celia Evans suggested another venue to host the year-end event at the New port Beach Hotel Resort 163<sup>rd</sup>

Street and Collins Avenue. They have agreed to host any Board event. Kevin Sharpley stated there will be a Community Building Committee meeting next week and decide on the year-end event.

**Communications Committee** – Sheila Duffy-Lehrman mentioned the committee has not met. She would like to see the final letter that went out as well as the articles. Jeff Peel mentioned in January the Board host a Goals Setting Retreat. Will Edwards stated he could get the Victor Hotel on Miami Beach for the Goals Setting Retreat.

**Finance/Distribution Committee** – No Report.

**Other Business**

Jeff Peel discussed the Sunset of Boards Review that is due in January, and asked for the Board's approval to move that report to the BCC. Joe Monagle moved to approve the Sunset Review, Omar Caraballo seconded. All in favor.

Will Edwards discussed the attendance record (who was present, excused, etc). Three unexcused absences and you're off the board. To be an effective Board it's critical that you attend. If you cannot attend, please call Jeff Peel. The 20 minute rule will be enforced in January. The meeting time moved from 9am to 10am on the 4<sup>th</sup> Thursday of every other month. Jeff Peel will send out electronic meeting schedule for all 2011 meetings.

Meeting was adjourned by Will Edwards, Chair at 11:46am.