



**MINUTES
MEETING OF THE BOARD OF DIRECTORS OF
FILML.A., INC.**

9:00 AM, Friday, February 9, 2007
LA Center Studios, Suite T-510
450 S. Bixel Street
Los Angeles, CA 90017

- I.** The meeting was called to order by Chair Bryan Unger at 9:17 AM, notice having been given on 12/11/06. The following Directors, constituting a quorum of the Board, were present:

Bill Allen	Pamm Fair	Amy Lemisch	Ted Wolfberg (phone)
Ken Balder	Barry Greenberg	Michael Miller	Randy Winograd (phone)
Bob Beitcher	Hudson Hickman	Lisa Rawlins	
Chris Essel	Mel Kohn	Bryan Unger	

The following Directors were absent: Earl Brendlinger, Steve Caplan, John Connolly, Pete Corral, Steve Dayan, Joyce Foster, Leron Gubler, Mark Indig, Paul Nawrocki, and Jean Prewitt.

FilmL.A. Inc. staff present were Steve MacDonald, Michael Bobenko, Michael Bennett, Donna Washington, Donna Wells, and Corina Sandru, and Philip Sokoloski.

Guests present were FilmL.A. outside counsel Randy Holman and North County Film Liaison Pauline East.

- II.** REPORT ON THE POSTING OF NOTICE. The notice was posted on FilmL.A., Inc.'s web site on Tuesday, February 6, 2007.
- III.** INTRODUCTION OF NEW MEMBERS. Chair Bryan Unger gave a short introduction to new FilmL.A. Board Members Mike Miller, Bill Allen, and Leron Gubler.
- IV.** APPROVAL OF THE MINUTES OF THE MEETING OF DECEMBER 11, 2006. Upon motion by Lisa Rawlins, seconded by Bob Beitcher, the minutes were unanimously approved, with two abstentions from new Board members Mike Miller and Bill Allen.
- V.** REPORT ON CLOSED SESSION
- A.** Strategic Planning Report. Unger excused staff and meeting guests from the room, inviting Steve MacDonald, Michael Bennett, and Philip Sokoloski to remain. President Steve MacDonald gave an update on FilmL.A.'s strategic planning effort. Unger asked the Board for a motion allowing planning to continue, endorsing the hiring of a Sr. VP of Communication, and requiring further study of the draft plan's financial impact, with the understanding that a final version of the plan will be submitted for Board approval in March. Mel Kohn moved, and Lisa Rawlins seconded the motion, which carried unanimously.

- B. Conference with Legal Counsel. The Board conferred with legal counsel regarding pending litigation and contract issues. No action was taken nor was any solicited.

VI. PRESIDENT'S REPORT

- A. Fire Department Spot Check Program. MacDonald described developments involving the Fire Department's Spot Check Program. A recent case involving the Churches and Schools unit of the fire department raised questions related to permit enforcement and public safety. Board members recommended FilmL.A. speak with industry groups, including the MPAA and Teamsters Local 399, to identify current concerns related to the Spot Check program, and share these with the Fire Department.
- B. 2006 Production Statistics. MacDonald reviewed the 2006 production statistics which recently earned FilmL.A. significant mention in the press. Overall, filming was up just under 1% year over year, while feature films fell 7.4%, commercials slipped 3.4%, and TV increased 10.2% due to an unexpected surge in reality production.
- C. City Film Permitting Task Force. On January 17, 2007, MacDonald delivered a short presentation before Mayor Villaraigosa and an assembly of City General Managers. He announced that FilmL.A. will convene a task force with revolving membership to address film permitting issues and further the "one-stop" approach in Los Angeles. Early contact with Transportation officials has begun. Other departments will be invited to participate as appropriate.
- D. Communication Update. MacDonald circulated samples of two recent communication initiatives: quarterly district-specific summary reports for local elected officials and draft letters prepared for the Office of the Mayor congratulating producers of local TV series and films nominated for Oscar, Emmy, Golden Globe, or SAG Awards. Board members suggested ways to improve the quarterly district reports, such as by adding demographic and population data, regional comparisons, and a reality vs. scripted TV breakout. A footnote clarifying that the reports include only on-location production was also recommended.
- E. Technology Update. MacDonald introduced Mike Bobenko, who gave an update on the development of FilmL.A.'s new permit software system. Bobenko characterized the project as a bit behind schedule, and slightly over budget. Delays are due to sequence of mid-project change orders and delayed deliverables. The project will soon enter beta testing before being readied for internal introduction in May 2007.

VII. OLD BUSINESS

- A. FINANCE SUBCOMMITTEE REPORT. Subcommittee Chair Randy gave a report on new financials. He also carried his committee's request to the Operations Subcommittee to make a close examination of upcoming events that could trigger production slowdowns or increases for budget and staffing planning purposes.
- B. COMMUNITY RELATIONS SUBCOMMITTEE REPORT. Subcommittee Chair Lisa Rawlins gave an overview of recent community relations initiatives, beginning with the hiring of FilmL.A.'s new Director of Community Relations, Geoffrey Smith. The Committee has also overseen the launch of a new e-mail notification program in the Arts District, the improvement of the

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language that appears on FilmL.A. notification door hangers, and the creation of President's Letter for use as a community outreach tool. FilmL.A. monitors will be invited to the next meeting to discuss their roles out on location. The committee will soon begin work on a community relations communications plan.

VIII. NEW BUSINESS

- A. 2007 Board Committee Assignments. Staff circulated binders including current Board committee rosters. Unger called for volunteers to chair the Operations subcommittee or fill remaining vacancies on other committees.
- B. 2007 Board Calendar. A calendar was circulated establishing meeting dates for the Board and all of its subcommittees throughout 2007.
- C. Board Development. Unger reaffirmed his commitment to board development in 2007, and noted that FilmL.A.'s practice of recruiting new board participants through subcommittee participation will continue. He encouraged all Board members to look beyond familiar stakeholders in search of potential members. Recommendations are to be brought to the attention of the Board Chair or Chair of the Nominating/Board Development Subcommittee, Chris Essel.

**IX. NEXT BOARD MEETING – Friday, June 15, 2007, 9:00 a.m., location TBD
EXECUTIVE COMMITTEE MEETING – Tuesday, March 13, 2007, 11:30 a.m., FilmL.A.**

- X. ADJOURNMENT. There being no further business to come before the Board, the meeting was adjourned at 11:21 AM.