



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

9:00 AM, Friday, August 4, 2006  
AFTRA Board Room  
5757 Wilshire Blvd.  
Los Angeles, CA 90036

- I. CALL TO ORDER.** The meeting was called to order by Chair Jean Prewitt at 9:16 AM, notice having been given at the previous Board Meeting. The following Directors, constituting a quorum of the Board were present:

Earl Brendlinger	Steve Dayan	Chris Essel	Pamm Fair
Joyce Foster	Barry Greenberg	Hudson Hickman	Mark Indig
Mel Kohn	Amy Lemisch	Jean Prewitt	Lisa Rawlins
Bryan Unger	Ted Wolfberg		

The following Directors were absent: Joe Aredas, Ken Balder, Bob Beitcher, Steve Caplan, John Connolly, Pete Corral, Paul Nawrocki, and Randy Winograd.

FilmL.A., Inc. staff present were Steve MacDonald, Michael Bennett, Philip Sokoloski and Donna Wells. Pauline East, FilmL.A., Inc. North County Liaison, was also present, as were planning consultants Gwin Wheatley and Terry Wolverton.

- II. REPORT ON THE POSTING OF NOTICE.** The notice was posted on FilmL.A., Inc.'s web site on Monday, July 31.
- III. APPROVAL OF THE MINUTES OF THE MEETING OF MAY 31, 2006.** Upon motion of Ted Wolfberg, seconded by Bryan Unger, the Minutes were unanimously approved as submitted.
- IV. PRESIDENT'S REPORT.** President Steve MacDonald reported as follows:
- A. Financial Report.** Unaudited financials including an income statement and balance sheet were shared with the Board. A plan is in place to establish financial reserves for technology replacement and business interruption.
  - B. Production Statistics.** Statistics were shared illustrating a 7% year-to-year decrease in filming for features, commercials, and television in the second quarter. The Board discussed recent trends in television development, including pilot production and reality television.
  - C. Technology Update.** Development of new permit software is on-schedule and on-budget and now includes a limited GIS mapping component. Staff from all departments are actively involved in the development process. The "wireframes" project phase is complete and programming has commenced. Usability testing is slated to begin in October.
  - D. New and Potential Clients.** FilmL.A. has signed a new contract with the Burbank Unified School District, and has already received many calls from the industry expressing interest in the schools for film use. FilmL.A. is also in discussions with the City of Industry to coordinate filming within the city and at the Pacific Palms Resort.

- E. Publicity Efforts. The latest issue of FilmL.A.'s e-newsletter was released to a list of over 800 subscribers. The Board was asked to comment on the newsletter and suggest features or improvements to include in future issues.
  - F. Staff Addition. FilmL.A. has hired industry veteran Tracy Thomas as its new Director of Community Relations.
  - G. Digital Location Library. Staff continue to add sites and photographs to FindL.A., an online digital location library powered by Reel Scout technology. The library focuses on schools and other publicly-owned sites, including many in the north valley. Launch has been postponed to ensure system completeness and quality.
- V. SUBCOMMITTEE REPORTS. Subcommittee Chairs or other representatives reported as follows:
- A. Community Relations, Lisa Rawlins. In absence of a clear client mandate to perform this work, the subcommittee met to set goals and create a plan for proactive community outreach.
  - B. Finance. This report was postponed for a further meeting.
  - C. Governance, Chris Essel. The subcommittee met on 7/18/06 for its annual review of the company bylaws. Suggested changes to clean up, clarify language will be submitted to the Board in advance of a vote at the November meeting.
  - D. Human Resources. Bryan Unger reported that the subcommittee met prior to the close of the fiscal year to evaluate FilmL.A.'s compensation and personnel procedures. Finding FilmL.A. to possess sufficient infrastructure and staff to manage its HR function, the subcommittee agreed that its work was complete. Unger agreed to provide a closeout report reflecting the subcommittee's wish to disband.
  - E. Operations. Steve Dayan thanked his subcommittee and FilmL.A. staff, particularly Mike Bobenko, for their work on FilmL.A.'s new permit system software. He also informed the Board of a collaborative effort with the Finance subcommittee to recommend changes to FilmL.A.'s service pricing schedule. The Executive Committee will consider their recommendation at its next meeting.
- VI. CLOSED SESSION – CONFERENCE WITH LEGAL COUNSEL. The Board met in Closed Session to confer with legal counsel regarding pending litigation, contract issues, and strategic planning. No action was taken nor was any solicited.
- VII. OLD BUSINESS.
- A. Strategic Planning. MacDonald introduced planning consultants Gwin Wheatley and Terry Wolverton, who were recently selected from among a field of six candidates to assist FilmL.A. in the creation of a long-term strategic plan.
- VIII. NEW BUSINESS. No new business was raised.
- IX. THANK YOU TO MEETING HOST, JOHN CONNOLLY AND AFTRA. Jean Prewitt thanked John Connolly and AFTRA for providing a meeting space and refreshments.
- X. NEXT BOARD MEETING. The next meeting of the full Board has been scheduled for 9:00 AM, Friday, November 10, location to be announced. Executive Committee Members were given notice that their next regularly scheduled meeting would change, with more details to follow.
- XI. ADJOURNMENT. There being no further business to come before the Board, the meeting was adjourned at 11:16 AM.