

**NJ MOTION PICTURE AND TELEVISION COMMISSION
MEETING MINUTES**

Wednesday, October 15, 2025

This meeting was held in person and via Microsoft Teams teleconference.

COMMISSIONERS IN ATTENDANCE IN PERSON, ON PHONE, OR VIA

TELECONFERENCE: Chairman Michael Uslan; Vice Chairman David Smith; Commissioners Shelley Adler, Secretary, Dr. Thomas Haveron; Mayor Janice Kovach; Michael Vezza; Tom Bernard; Daniel Bryan, Carol Cuddy; and Ex-officio Members: Emma Corrado representing Commissioner Tim Sullivan; Commissioner Robert Asaro-Angelo of NJ Department of Labor Workforce Development, Lt. Governor, Secretary of State, Tahesha Way; and Kevin O'Brien representing Felicia Grant, Chair, NJ State Council on the Arts.

COMMISSIONER ABSENT: Commissioner Karen Kessler.

COMMISSION STAFF IN ATTENDANCE: Jon Crowley, Executive Director; John Baldasare, Director; Charles Ricciardi, Team Lead; Elizabeth Parchment, Team Lead; David Schoner, Senior Advisor; and Joseph Marra, NJMPTV Officer.

OTHERS IN ATTENDANCE: Jamera Sirmans, Senior Counsel, GAU; Christopher Kay, Deputy Attorney General; NJEDA Staff: Danielle Esser, Hector Serrano, and Muneerah Sanders.

CALL TO ORDER:

Chair Uslan called the meeting to order at 10:30 am and read the Open Public Meetings announcement. Commissioner Adler, Secretary, took the roll call.

Chairman Uslan introduced an intern, Terrence Leon George, II, a Rutgers, Mason Gross School of the Arts graduate and independent filmmaker to the Board.

PREVIOUS MEETING MINUTES:

The next item of business was the approval of the July 16, 2025, meeting minutes. A motion was made to approve the minutes by Commissioner Smith, seconded by Commissioner Vezza, and approved by the twelve (12) board members present.

CHAIRMAN'S REPORT:

Chairman Uslan's report touched upon the following topics:

- Challenges in the Industry
- The Advantages of Filming in NJ
- New Jersey's Success in Repeat Business
- The need to adapt to Industry Changes
- The International Reach of the NJ Film Commission

EXECUTIVE DIRECTOR’S REPORT:

Mr. Crowley provided a brief overview on the following topics:

- 2024: All Projects
- Qualified Daily Spend
- 2024 Tax Credit Projects By Towns & Regions
- Crew/Cast/Extra Hires
- Tax Qualified Incentive Projects
- Happy Gilmore 2: New Jersey's Single Biggest Qualified Spend
- Q3 Los Angeles

PRESENTATION:

CURRENT STATUS OF NJ ENTERTAINMENT INDUSTRY

Nick Day, Co-Chief Executive Officer, Edge Auto, Inc. & Chair of the Screen Alliance of New Jersey provided a presentation to the Board.

Lt. Governor, Secretary of State, Tahesha Way; joined the meeting via conference call at this time.

APPROVAL OF THE ANNUAL REPORT:

Item: New Jersey Motion Picture And Television Commission 2024 Annual Report

Request: The Members of the Commission are requested to approve the New Jersey Motion Picture and Television Commission’s Annual Report for 2024.

MOTION TO APPROVE: Comm. Kovach **SECOND:** Comm. Vezza **AYES:** 14

FILM READY NEW JERSEY PROGRAM UPDATE:

Ms. Parchment briefed the Commission on the Film Ready Program, advised that the program continues to expand rapidly, and shared the following highlights:

- 47 localities have been approved as certified Film Ready Communities to date
- 25 applications approved to date, representing 24 unique municipalities
- 48 localities are actively progressing through the certification process, and 97 are being re-engaged at various stages
- The program is on track to meet its goal of certifying 30 new localities by year-end.
- The Next Film Ready Workshop will be held on November 18, 2025 at the NJ League of Municipalities conference.

MARKETING UPDATE:

Mr. Charles Ricciardi provided an update on vendor attraction and marketing efforts, and highlighted the following:

- **NJ 411 Directory:** The NJ 411 production directory has received positive feedback and has been instrumental in facilitating connections within the industry.
- **Publicity Value:** The NJ Film Expo generated significant publicity value, with an estimated \$2.4 million worth of publicity. This event showcased New Jersey's capabilities and attracted attention from industry professionals, further promoting the state's film industry.
- **Social Media Growth:** There was strong growth in social media engagement, with significant increases in followers on platforms like Facebook, Instagram, X, and LinkedIn. This growth reflects the effectiveness of the state's marketing efforts in reaching a broader audience.
- **NJ Take Two Program:** The program is a sustainability initiative aimed at reducing waste in the film industry. The program has successfully facilitated donations from productions like "Happy Gilmore 2," "The Beast in Me," and "House of Dynamite" to community organizations, schools, and nonprofits. These donations have had a positive impact on the environment and local communities.
- **Garden Slate newsletter:** The newsletter, continues to just highlight positive stories about the film industry here in the state. This newsletter was sent out to 2800 recipients, including a curated list of all legislators, union representatives, production executives, VIPs, and the 411 community. The past edition had a 55% open rate.

PRODUCTION REPORT: David Schoner, Senior Advisor

Mr. Schoner provided an update on current production activity and the evolving role of the Film Commission. Key highlights included:

- **Production Volume**
 - There are currently **11 films in pre-production** and **10 in active production** across the state.
- **Studio Engagement & Community Readiness:**
 - Studios are increasingly requesting “**film-ready**” communities and expect early involvement from the Film Commission.
 - The Commission’s presence on set is seen as a valuable partnership, helping to proactively resolve challenges.
- **Production Diversity**
 - The state is attracting a **balanced mix of large and small productions**.
 - All productions are treated with equal priority, with an emphasis on building long-term relationships with independent filmmakers.
- **Studio Diversification**
 - While Netflix remains active in the region, the Commission is also working with **Amazon, Apple, Warner Bros., and Paramount**, among others.
- **Tax Incentive Impact**
 - New Jersey’s competitive **film and TV tax incentive** is drawing productions that might not have previously considered the state.
 - Notably, productions set in **Miami and Los Angeles** have successfully filmed in New Jersey, demonstrating the state’s versatility to be used as a stand in.

- **Reputation for Delivery**
 - The state’s reputation for **reliability and repeat business** continues to grow.
 - High-profile filmmakers, including **Steven Spielberg**, have returned for multiple projects, citing the Commission’s responsiveness and effectiveness.

COMPETITIVE LANDSCAPE & UPCOMING RELEASES: John Baldasare, Director

Mr. Baldasare provided an overview of the competitive landscape and upcoming releases, noting that national production trends show declines across key States like Louisiana, Georgia, and New York, while New Jersey is bucking the trend with increased production activity. He also spoke about five upcoming releases with NJ-based productions that represent \$257M in local spend

OUTSTANDING INTERNATIONAL FILM COMMISSION AWARD:

Mr. Baldasare announced that the Commission had recently won the award for Outstanding International Film Commission at the 12th Annual Location Managers Guild International (LMGI) awards held on August 23, 2025.

Mr. Crowley stated that everyone in the room and on the phone had earned a piece of the award, and that he was happy to present it to Chair Uslan, Vice Chair Smith, and Treasurer Kovach.

Mr. Uslan commented that the award would not have been possible without the amazing staff of the Commission.

EDA UPDATE – Emma Corrado, Chief of Staff & Chief External Affairs Officer

Ms. Corrado provided an update, with the following highlights:

Brookdale MOU – NJ Film Academy

- In April, a \$1 million Memorandum of Understanding (MOU) with Brookdale Community College to advance the New Jersey Film Academy Initiative.
- As of July, over \$36,000 in scholarships were awarded to students at Brookdale and Hudson County Community College.

Montclair State University – MIX Lab

- In April, the EDA board approved a construction contract for the MIX Lab (Making Innovations for X) at Montclair State University.
- This will be a 26-seat immersive VR classroom, developed in partnership with Dreamscape and the School of Communication and Media.
- Construction completion expected in Q4 2026.

Film Works Grant Awards

- At the October 9, 2025 board meeting, the EDA approved \$3 million in grants for five workforce development initiatives under the NJ Film Works Grant Program.

Film Tax Credit Program – Legislative Finalization

- The Board approved the final adoption of the May 2026 film rules, formalizing changes from the June legislation (S4618):

Recent Film Tax Credit Approvals

- Since January 2025: 33 projects approved for over \$126 million in funding.
 - \$238 million in tax credits remain available.

Approval timelines have improved:

- 77 days for film tax credits.
- 120 days for digital media credits.
- A significant improvement from pre-2018 benchmarks.

NEW BUSINESS/OPEN FLOOR

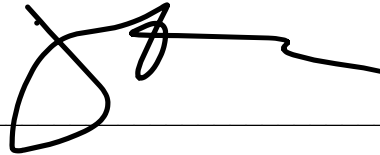
There was no new business.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

On a motion by Mr. Vezza, Kovach, and seconded by Mr. Smith, the meeting was adjourned at 11:51am.



Jon Crowley, Executive Director, NJ MPTVC