

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

Wednesday, January 14, 2026

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

COMMISSIONERS IN ATTENDANCE: Vice Chairman David Smith; Commissioners Shelley Adler, Secretary; Tom Bernard; Carol Cuddy; Dr. Thomas Haveron; Karen Kessler; Mayor Janice Kovach; Michael Vezza; Daniel Bryan, and Ex-officio Members: Paul Ceppi representing Mary Maples, Acting CEO, NJ Economic Development Authority; Joseph Petrecca for Robert Asaro-Angelo, Commissioner, NJ Dept of Labor & Workforce Development; and Kevin O'Brien representing Felicia Grant, Chair, NJ State Council on the Arts.

COMMISSIONER ABSENT: Chairman Michael Usan; Lt. Governor, Secretary of State, Tahesha Way

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, Project Officer.

OTHERS IN ATTENDANCE: Samuel Kovach-Orr, Counsel, GAU; Christopher Kay, Deputy Attorney General; NJEDA Staff: Danielle Esser, Hector Serrano, and Fabiola Saturne.

CALL TO ORDER:

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

PREVIOUS MEETING MINUTES:

The next item of business was the approval of the October 15, 2025, meeting minutes. A motion was made to approve the minutes by Commissioner Vezza, seconded by Commissioner Kovach, and approved by the twelve (12) board members present.

CHAIRMAN'S REPORT

Vice Chairman Smith touched upon the following topics:

- State of the Industry.
- Highlights regarding the NJ Film Commission and the past administration.
- Continuous improvement of the Commission.

EXECUTIVE DIRECTOR'S REPORT

- Mr. Crowley provided a brief overview on the following topics:
- Qualified Spend: 2019 – 2025
- Estimated Total Tax Incentive Projects: 2021 - 2025
- New Jersey is on the rise: Capturing more TV series
- Production spend down in New Jersey's Top Five Competitors
- Montclair Film Festival (Oct 25, 2025)
- Meetings at American Film Market (Nov 12-14)

PRESENTATION

Katherine Delaney, Location Manager, provided a presentation to the Board on film Locations and the NJMPTVC partnership with studios across the State.

FILM READY NEW JERSEY PROGRAM UPDATE

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

- 52 localities in the State of NJ have been approved as Film Ready to date.
- 30 applications have been approved since Jan. 2025, achieving the year-end goal for locality certification.
- Currently there are 19 applications in the queue.
- 48 localities are actively progressing through the certification process, and 97 are being re-engaged at various stages
- The Film Ready Workshop held at the NJ League of Municipalities conference was very successful. It was the second highest attended workshop since the Commission began hosting these sessions, with 173 attendees representing 79 localities.

INFRASTRUCTURE (VENDOR ATTRACTION) & MARKETING UPDATE

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

- **NJ 411 Directory Growth:** 25% increase in NJ 411 directory listings between Q2 and Q3, and a 38% increase between Q1 and Q3, with 800 new listings added, covering crew and services across the State.
- **Publicity Value:** Highlighted Paramount's studio signing with 1888 Studios and the film, Deliver Me from Nowhere, which generated significant publicity value, reaching millions of people and enhanced New Jersey's industry profile.
- **Social Media Growth:** The Commission's social media platforms have grown to over 13,000 followers, with new marketing firms engaged to further boost exposure and engagement across Facebook, X, LinkedIn, and Instagram.
- **NJ Take Two Program:** The Program encourages film and television productions to donate surplus materials (sets, wardrobe, props) to local arts organizations (schools, shelters) and nonprofit groups fostering sustainability and supporting community creative initiatives. Eight (8) productions have donated materials since the inception of the program.

LOCATION LIBRARY PACKAGES

Mr. Joseph Marra, Project Officer, provided an update on location library packages, and highlighted the following:

Location packages:

The NJMPTVC is one of the only film commissions to offer complimentary script location breakdowns for new productions. NJMPTVC sent out 292 location packages in 2025, on par with 2023 and 2024.

Free location library:

88 locations were added in 2025.

PRODUCTION REPORT

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

Production Volume

There are currently **5 films in pre-production** and **4 in active production** across the State.

2026 NJ productions: off to a big start:

- Repeat Business: A24, Amazon/MGM, Lionsgate, NBCUniversal, Netflix, Paramount/CBS.
- New Business: Miramax, MRC.
- Returning Series: Project Runway, On Brand with Jimmy Fallon.

2025 Set Visits

- Disclosure Day (3 Visits)
- The Beast in me (1 Visit)
- Song Sung Blue (1 Visit)
- Office Romance (1 Visit)

COMPETITIVE LANDSCAPE & UPCOMING RELEASES

Mr. John Baldasare presented data on the decline of production in other states, such as California, and previewed upcoming releases such as 'The Rip' starring Matt Damon and Ben Affleck, with an estimated \$68 million spend in New Jersey, filming across five localities and featuring high-profile talent.

EDA UPDATE

Mr. Paul Ceppi expressed his appreciation for the strong collaboration between the Commission and NJEDA over the past two years and looks forward to continuing that productive partnership in 2026.

NEW BUSINESS/OPEN FLOOR

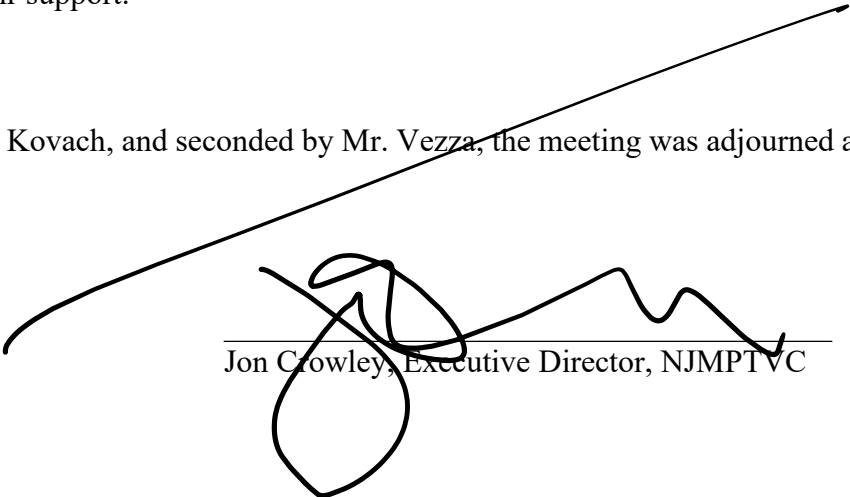
There was no new business.

PUBLIC COMMENT

Mr. Jeffrey de Boer of de Boer Media Group (North Bergen) expressed appreciation to the Commission for their support.

ADJOURNMENT

On a motion by Ms. Kovach, and seconded by Mr. Vezza, the meeting was adjourned at 11:56am.



Jon Crowley, Executive Director, NJMPTVC