

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

Wednesday, April 22, 2026

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

COMMISSIONERS IN ATTENDANCE: Chairman Michael Uslan; 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: Lt. Governor, Dr. Dale G. Caldwell, Secretary of State; Evan Weiss, CEO, NJ Economic Development Authority; Joseph Petrecca for Kevin Jarvis, Acting Commissioner, NJ Dept of Labor & Workforce Development; and Kevin O'Brien representing Felicia Grant, Chair, NJ State Council on the Arts.

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:

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.

PREVIOUS MEETING MINUTES:

The next item of business was the approval of the January 14, 2026, meeting minutes. A motion was made to approve the minutes by Commissioner Vezza, seconded by Commissioner Kovach, and approved by thirteen (13) board members present. Commissioner Weiss abstained.

CHAIRMAN'S REPORT

Chairman Uslan touched upon the following topics:

- State of the Industry;
- Success in the State of New Jersey; and
- The Commission's commitment to continuous improvement.

EXECUTIVE DIRECTOR'S REPORT

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

- 2021-2025 Tax Incentive Projects
 - While other top10 domestic production hubs were down in 2024 & 2025, New Jersey showed the greatest growth across both years.
 - 2025 set a new record for tax incentive projects, surpassing 2022.

- 64 projects in 2025, a 46% increase from 2024.
- Tax Incentive TV Series Projects
 - 2025 replaced 2022 as the highest number of TV productions in a single year.
 - 2026 is On-Pace for Another year-over-year Increase
- **NJ Film Expo:** The NJ Film Expo is scheduled for April 30, with expectations for a larger crowd than last year's sold-out event (4000 attendees).

GUEST SPEAKER PRESENTATION

Scott Levy, Founder & President, 10 Basin Studios and Eastern Effects, shared his journey in the film and television industry, highlighting the growth of his business from equipment rentals to full-service studio facilities in New Jersey. Mr. Levy acknowledged the New Jersey Film Commission's outreach and support for attracting industry decision-makers. He emphasized the Commission's responsiveness, collaborative approach, and business-to-business mindset as key factors in securing long-term projects. Lastly, Mr. Levy expressed willingness to participate in community-building and training initiatives, offering his facilities for educational purposes and PA training, and encouraged further engagement with local schools and organizations.

EDA UPDATE

Mr. Evan Weiss, CEO, NJEDA, expressed appreciation for the strong collaboration between the Commission and NJEDA, and looks forward to engaging with all the NJMPTVC Commissioners soon.

Mr. Evan Weiss left the meeting at 11:17 AM.

FILM READY NEW JERSEY PROGRAM – AMENDMENT TO REQUIREMENTS

The next item of business was the approval of the Film Ready Amendment to Requirements, presented by Ms. Parchment. A motion was made to approve this voting item by Commissioner Smith, seconded by Commissioner Vezza, and approved by thirteen (13) board members present.

FILM READY 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:

- 60 localities in the State of NJ have been approved as Film Ready to date.
- 38 applications have been approved since Jan. 2025, achieving the year-end goal for locality certification.
- Currently, 16 applications are pending.
- The NJ Urban Mayors Association requested a Film Ready workshop, which was held in Trenton in March
 - 16 localities participated.
 - Of the 16 workshop participants, 10 were new localities showing interest, and 9 localities signed up for next steps & received a follow-up virtual session with a team member.

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:** The NJ 411 directory now has 3,100 listings, marking continued expansion. The directory offers free registration for NJ businesses and individuals, connects productions with local services, and includes features like business registration certificate verification and geographic mapping.
- **Publicity Value:** Over 800 press mentions and stories tracked in Q1 2026. The NJ Film Ready 2026 cohort, 2026 Oscars, and Lionsgate Studios Groundbreaking generated nearly \$90,000 in publicity value.
- **Social Media Growth:** NJMPTVC platforms have grown to over 14,000 followers, a 9.4% increase from Q4 2025.
- **NJ Take Two Program:** The Program continues to encourage film and television productions to donate surplus materials to local arts organizations and nonprofit groups. Nine (9) productions and one (1) studio have donated materials since the inception of the program in 2025.

LOCATION LIBRARY PACKAGES

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

- Location packages:
 - The NJMPTVC continues to offer complimentary script location breakdowns for productions. The library is actively updated, with staff and interns regularly photographing new sites across the state. The library now contains nearly 90,000 locations, with ongoing additions and proactive outreach to location scouts.

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 **6 in active production** across the State.

COMPETITIVE LANDSCAPE & UPCOMING RELEASES

Mr. John Baldasare advised that is a significant decline in production volume in Georgia, with New Jersey emerging as a top destination due to its incentives, workforce, and streamlined permitting.

- Upcoming Releases:
 - Some major releases include Dan Levy’s “Big Mistakes” (Netflix), Adam Sandler’s daughter’s film “Roommates” (Netflix), “The Four Seasons” (Netflix) with Steve Carell and Tina Fey, “The Bride” (Warner Bros), and “Disclosure Day” (Universal).

Commissioner Kessler left the meeting at this time.

NEW BUSINESS/OPEN FLOOR

There was no new business.

The Lt. Governor left the meeting at this time.

PUBLIC COMMENT

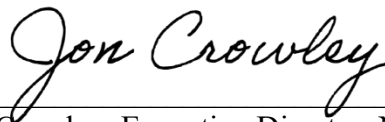
Megan Froehlich (PrimalHouse Media Group) expressed gratitude for the Commission's work, highlighted the longstanding creative community in New Jersey, and offered to help build educational and networking initiatives for the next generation of creatives.

Frank Pinto (SetHub NJ) thanked the NJMPTVC for their outreach and described Sethub NJ's platform connecting scouts with vetted properties and property owners.

Timothy Kelly (TNP Productions) discussed filming a feature in New Jersey, raised concerns about film exhibition venues, and suggested expanding premium theater options such as 70mm IMAX, to attract larger audiences and support local film exhibitions.

ADJOURNMENT

On a motion by Mr. Bernard and seconded by Ms. Kovach, the meeting was adjourned at 12:37 PM.

A handwritten signature in black ink that reads "Jon Crowley". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Jon Crowley, Executive Director, NJMPTVC