

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

Thursday, July 30, 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; Mathew Abraham for Evan Weiss, CEO, NJ Economic Development Authority; Kevin Jarvis, Acting Commissioner, NJ Dept of Labor & Workforce Development; and 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: Hector Serrano, and Fabiola Saturne.

CALL TO ORDER:

Chair Uslan called the meeting to order at 10:37 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 April 22, 2026, meeting minutes. A motion was made to approve the minutes by Commissioner Vezza, seconded by Commissioner Kovach, and approved by fourteen (14) board members present.

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:

- New Jersey ranked second in film/TV job growth.
- Crew hires up from 17,000 (2023) to 30,000 (2024); double-digit growth expected for 2025.
- 70% of Teamsters and increasing IATSE members reside in NJ; workforce development programs expanding.
- Infrastructure and post-production growth; more warehouse conversions needed for stage space.
- Major productions (A24, Netflix, Paramount) attracted; repeat business emphasized.
- Film Expo attendance up; more panels for emerging filmmakers and students.

ANNUAL ORGANIZATIONAL MEETING

ITEM: Recommendation to Approve Annual Organizational Meeting Memo

REQUEST: Members of the Commission are requested to approve the following:

1. Election of a Vice Chair, Secretary, and Treasurer,
2. Affirmation of the Commission's Record Custodian, Assistant Records Custodian, Ethics Liaison Officer, Administrative Practice Officer, and Deputy Administrative Practice Officer
3. Adoption of the Calendar of Meetings through July 2027

MOTION TO APPROVE: Mr. Smith

SECOND: Mr. Jarvis

AYES: 14

FILM READY NEW JERSEY PROGRAM – AMENDMENT TO REQUIREMENTS AND FEE DEFINITIONS

ITEM:

REQUEST: To approve:

1. Define key terms relating to film permits and fees;
2. Update insurance requirements; and
3. Update references throughout the Requirements to clarify that fire officials should be included in meetings with production prior to filming as part of development of public safety plan.

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:

- Clarified definitions for location fees, permits, and insurance requirements.

Commissioner Jarvis left the room at 11:32 AM.

MOTION TO APPROVE: Ms. Kovach

SECOND: Mr. Vezza

AYES: 13

Commissioner Jarvis rejoined the meeting at 11:35 AM.

Lastly, Ms. Parchment, shared current statistics regarding the program:

- Film Ready certification progress: 68 localities certified, 11% statewide; goal to increase.
- 260 localities have attended a film ready workshop,
- 7 recertifications approved;
- 59 pre-applications in process;
- 14 applications in queue;

INFRASTRUCTURE (VENDOR ATTRACTION) & MARKETING UPDATE

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

- NJ411 directory up 60% in listings (Q2 2025 vs Q2 2026); includes crew and services.
- NJ Take 2 program repurposes production materials for nonprofits, schools, and correctional facilities; Project Runway partnership was highlighted.
- Social media growth (near 16,000 followers), this represents a growth of 12% vs Q1 2026.
- Publicity value tracked; website refresh underway.

2025 ANNUAL REPORT PROGRESS & LOCATION LIBRARY

Mr. Joseph Marra, Project Officer, provided the following updates:

- 2025 Annual Report nearing completion:
 - **Tax Incentive Projects:** 68 projects, including 15 Outstanding Studio Partner Applications (+51% vs. 2024 with 45 projects)
 - **Project Inquiry Follow-Up:** Avg of 12 new inquiries per week (+9% vs. 2024 with 11 per week)
 - **Child Labor Permits:** 137 projects (+21% vs. 2024 with 113 projects)
 - **Film Permit Requests:** 558 projects(+13% vs 2024 with 492 projects)
- Location photo library expanded:
 - **Locations Added**
 - Q2 2025: 164
 - Q2 2026: 247
 - **+50% YOY**
 - **Total Photos in Reel Scout**
 - June 2025: 81,451
 - June 2026: 92,924
 - **+14% YOY**

PRODUCTION REPORT

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

- Stage space maxed out; repeat business and TV content increasing.
 - Pre-production: 8
 - In-production: 4
 -

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:
 - **72 HOURS (Netflix)**
 - Premiere: 07/24/26
 - Shooting Days: 35*
 - Localities: Alpine, Elizabeth, Hoboken, Jersey City, Long Branch, Newark, Rahway*
 - Stars: Kevin Hart
 - **THE WHISPER MAN (Netflix)**
 - Premiere: 08/28/26
 - Shooting Days: 43
 - Localities: Allendale, Carlstadt, Hoboken, Jersey City, Kearny, Montclair, Moonachie, Newark, North Plainfield, Plainfield, Rahway, Roseland, Scotch Plains, South Orange, Summit, Westfield, Westwood, Woodbridge
 - Stars: Robert De Niro

EDA UPDATE

Mathew Abraham noted that the EDA continues to see strong applications.

NEW BUSINESS/OPEN FLOOR

- Jersey Shore on Film book announced.
- NJ Hall of Fame induction ceremony upcoming.
- The legislation on the Minor working papers for theatrical goes into effect on August 1st; website update will be launched on August 3rd.

PUBLIC COMMENT

Cheryl McCants (Impact Consulting Enterprises) expressed gratitude and excitement for the Commission's work, as she introduced her firm that has been selected to work with the Film Commission for marketing.

Frank, Oliu (Monmouth County Resident) raised concerns about local hiring for permanent studio jobs; Commission explained efforts to prioritize NJ workers and vendor portals.

Coleman Wilson and Madison Santos (Unlimited Studios) inquired about potential for advertisement to bigger productions about open stage space. The Commission's staff explained that their request in the vendor portal is in the queue for consideration.

Marshall Spevak (Battleship New Jersey, Camden) expressed gratitude for all the Commission's help in hosting a major Paramount studio film.

ADJOURNMENT

On a motion by Ms. Kovach and seconded by Mr. Vezza, the meeting was adjourned at 12:32 PM.

Jon Crowley, Executive Director, NJMPTVC