

Call to Order

The October 23, 2025, meeting of the Somerset County Film Commission convened at 9:32 a.m. This meeting was held as a virtual meeting.

Pledge of Allegiance**Open Public Meetings Statement**

Chair Daryl Eisenberg, reported that the meeting had been duly advertised in accordance with the Open Public Meetings Act as follows:

In accordance with the Open Public Meetings Act, N.J.S.A. 10:4-6 et. Seq., adequate notice of this meeting was provided. The date, time and virtual meeting information for this meeting was published in The Star Ledger and the Courier News. The agenda and the virtual meeting information was also posted on the Film Commission website.

ATTENDANCE**Present:**

- Daryl Eisenberg, Chair
- Angela Miele, Vice Chair
- Monica Weeks
- Jonathan Kalafer
- Sara Nichols
- Colleen Mahr, County Administrator
- Ben Nanna, Somerset County Economic Development Specialist

Public

- No members of the public were present.

Approval of the Meeting Minutes: April 24, 2025

Chair Daryl Eisenberg called for a motion to approve the minutes. A motion was made by Sara Nichols and seconded by Jonathan Kalafer. A voice vote was called, and the motion passed unanimously.

DISCUSSION & PRESENTATION: *Staff Liaison Report provided by Ben Nanna***Projects & Inquiries:**

- **NYU Student Film** (Seeking to film in a park)
 - Scouted
 - Daryl made connection to Tisch Alumni; several NYU students have reached out with interest to film in Somerset County, so potential to establish stronger relationship to the school.
- In 2024, there were 45 tax incentive projects. Of the 45, Somerset County had four: Complete Unknown, A House of Dynamite, The Beast in Me, The Night Agent. In 2025, there are 55 tax incentive projects. Somerset County has four: Happy Gilmore II, The Night Agent, No One Cares, The Whisper Man. There are 12 that are active in New Jersey right now; four coming in by the end of the year. Within that number, 13 are Netflix projects.

- The Whisper Man: \$79,000 in direct impact to North Plainfield.
- The Jesse Eisenberg movie had a \$562,995 impact in Somerset County, mostly in Bound Brook as the fee to the theater, which helped them keep their doors open (\$200k+). They went to a local salon. They donated to the library, and they are interested in holding the official premiere for the movie at Brook Theatre.
 - Working with Brook Theatre to apply for CAFE, a tax credit program, through NJEDA. It is designed to help cultural institutions with infrastructure needs. Westfield is an example where they got a \$45 million tax incentive award.
- Happy Gilmore 2, the revised spend for that film was about \$160-\$165 million. Angela Miele asked how much of that spend went to Bedminster? Ben responded, I think it's in the 40s. What's kind of tricky about these numbers is one of the holes was \$4 million to build. But what does that really mean economic impact wise for us? I don't know where the engineers come from. They're discreet about all of that. I'll circle back with a more accurate number.
- To date, we have facilitated more than \$9.8 million in economic activity. That's based on the New Jersey Film Commission's use of the Association of Film Commissioners International Formula, which is \$350,000 per production day. So what's not counted in that is like the Beetlejuice Project, because that wasn't a tax incentive project. That's a Film project, but it sort of exists outside the scope of what they usually do.

Film Ready (ongoing):

- Status of Towns
 - In April, Ben sent spreadsheet to Film Ready staff showing status of each of the towns.
 - Ben had a follow-up meeting with Film Ready staff two weeks ago. Learned there is a re-certification process after three years. Watchung, South Bound Brook, Franklin and Hillsborough need to be re-certified. They're going to handle re-certification. They are currently working with Somerville, Bernardsville, Bound Brook, North Plainfield, Bedminster, and Montgomery, because they are the closest to ultimately completing the certification.
- Process
 - Ben facilitated a meeting with Bedminster construction official, Vinny, and the Film Commission to share best practices from their Happy Gilmore experience. They hosted a huge bulk of that production at the last minute. So making sure that Bedminster is communicating what they experienced, what they were able to do successfully, what issues they faced from an ordinance level, etc.
- Fees
 - Ben facilitated a meeting with the Parks Commission and the Film Commission. They want to update their park fees, put themselves in alignment with other county parks, State Film Commission. Fees will be solidified by their Park Commission, hopefully by the end of the year.

Industry Connections (ongoing): Ben met with Cinelease Studios, ShowFab, Parlay Studios, Edge Auto Rental and Local 798 which is the hair and makeup union. A couple of their representatives live in Somerset County. Hoping something materializes with them one day, but nothing as of right now.

NJ Film Academy (ongoing):

- RVCC will be rolling out hair and makeup training for film through the cosmetology program at the Workforce Training Center. Ben facilitating connections between film industry and the school, including Lighthouse and Netflix. Potential for Reel Works (training partner for Netflix) to host training in Somerset County at RVCC (prior trainings held in Newark). Angela Miele shared that she has a close working relationship with Reel Works and can support this effort.

Public Comments

No members of the public were present.

Adjournment

There being no further business before the Commission, Chair Daryl Eisenberg asked for a motion to adjourn. The meeting was adjourned at 10:35am.

Next Meeting Date – December 11, 2025, Regular Meeting