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## **Monterey County Film Commission elects Brad Barbeau to Board of Directors**

The nonprofit Monterey County Film Commission's board of directors has elected Brad Barbeau to serve a three-year term as board director.

Barbeau, a 22-year Salinas resident, is Professor of Entrepreneurship at California State University Monterey Bay's College of Business. He is also executive director of the CSUMB Institute for Innovation and Entrepreneurship Development (iiED). As a faculty member he teaches courses in entrepreneurship and new venture formation and finance. He is also the founder and CEO of 21CM Digital Marketing, a marketing agency based in Monterey.

He holds an undergraduate degree in economics and history from Michigan State University, as well as an M.B.A, an M.A. in economics and a Ph.D. in business administration from the University of Michigan's Ross School of Business.

The Monterey County Film Commission was established by the Monterey County Board of Supervisors in 1987 to attract and facilitate film productions for economic development. The film commission estimates more than \$122 million in positive economic impact has come into Monterey County communities from on-location film productions since it began.

"I am committed to the economic success of our region, and film and visual arts are an important element of the life and economy of this region," Barbeau said. "I look forward to contributing to the success of the Monterey County Film Commission."

The organization seeks volunteer board members from all parts of Monterey County, especially Salinas and South County, and those with fundraising experience and diverse fields of interest. For more information, call 831-646-0910, email [info@FilmMonterey.org](mailto:info@FilmMonterey.org), or download an application form at <https://filmmonterey.org/about-mcfc/>.

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*The Monterey County Film Commission is a nonprofit organization, created by and funded in part by the Monterey County Board of Supervisors. Its mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.*