



Agenda

CITY CLERK'S OFFICE

DATE 4/25/17 TIME 8:59 AMSERVED BY Jessica M. SandovalRECEIVED BY Carmelina Sperry

Santa Fe Film and Digital Media Commission Meeting

May 2, 2017

10:00 – 11:45 AM

Santa Fe Convention Center, Peralta Room

Agenda

Call to order	10:00
Roll Call	10:01
Approval of Minutes	10:02
Approval of Agenda	10:03
Update on internet and other news from Alexandra Ladd, City Liaison	10:04
Updates from Randy Randall	10:09
Update on local film, tv, commercial production and tax credit from Eric Witt	10:14
Report on funding requests, Jacques Paisner, Alexandra Ladd, Randy Randall	10:20
Report on Santa Fe Media Network, Lee Zlotoff	10:30
Report, Incubator working group, Jilann Spitzmiller	10:45
Report on New Media industry working group, Adam Shaening-Pokrasso	10:50
Discussion of next Santa Fe Above the Line event, Adam Shaening-Pokrasso	11:05
Report from working group to discuss the Commission's future, Deborah Potter	11:20
Goals for next meeting	11:23
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: June 6, 10:00 – 11:45 AM, Convention Center

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, APRIL 4, 2017, 10:00 AM**

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, APRIL 4, 2017, 10:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order at 10:00 am, by Chair Deborah Potter, on Tuesday, April 4, 2017, at the Santa Fe Convention Center, Nambe Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Adam Shaening-Pokrasso
Jim Gollin
Nani Rivera
David Aubrey
Michael Becker
Elias Gallegos
Andrea Meditch
Lee Zlotoff
Pamela Pierce
David Manzanares
Jacques Paisner, Alternate Commissioner
Jilann Spitzmiller, Alternate Commissioner

MEMBERS EXCUSED

Doug Acton, Excused
Edward McLoughlin, Excused
Kirk Ellis

MEMBERS ABSENT

Chad Burris
Bruce McKenna

3. APPROVAL OF MINUTES

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Zlotoff, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Gollin, seconded by Commissioner Meditch, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote.

5. UPDATE ON INTERNET AND OTHER NEWS FROM CITY LIAISON

Ms. Ladd reported that in terms of the internet we are still moving forward with the contract. Within 6 months the Plaza will be wired. The Council committed to continuing to ensure we get a loop around the City and are putting it on their CIP plan. Next week the Economic Development Summary Plan will be reviewed. The Film Industry is included in the Plan across the line. If anyone would like to review the Plan she can send a copy to you. It goes to BQL next week then through the City processes. The Commission should look at it and provide feedback.

Commissioner Zlotoff asked that the Plan be sent to all of the Commission.

Chair Potter said please let us know if you want Commissioners to attend the meetings.

Ms. Ladd said the BQL meeting is next Wednesday at Market Station from 11:00 am to 1:00 pm.

Chair Potter asked why is the Plaza first. Is it so that tourists can have the internet.

Ms. Ladd said it creates a connection to the central office on E. Alameda. It is for the loop.

Commissioner Meditch asked what is the responsibility of the Commission on this. She had the same question about the location of the first wiring. Is there a way that this Commission can weigh in.

Chair Potter said we have already done that.

Commissioner Meditch asked is there anything we can or should do. We need the broadband where there is more economic impact.

Ms. Ladd said the Council wants to fund a plan for broadband. The current needs are to be reassessed.

6. UPDATE ON AIRLINE FLIGHTS

Mr. Randall reported that flights into Santa Fe from Phoenix are up to 60% load capacity from 52%. Outbound is still stronger than inbound. We are trying to move flight coming in to an hour later. We expect to get the invoice for the first quarter soon. It will be a significant amount. Probably around \$300,000. The Northern New Mexico Air Alliance will receive the invoice. They signed the agreement with American Airlines. The amount agreed upon will max out shortly thereafter if we see growth. He has a request going to Council to put another \$100,000 into the budget for marketing flights. We will focus on Phoenix, LA, Burbank, Orange County and Santa Barbara.

7. UPDATE ON LOCAL FILM, TV, COMMERCIAL PRODUCTION AND TAX CREDIT

Mr. Witt was not present to give the update.

8. REPORT ON SANTA FE ABOVE THE LINE EVENT

Chair Potter said this our one year anniversary. Congratulations to all of you and congratulations to Adam on a magnificent event.

Commissioner Shaening-Pokrasso said congratulations to the whole Commission on this event. He circulated documents by email and hoped everyone had checked them out. If we want off line discussions with individuals he is happy to do that. He would like to go around the table and get feedback.

Commissioner Shaening-Pokrasso recapped the event. We received great feedback and had great attendance. There was great enthusiasm among the attendees just about getting together. We focused more on the early and late stages of production. Those areas are where there seemed to be the most issues for those at the event. He looked over the prioritization responses given on the survey sheet and item number one was the need for money.

Commissioner Meditch said she was not there but it seemed the survey results indicated funding as number one but a close second was the incubator/accelerator program. She would like to know what the thinking was.

Commissioner Zlotoff said he was there. 80 to 90 people were there. He doesn't think it could have gone better. It is important that we do this again within 3 months. Seeing that consistency tells people we are serious and that it is going to be ongoing. The incubator/accelerator is important because the sense was they want to be able to create projects and do not know the path of how that works. How do we

create a package for investors is a need for most first time film makers. This program is a way to start teaching people how you do that. It comes from needing the steps and experience. It is an education process for people who have the drive but not the experience.

Chair Potter said we identified the lack of a pathway such as this in one of our early meetings.

Alternate Commissioner Spitzmiller said the time we had at the tables to discuss the 4 areas was fleeting. She would have liked to discuss things in depth and felt like we could have spent an hour on each thing. There was feedback that they needed clarification about the application process and questions about the possibility of accepting applications statewide instead of only from Santa Fe. People were really excited about the potential. There was also a question of is a \$5,000 stipend enough. Our plan is to leverage that. The idea is that they are selected and we are going to help them leverage that.

Commissioner Pierce said she was not there but followed process. That topic is ripe for an intense development.

Commissioner Meditch agreed. We could have a drill down session to create it and to target what we are doing.

Commissioner Zlotoff said the channel and Incubator have been incorporated into the Santa Fe Media Network. It seems to him that mentorship programs like this are fraught with potential problems such as the application process and who you let in. His recommendation is that for the next few months whoever is going to be in charge of this, or wrangle this, do some research on successful programs in other places.

Alternate Commissioner Spitzmiller said yes, that was in her plan. It is important.

Commissioner Zlotoff said we will learn a lot from their problems and what works. Then we can draw up the plan. This has been done in many places and more often than not has not been successful. We need to go slow and do right the first time.

Alternate Commissioner Spitzmiller said she would look at Creative Santa Fe and other accelerators.

Commissioner Meditch said they may be able to help us.

Commissioner Gollin said there is a great degree of potential duplication with business accelerators that are not film and arts support entities. The event with George RR Martin's Stagecoach Foundation is doing something similar. He does not think the Commission should be reinventing the wheel. We need to know who to collaborate with. As we are looking forward to putting this into reality we need to graph what is

needed and what we can actually get done and the overlap those two. What is in that overlap is what we need to focus on. We don't know how much money we may have. If we knew we had a certain amount we could design around that. We don't know that. The Santa Fe Channel came up with a plan that can do something without money. It would be great if there were ways to make something that is real positive happen without money or with little money. Then when we would be ready to scale up when money is available. As to the event, it was great to see how many people came and how many people stayed to the end.

Commissioner Shaening-Pokrasso said and how many people did not know each other. The networking was very successful.

Commissioner Zlotoff said most at the people at his table did not know each other. It was encouraging.

Commissioner Shaening-Pokrasso said regarding the pathways concept, one of the things that came up with young film makers was the idea that we have a robust educational foundation but not an advanced level of education. There is no masters program or opportunity for undergraduate film makers to move forward with their education. Maybe a co-working space for them to call home would be good. We can look at how can we do the advance thing with a select key group. It does not have to be huge. It could be 2 film makers as a flag ship program and a catalyst to raise money.

Commissioner Meditch said it is critically important to have real world experience. Young film makers have no idea how the business works. That can be easily constructed into a program. Exposure and access to how the business works could be included.

Commissioner Zlotoff said for very little money we can start to establish the reality of this channel. The more people see what is there and the potential of the project, the easier the build out will be from there. If we can start generating our own content it can grow from there. We can offer opportunities for young people to just be part of a production. Even low cost, low scale productions. Then they can say they have worked on productions and that becomes your pathway. An incubator is a lab form for creating that pathway.

Commissioner Meditch said what you are saying is critical to TV and studio production. Her concern is that the Commission continue to address young people doing gaming, documentaries and VR. Their needs are very different. There is an emerging community in LA. That can be sustainable here. The amount of work to sustain something like the channel is extraordinary. She wants to urge the Commission to consider the kind of community that is most sustainable. Keep thinking open.

Commissioner Shaening-Pokrasso said with various Union training programs

and opportunities to get recent graduates into productions there are pathways for that.

Commissioner Rivera said to get into the Union we train members but we allow people to be members if they have completed the requirements. There are other Unions such as SAG, the Directors Guild, the Producers Guild and others that you may want to contact for what you are doing.

Commissioner Manzanares said he has been doing this for 28 years locally. Almost every show, film, documentary and music video, we have had and pursue relationships with the Universities. As an example, on Brothers Nani was a student and we got her involved. There are a lot of other people who are not in the limelight but they have wonderful careers because we brought them on. That exists. We go to Universities and get students who are bright and we support them. That is the way it starts. Get them real live experience. It can be the smallest thing but it gets them going.

Commissioner Rivera said the Northern Area Workforce Development Board gave a big grant to the Community College for productions. She is on the Board. They also became an accredited 4 year college. We vote on where to distribute \$3 million annually. Anything that builds jobs for the Northern area is considered.

Commissioner Shaening-Pokrasso said the key takeaways are that we need to do more and do this again where people expect these events and know their voice is being heard. We need to follow up with these people so they recognize the information they bring to the table is being heard. The sticky point deals with education and pathways. Perhaps in the interim before the next event we can revisit some of our fundamental goals as a Commission based on meeting the goals that need to be met. The funding component is hard to design without knowing how much we have to work with. We might look at that with the Mayor or Council to see if any of these things are happening. We need to expand our perspective to include other forms of media. It is a huge community.

Chair Potter said that why we changed our name at our first meeting to include digital and we are hoping to do more.

Commissioner Manzanares said as an advocate for those people, each project has individual needs. How do we connect with them. For him, there is always a way to find those people.

Commissioner Zlotoff said the challenge is that he does not have that experience and we don't have anyone on the Commission who has that experience. We have to identify someone here who has the experience and the desire to help grow and nurture that industry.

Chair Potter said Commissioner Aubrey is our official digital member as well as

Commissioner Meditch and Commissioner Becker.

Commissioner Meditch said in 2015, 32 million people watched League of Legends being played. More than the NBA. More than 40% of the population is playing video games. More people are on You Tube every day than Comcast. We can build a community. We need to work on access to that community.

Commissioner Rivera said they tackled this in Austin and Denver. In Austin they built the community before they built their roads so they have transportation issues. In Denver they built the infrastructure before the artist community. The City gave free housing to artists who moved in and because it is a vibrant environment their digital media is growing well. It is worth looking at what other cities have done. We need more economic development type people.

Chair Potter said we have this on the agenda a bit later.

Chair Potter said her husband is on the Hospital Board and they are starting to get resumes from all these millennials who don't want to be in NY anymore. Hopefully we can recruit more people.

Commissioner Shaening-Pokrasso said the notion that one size does not fit all, if we zoom back and say for project makers there are a lot of shared efforts coming from everywhere. There are similar resources and support. As we move more into new media the expertise in this room is applicable. The work we have done so far is beginning to pay off. We are at a precipice of these things becoming a reality. By and large most people at the event were enthusiastic about the items we discussed. Now it is up to us to do these things carefully and not launch something that fails. He appreciates everyone's support. It was fun to do. There are some refinements we could do but it went pretty well. If there are specific things you have an idea about let him know. We want to start planning the next one soon.

Commissioner Shaening-Pokrasso said thank you to Randy and Hotel Santa Fe for making it a classy event. It makes a difference.

Commissioner Paisner said it was a great success. He was excited to see the energy.

Chair Potter said thank you Randy and Hotel Santa Fe.

9. REPORT FROM DISTRIBUTION WORKING GROUP

Commissioner Zlotoff said he is disbanding the Distribution Working Group now that we have incorporated Santa Fe Media Network. We needed to nominate 3 Board

members and 2 officers. The Board members are he, Jim Gollin and Michael Becker. Anna Darrah is the President and Adam is the Secretary. We will be meeting next week to work out specific details. At the Commission's last meeting we discussed researching other cities to see if they are doing anything like this. Elizabeth Martin volunteered to do that with Michael Becker and he is pleased to report that the results were primarily that they never thought about doing this before. Chicago said it was a great idea and to have the person working on this call him to tell him how to do it. We took that as we are on the cutting edge and as encouragement that we are ahead of the curve. It fits our brand of the City different and what we are trying to accomplish and we are ahead of other Commissions. He is now going to engage in the arm twisting process of asking for money. He had a very productive meeting with George RR Martin. They are very interested in playing in this. He hopes to receive content from George and funding from the Stagecoach Foundation. We are moving in the right direction. The more specific we can get the easier it will be to raise the funding. He is working with Alexandra through the byzantine system of the City to try to get money from the City. He is putting that at the back of the list now. We are moving forward. It is going to happen. We can start doing things with very little or no money. From a Commission perspective it is our own entity that grew from this Commission. That is important. Ideally if we do another event in June he is hoping we will be able to announce the channel. The more we can demonstrate real things the easier it becomes to raise money for the other real things we want to establish. The resources are here. We want to create the knowledge that if you put money into something that comes out of the Incubator and goes on the channel it has some gravitas. The more fence posts we can drive into the ground with the channel that are obvious and clear the more plans will come into fruition. We have had no road blocks or problems so far. At the next meeting we will report a plan.

Commissioner Pierce asked you will have a meeting to decide programming and then share that with us so we can suggest things to you.

Commissioner Zlotoff said the Board and Officers have to decide but cooking shows are huge. If we could do a Santa Fe based chefs table that would be awesome. It would be very cheap to do. It would be about a community experience not an ad for the chef's restaurant. He met with the curators at Peters Projects Gallery. He is going to create an introduction to Gerald Peters. That may be something we use.

Chair Potter said she will approach Jerry or Katy about that.

Commissioner Zlotoff said we could do an art show. Car shows are huge. We have a whole low rider community here. We could find an engaging personality and they take us on a tour of low rider makers. We will keep adding interesting content that is Santa Fe based. There will also be an opportunity for student participation. It would be great to do a show about a bunch of people crating a game.

Commissioner Meditch said this can go off on its own. Her question is about the

goals of the Commission and building a sustainable community.

Commissioner Zlotoff said that is legitimate totally. If anything cool comes along we have a place to put it. He recently sat with a long term teacher at Santa Fe Prep who said we need teen involvement. He told him come up with five concepts for teen shows that we can put on the Santa Fe Channel. We want the content to be a reflection of what comes out of this community.

Commissioner Gallegos said that he would like to be involved in the discussions with the Santa Fe Media Network group.

Chair Potter said that report and all the work going on it fantastic.

10. REPORT FROM INCUBATOR WORKING GROUP

Alternate Commissioner Spitzmiller said it is so fun to hear Commissioner Zlotoff describe this. She does not have much to say. She is interested to see what happens to the budget we created. She did want to know if anyone has talked to North Central Economic Development.

11. REPORT ON POSSIBLE BUDGET REQUESTS

Ms. Ladd said she has never heard the word byzantine used to describe the process. She is working on the Resolution referring to the Santa Fe Media Network. The Mayor is very supportive. Funding will follow. We have to get through the budget hearings. One of the revenues we did not expect did come in so that is helpful. She will put together a draft Resolution and send it out to the Board for review and input.

Ms. Ladd said she will have the Resolution ready for introduction on the 12th. It will then go through committees and get approval at end of month.

Commissioner Zlotoff asked is there a time for us to appear .

Ms. Ladd said she will figure that out and let everyone know. If it is on consent they just pass it.

Commissioner Zlotoff said you tell us when it is important to be there. Sometimes just being there is of value.

Chair Potter said what is really important is that we all get in contact with our Councilors. Alexandra, please send us something that says what we want them to do. The more people in the audience the better.

Commissioner Zlotoff said as the sole representative of the County he went to the County Commission to say we wanted them to know what we are doing and thinking. Our Chair and Jim came with him. In their response email they said it was great that Jim and Debra were there. The Commission took it seriously and showed interest and enthusiasm. It made a world of difference. The response was extremely positive. He thinks once money comes from the City the County will allocate funds as well.

Chair Potter said thank you so much.

Commissioner Paisner said when we do go before Council as many as can show up should show up.

12. NEW MEDIA INDUSTRY DISCUSSION

Chair Potter said David, Andrea and Adam are our official digital members. Let's have an open discussion.

Commissioner Aubrey said we have to reach out to these people and let them know we are actively looking for their support and input. We need to think how best to do that and to make them feel inclusive.

Commissioner Zlotoff said we should form a working group.

Commissioner Meditch said she thinks this should be folded into the working group for the future of the Commission. We need to think about bringing in the Railyard for housing. This is an economic development function. If we want to create a community here based on the younger generation we need a different platform and different media and we need to involve the City, Economic Development, high speed and talking to Austin and Denver to find a way to create a community here so people can find each other. This is an economic development project that this Commission can recommend to the City. It can be who we are going forward. Part of the problem with the Commission is that we do default to legacy media because New Mexico has done a very good job with that. Incentives do not cover smaller entities. This would be a robust potential community.

Chair Potter said thank you for your ideas and opinions.

Commissioner Rivera said she sees Santa Fe media people as all wanting the same thing. On the Incubator and TV Channel she is hoping George RR Martin does something Incubator-like and that we can support him. That would be the best scenario. If no comes money from the City source, Jon Hendry is very smart about financing. His service would be valuable.

Alternate Commissioner Spitzmiller said she is working with Meow Wolf now and they are doing some of these things. We could reach out to them. She can do that.

Chair Potter said we need a new working group made up of people who understand new media and see where it leads. Who would like to be on this working group.

Commissioners Shaening-Pokrasso, Meditch, Aubrey and Gallegos volunteered to serve on the working group. Commissioner Shaening-Pokrasso said he would be Chair.

MOTION A motion was made by Commissioner Gollin, seconded by Commissioner Zlotoff, to form the New Media Working Group with the membership stated above.

VOTE The motion passed unanimously by voice vote.

Chair Potter said she wanted to remind working groups that they are formed from the members of the Commission, however, they are encouraged to invite other community people to join then as well.

13. FORMATION OF WORKING GROUP TO DISCUSS THE COMMISSION'S FUTURE

Chair Potter said she would like to get a sense from everyone of where we want to go as a Commission. New media certainly. We are urging sound stage development and broadband. We are addressing the funding gap in numerous ways and the distribution gap with the Channel. Now what. She would like some of us to be on this working group to discuss this. She really needs James on this working group. We also need to talk about how long we will exist.

Chair Potter said she will serve as Chair, James Lujan will be a member. Who else would like to participate.

Commissioners Pierce, Shaening-Pokrasso, Gollin and Gallegos and Alternate Commissioner Paisner volunteered to serve along with Commissioner Lujan and Chair Potter.

MOTION A motion was made by Alternate Commissioner Paisner, seconded by Commissioner Pierce, to form the Future of the Commission Working Group with the membership as stated above.

VOTE The motion passed unanimously by voice vote.

Chair Potter said thank you. She met with the Mayor and we talked about where he wants us to go.

14. GOALS FOR NEXT MEETING

Commissioner Gollin said in terms of the Distribution Working Group, we now have a separate entity. When something like that happens he is unclear about what is the best thing to do or what happens. Does it become more separate and we don't talk about it anymore or does it remain fully integrated and a project of the Commission.

Chair Potter said it is a project of the Commission. It will eventually have a life of its own.

Commissioner Shaening-Pokrasso said maybe with less formality and the good will of our participation. He would like to request that reports from Santa Fe Media are made each month so we can chime in and make recommendations. This is being governed as its own entity. They may do things that not all of the Commissioners are supportive of but they should report just as broadband is reported on at each meeting.

Commissioner Pierce said she is concerned that it is a non profit and not government.

Commissioner Zlotoff said Santa Fe Media Network was born out of this Commission and it should regularly report. This a community effort. At this point it is entirely a volunteer effort.

Commissioner Zlotoff said there is a lot of wisdom around this table and it behooves us to continually avail ourselves of the expertise and experience of the Commission. It is not about our little tree house and no one else can get in. It is a community thing. We need to continue to engage with the Commission and the community.

Chair Potter said yes.

Commissioner Meditch asked how can we involve people not on the Commission in our working group.

Commissioner Zlotoff said just invite them.

Chair Potter said exactly that.

Commissioner Shaening-Pokrasso said he will reach out to the Commissioners who opted to be a part of this with a date to meet and then do an invite which they can

share with their contacts.

Chair Potter said our goals for the next meeting will include reports from working groups and funding.

Commissioner Shaening-Pokrasso said for the next meeting he will have some plans in place for our June Santa Fe Above the Line event.

Chair Potter said we need to decide to have one. She will put that on the agenda.

Commissioner Shaening-Pokrasso asked should we have a proposed date and location.

Chair Potter said yes.

15. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Alternate Commissioner Spitzmiller asked do we want to do a letter from the Commission to the Mayor about what is going on at the University of Arts and Design.

Chair Potter said not yet. We need to know a bit more about what is happening.

Commissioner Gollin said at the University of Arts and Design we don't know what is going on but on it should be on the next agenda to get an update and have it as an ongoing agenda item. We should keep our eye on it.

Commissioner Rivera said there are groups of people already discussing this.

Chair Potter said she will get in touch with Wendy Hill and ask the Mayor what he is hearing. We will see what happens.

Chair Potter said we have an opening for a non profit Commissioner. Also there are openings for 2 alternates. She suggested to the Mayor that Alternate Commissioner Paisner be appointed as Commissioner in the slot held by Bruce McKenna who has asked not to be reappointed. She nominated Anna Darrah and Chris Jonas as Alternate Commissioners.

Commissioner Shaening-Pokrasso said he would like to see an additional perspective at these meetings outside of film and TV . Frank Rigonno for instance or a Meow Wolf representative.

Chair Potter said we can invite them to do presentations at a meeting.

Commissioner Shaening-Pokrasso said lets start there.

Chair Potter said your working group is a perfect place to invite their participation. Let her know for the agenda. A week before the meeting. Thank you

Mr. Jonas introduced himself as the Executive Director of Little Globe Production House. It is a multimedia, non profit organization. He works with a multigenerational team. We bring on high school interns and film makers to be junior and senior mentors. We work a lot of contracts. He has worked here since 2005. He is delighted and heartened to see everyone working together. He likes the pipeline metaphor and pumps to move things along.

Mr. Jonas said you have been talking a lot about young people and struggle to get them involved. Working groups are great place to bring on young people. Their voices are something this entity needs to have. Have young media students on the working groups as contributors. We are producing *Fire Rock* around climate change this year. He has learned a great deal from theater groups in town. They have a website that lists the theaters and venues available for rehearsals, actors and announcements for openings and auditions. There are so many people here who look to populate their work with young people. Put the pieces together so people know. An entity like this and the resources we share could be extraordinary. There are many opportunities for young people to jump on a team.

Chair Potter said it is all part of strengthening pathways.

Mr. Jonas said it is exciting to listen. Thank you for including him.

Chair Potter thanked Ms. Ladd and Ms. Martin for their hard work and support.

16. QUESTIONS FROM VISITORS

None

17. ADJOURN

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Gallegos, to adjourn.

VOTE The motion passed unanimously by voice vote.

The meeting adjourned at 11:50 am.

Deborah Potter, Chair

Em

Elizabeth Martin, Stenographer

Long Range Planning Working Group

This working group met on Friday, April 14th from 11:00 to 12:30. It was the first meeting of the group, so we discussed what the Commission might be doing in the upcoming months. We, of course, want to be sure the SF Channel and the SF Above the Line projects continue to flourish to the extent that we can be of help. We discussed exploring these other areas:

1. Find a measurable way to see in what ways the programs we've started are helping to build a sustainable film industry. Who is benefitting from what we do?
2. Focus on communication in two ways. Help the Santa Fe area become more familiar with what we do. Also have interactions with other areas' film offices and commissions (Savannah, Austin and Chicago are among several who have both) to see what how they're enhancing their film industries.
3. Explore how and if we can help develop and strengthen a new media industry. Can our city become "Silicon Different"?
4. Create some sort of film or film maker award. Perhaps suggest that our existing film festivals present "best" films made by Santa Feans.
5. Help the city maintain and grow the Greer Garson Studios.
6. How we can help the city develop its film industry in the future?
7. Do we, at some point, change or alter our mission?

The working group will meet again between Commission meetings.