



Agenda

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Santa Fe Film and Digital Media Commission

Tuesday, October 4

Santa Fe Convention Center, Peralta Room

Call to Order	10:00
Roll Call	10:01
Approval of Agenda	10:02
Approval of Minutes, August 2nd meeting	10:03
Note of error in June 7 minutes, Deborah Potter	10:04
Introduction of Alexandra Dunn, City Liaison	10:07
Update from Randy Randal, CVB Director	10:09
Update from Eric Witt, Film Office	10:13
Update from the Post Production Working Group	10:18
Update from Pathways Working Group	10:16
Update from Distribution Working Group	10:24
Discussion of possible gatherings for novice film makers	10:28
Discussion of other gaps and needs	11:06
Recommendations to Film Office and other entities	11:12
Goals for next meeting, October 4	11:22
Any other business	11:25
Questions from visitors	11:30
Adjourn	11:45

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, OCTOBER 4, 2016, 10:00 AM**

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DISCUSSION OF POSSIBLE GATHERINGS FOR NOVICE FILM MAKERS	INFORMATION/DISCUSSION	5-9
DISCUSSION OF OTHER GAPS AND NEEDS	NONE	9
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OFFICE AND OTHER ENTITIES

**GOALS FOR NEXT MEETING
NOVEMBER 1, 2016**

INFORMATION/DISCUSSION

12

ANY OTHER BUSINESS

NONE

12

QUESTIONS FROM VISITORS

INFORMATION/DISCUSSION

12-13

ADJOURN

ADJOURNED

13

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, OCTOBER 4, 2016, 10:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Deborah Potter, Chair, at 10:00 am, on Tuesday, October 4, 2016, at the Santa Fe Convention Center, Peralta Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
Jim Gollin
Adam Shaening-Pokrasso
Nani Rivera
Doug Acton
Elias Gallegos
Andrea Meditch, telephonically
David Aubrey
James Lujan
Michael Becker, Alternate
Jacque Paisner, Alternate
Jilann Sprtzmiller, Alternate

MEMBERS EXCUSED

Susan Fiore
Kirk Ellis
Edward McLoughlin
David Manzanares
Bruce McKenna
Lee Zlotoff, Alternate
Pamela Pierce

STAFF PRESENT

Alexandra Ladd, City of Santa Fe, Commission Liaison,
Randy Randall, Convention and Visitors Bureau
Eric Witt, Film Office
Elizabeth Martin, Stenographer

3. APPROVAL OF THE AGENDA

Chair Potter corrected Alexandra's last name to Ladd.

MOTION A motion was made by Commissioner Gollin, seconded by Commissioner Shaening-Pokrasso, to approve the agenda as amended.

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF MINUTES AUGUST 2, 2016

MOTION A motion was made by Commissioner Aubrey, seconded by Commissioner Gallegos, to approve the minutes of August 2, 2016.

VOTE The motion passed unanimously by voice vote.

Chair Potter asked for a correction to be made to the June 7th minutes. Commissioner Gollin had agreed to serve as Chair of the Pathways to Employment Working Group.

5. INTRODUCTION OF ALEXANDRA LADD CITY LIAISON

Chair Potter introduced Ms. Alexandra Ladd, City Liaison to the Commission.

Ms. Ladd said she is the Interim Economic Development Director at this time. Her usual position is in the Affordable Housing Program. She is happy to be here. If the Commission needs anything she is here to help.

6. UPDATE FROM RANDY RANDALL, CVB DIRECTOR

Mr. Randall said on the City Council Consent Calendar for their October 13th meeting is a report of performance metrics on our Film Office. We work hard to let both entities of the Government who fund the Film Office know what we are doing. This item is for information only. We have a listing of four metrics: production spend and economic impact, film crews work days, stage rental days and hotel rentals related to film. We are using 2015 as a baseline and forecasting 2016. We show a production increase of 41% to 57 %. We are saying in 2017 the mission of the Film Office will be to maintain that level. We need to suggest to City Council that any change in the film incentives or the State's support of the industry could have a large negative impact on our ability to achieve these metrics. We want the City formally on record supporting the maintenance of or increase to the incentives. They don't get that it is an investment,

not an expense. We need to talk about the incentives as an industry investment. How much has been accomplished by this Commission is great. The City appreciates this Commission's hard work and so does the staff.

Chair Potter said that in the Resolution creating the Commission we are required to report to the Council every six months. She has the report drafted and it will come from her. She will send it to the City Councilors by the end of the week. If anyone would like to see the report let her know.

7. UPDATE FROM ERIC WITT, FILM OFFICE

Mr. Witt reported that production is great. We are having a near capacity year. The City Council asked that he develop performance measures showing this year compared to last year. It looks like production is up 50%. Our immediate concern is the two Bills introduced in the Special Session. One is a House Bill and one is a Senate Bill. The House Bill cuts \$20 million in incentive payments this year. They are already contractually obligated funds. He is not sure why this is being debated except as a political statement. Hollywood hears and sees all. Some productions are on hold now pending resolution of this issue. SB 6 is an omnibus review of all incentives. If you are contracted by a film maker and it is digital it would not qualify for our incentive. If it is on film it would. He doesn't think the people who wrote this understand the business. We are working on it. He is headed to the Roundhouse now to discuss this with the Senate Majority Leader. HB 15 is a Republican Bill and is sponsored by a Republican with six co-sponsors. It is coming out of oil patch folks. We have developed a great relationship with oil and gas and are working together with them on how to help them in this time of need. In this situation it is because our economy is screwed up. Please contact any Republican folks you know in the house and let them know how important this business is. We are in the third phase of a study of the economic impact of the film business. It is a \$1 billion a year industry. \$3 billion in economic activity. Congratulations to everyone who has supported the industry.

MOTION A motion was made by Commissioner Meditch, seconded by Commissioner Gallegos, to allow Eric Witt to tell any Legislator that he has the full backing of this Commission.

VOTE The motion passed unanimously by voice vote.

Commissioner Gollin said in the study about film induced tourism the taxes paid in alone cover the film incentive, correct.

Mr. Witt said yes. The Richardson Administration commissioned Ernst and Young to study the incentive. They deduced that the State received a \$1.50 back for every \$1 spent on incentives. This current Administration has discovered the same

thing. It is a vastly larger increase in the private economy.

Mr. Witt left the meeting to attend a meeting at the Roundhouse.

Chair Potter asked who among us has friends in the Legislature that we can call today.

Chair Potter, Commissioner Gollin and Commissioner Gallegos volunteered to call.

8. UPDATE FROM THE POST PRODUCTION WORKING GROUP

Commissioner Aubrey, Chair of the Post Production Working Group, handed out his report. This report is incorporated herewith into these minutes as Exhibit "1".

Commissioner Aubrey gave an overview of his report saying that they met and looked at this field in Santa Fe and how we can increase the work opportunities here. There are limitations for large productions as to how this fits. Just pieces come to us. The smaller scale films, documentaries, commercials and others allow for greater participation. We do have the capability of handling smaller features. We felt it was valuable for us all to be aware of our capabilities and to work together. Gaming certainly interacts as well. We decided that establishing a Facebook page is what we want to do.

MOTION A motion was made by Commissioner Aubrey to give direction to the Post Production Working Group to establish a Facebook page entitled the Santa Fe Film and Digital Media Post Group Facebook page before the next meeting.

Chair Potter asked who participated in the meeting.

Commissioner Aubrey said Adam, Nani, Chris Jonas, Jon Hendry and himself.

Commissioner Shaening-Pokrasso said in the conversation a lot of what we arrived at was that we don't lack resources, we lack visibility and connectivity. Making opportunities where people can meet and connect is critical. The Facebook page felt like the great low hanging fruit to do now.

Commissioner Meditch said it is a wonderful suggestion. Did you discuss the possibility of mirroring it on Linked In.

Commissioner Aubrey said not yet. We will look into those things. Reaching out and having people identify themselves is what we want.

MOTION SECOND The motion made by Commissioner Aubrey was seconded by Commissioner Rivera.

VOTE The motion passed unanimously by voice vote.

9. UPDATE FROM THE PATHWAYS WORKING GROUP

Commissioner Gollin reported that they have not met as a full Pathways Working Group since the last meeting. There is some progress. The incentives are a very powerful tool more so for large productions. For smaller and emerging film makers it is not as beneficial. We talked about is there a way around that. There are not a lot of resources. We need to create those resources. He spoke with the Santa Fe Community Foundation and they are interested in putting \$250,000 into a fund for small and emerging film makers. He has had a series of meetings with them and Eric Witt. There needs to be an intermediary entity. The Community Foundation does not have the expertise to review scripts. They would like to put money into an entity who would do that. It could be a bank or institution but they would have to charge so much in fees. A non profit would be better. It would need to be one who has financial sophistication to work with the Community Foundation. The Milagro Foundation, Robert Redford's organization, is something we are discussing. They are interested. If that does not work are there any other good ideas for intermediary entity. One that would make the Community Foundation comfortable.

Chair Potter said Jim has a list of all the possible funding sources he has looked into so far. The list was distributed.

10. UPDATE FROM THE DISTRIBUTION WORKING GROUP

Alternate Commissioner Becker reviewed the Distribution Working Group report for Chair Zlotoff, who was unable to attend today.

Commissioner Becker reported that the attendees at his meeting were Chair Potter, Lee Zlotoff, Nani Rivera, Jilann, Jon, Bevin Carnes and Eric Streeper..

This report is incorporated herewith into these minutes as Exhibit "2".

11. DISCUSSION OF POSSIBLE GATHERINGS FOR NOVICE FILM MAKERS

Chair Potter said there is tremendous interest in having a forum. Should we do it and what should it look like.

Commissioner Shaening-Pokrasso asked what resources are available to us.

Chair Potter said Randy Randall will provide us with space and drinks. We do not have financial resources. Should it be a series of events or one event.

Commissioner Aubrey asked focused on what.

Chair Potter said emerging film makers. A gathering where they can interact and come find out about things going on.

Commissioner Rivera said tonight we are having Tune Up at the Jean Cocteau Theater. We have partners who are working together to put this on. We will be talking about the Special Session and saving the industry and other issues. We should start doing networking more. You all should come.

Commissioner Aubrey said he would want to coordinate with whatever else is going on in that regard. That is the first thing to look at. There is a lot of overlap. This is not a new idea.

Commissioner Meditch said she agrees with that. Is there a way we can help rather than host our own event. We could try to be the glue to get people there. Is there a calendar.

Commissioner Rivera said there is a calendar on the IATSE website that has film industry events in New Mexico.

Commissioner Aubrey said the festivals themselves are doing many of these things.

Commissioner Shaening-Pokrasso said he sees a huge value in building community and creating connections and getting people in a room. Why would someone come out to something like this. We need an incentive. Something beyond drinks. Interesting things are happening. There are opportunities for money to be put towards film makers. We can discuss and collaborate. We could have an opportunity for film makers to pitch their idea or some other opportunity.

Commissioner Gollin said in addition to emerging film makers we also have mid career or sophisticated people involved in the film industry that live here but don't know each other. He likes the idea of helping what else is going on in addition to having our own event.

Commissioner Rivera said one of the things we are doing is producing a film with an independent film maker in Santa Fe. She has agreed to produce them. They are Native American film makers. She is building a training through this film. There is already funding. We will do workshops at the Tune Up in December. We will be filming between Christmas and New Years. Jim you may be interested in this.

Chair Potter asked are you suggesting that as a Commission we do what.

Commissioner Rivera said she is suggesting that the Commission encourage and support her program. It is called Shoot New Mexico and it is helping local film makers. This one in particular is in Santa Fe. IATSE is a sponsor. It is for above and below the line and distribution.

Chair Potter asked where and how often do you have these.

Commissioner Rivera said Tune Up is the first Tuesday of every month. It is a training and networking opportunity. We also have an annual event in Santa Fe and Las Cruces. We are looking to expand into other areas.

Alternate Commissioner Sprtzmler said we need more casual networking opportunist. What if we had a monthly mixer event, very simple. Each event has a certain theme. There would be something on the calendar every month. We are talking more about above the line conversations.

Commissioner Rivera said the main and most important thing tonight is the Legislation. We help film makers with funding and resources. We are trying to figure out how to bring together everything.

Commissioner Shaening-Pokrasso said he is hearing that Tune Up exists and it may be an answer to our goals to establish networking and connectivity. It is his recommendation to move forward as to what does this look and see if Tune Up is accepting of this new direction that may take care of our goal as a Commission. MIX has a simple format and does get people out. They have the incentive of a drink ticket and data collection. He recommends those kinds of tools be utilized. Incentive and data collection.

Commissioner Rivera said it is something we should do. Tune Up is funded and they have a budget. We need to design the structure for that.

Chair Potter asked where is this event happening.

Commissioner Rivera said tonight at Jean Cocteau at 5:30. It is on the IATSE website and facebook. We advertise in social media. For our December, three day event we will invest in print and radio.

Commissioner Shaening-Pokrasso asked how many people attend.

Commissioner Rivera said the first one was twenty people, the second was one hundred people and the third was in Las Cruces and we have fifty people.

Commissioner Shaening-Pokrasso asked what is general makeup of the

attendees.

Commissioner Rivera said film makers and people interested in being in film and studying film. It has been going since 2013. We took last year off.

Commissioner Gollin asked do you have plans for December.

Commissioner Rivera said we are going to have workshops to help train people for the film we will be producing. We will bring in casting directors and give free head shots. We will have a Panavision presentation on their new equipment and maybe a special effects workshop or stunt work. It is in the preliminary stages now.

Commissioner Shaening-Pokrasso said he recommends that we both promote Tune Up as an opportunity and that we do an independent event of our own as well. Space and beer, if that is what we have available we will go with that and see how many people come for that event. It should be an above the line focus.

Mr. Randall said we will support this.

Commissioner Rivera asked is there a budget for Chanel 28.

Mr. Randall said he doesn't know anything about a Channel 28.

Commissioner Shaening-Pokrasso said he thinks there is some value in creating a new event. Visibility and connectivity. Even if those attendees attend Nani's event, that is fine. If we in time find that merging these two events works better, fine. We can have an independent, new, fresh event of our own.

Alternate Commissioner Paisner said the focus should be on Santa Fe and not statewide. We are the City of Santa Fe, not the State.

Commissioner Shaening-Pokrasso agreed.

Commissioner Meditch said we should include independent film and digital not just emerging.

Chair Potter asked Adam if he would head up a Task Force to look at this.

Commissioner Shaening-Pokrasso agreed to do that.

The following people volunteered to serve on the Task Force: Randy Randall, Jim Gollin, Nani Rivera, Elias Gallegos and Andrea Meditch, with Adam Shaening-Pokrasso as Chair.

Chair Potter said we are going to make this happen.

Mr. Randall asked what is the date for the first get together.

Commissioner Shaening-Pokrasso said if we could resolve that today it would be great.

Commissioner Acton suggested between Thanksgiving and Christmas.

Commissioner Gollin said if Tune Up is early December, maybe we do ours soon thereafter.

Commissioner Shaening-Pokrasso said maybe the week after.

Chair Potter said we need an avenue to share all this knowledge..

Alternate Commissioner Sprtzmilller said we could have them meet the editors and producers.

Commissioner Meditch said also it could roll out to something bigger and sustainable over time. Maybe we could have a big conference in the Spring.

Chair Potter said this is wonderful. Adam will report at our next meeting.

12. DISCUSSION OF OTHER GAPS AND NEEDS

None

13. RECOMMENDATIONS TO FILM OFFICE AND OTHER ENTITIES

Chair Potter said she met with Eric and Randy and they talked about official recommendations. She has some ideas.

Chair Potter said she would like to recommend to the City Council that they wholeheartedly support the State Incentive program.

Commissioner Gollin asked are we City or County.

Chair Potter said we were all appointed by the Mayor. We report to City Council. The Film Office reports to both.

Mr. Randall said we have a City Lobbyist that will need to represent that position as well.

MOTION A motion was made by Commissioner Shaening-Pokrasso, seconded by Commissioner Aubrey, to recommend to the City Council that maintaining and/or increasing the state film incentive be put on their Legislative agenda.

VOTE The motion passed unanimously by voice vote.

Chair Potter said another recommendation from Nani's report of facilities is that we recommend to IAIA that they explore the possibility of building another sound stage, warehouse and mill. Also that we recommend to the University of Art and Design that they look into building a warehouse and a mill and that we are in support of their proposed expansion.

Chair Potter said she and Randy will work on a letter to Santa Fe Studios.

Commissioner Gollin asked these series of recommendations, what is your sense what role our recommendations play.

Chair Potter said we are recommending. We can't enforce it or pay for it.

Ms. Ladd said you are in a unique position to pick and choose and see the big picture. Because you are not committing any City resources there is no problem to go outside the City.

Mr. Randall said you defined the gaps now we need to move forward and not just be a problem definer. We need to say how these can be solved. It is important to have achievable recommendations.

Commissioner Shaening-Pokrasso said these spring out of identified gaps. Let's do everything we can until we are told otherwise.

Commissioner Gollin said he agrees. Keep it general enough and not get into a specific bond issue we have not read.

Commissioner Shaening-Pokrasso asked is it possible to unify our recommendations and put them forward to these entities as what gaps we have identified and our recommendations. General recommendations based on the philosophy that we are identifying gaps.

Mr. Randall said the industry needs to support it.

Chair Potter said she, Alexandra and Randy will look into each of these as to how to write them and how to deliver them.

Mr. Randall said we need to include the Working Group Chairs as well.

Commissioner Shaening-Pokrasso said the Santa Fe University opportunity should not wait until it changes hands. If there is a strong recommendation from the community it is timely now.

Chair Potter said as far as the three items can we have a motion to make those recommendations and allow us to word the recommendations.

MOTION A motion was made by Commissioner Gollin, seconded by Commissioner Shaening-Pokrasso, to recommend to IAIA, the University of Art and Design and Santa Fe Studios that they look into building additional sound stages, warehouses and mills and that Chair Potter, Randy Randall, Alexandra Ladd and the Working Group Chairs will write and deliver the recommendations.

VOTE The motion passed unanimously by voice vote.

Chair Potter said also mentioned was a recommendation to the City to allow the use the open swimming pool area as a site for production.

Commissioner Rivera said investigate what can be done with the empty swimming pool.

Mr. Witt just returned from the Roundhouse and has a clarification on SB 6.

Mr. Witt said the Bill drafter said it is a convoluted piece of Legislation. The intent was to address the State's high wage jobs tax credit. They are trying to narrow down the salary level and kind of industry that qualifies. They are intending to include going forward with digital and post production services if at least 50% of the work is done in NM. We do still need to worry about HB 15.

Commissioner Rivera said the City should investigate the use of the space at the Railyard and the empty swimming pool.

Commissioner Acton said those spaces have not been used for the last five years and could be rented for a reasonable fee. It is the Tino Griego pool.

Ms. Ladd said she can talk to the City Manger about that and come back with what that would look like.

Mr. Randall suggested that maybe we do a bit more investigation and come up with an inventory of potential spaces.

Chair Potter said Nani and Elias did an inventory. Let's defer this to the next meeting and do a list of potential spaces to be discussed at that meeting.

14. GOALS FOR NEXT MEETING, NOVEMBER 1

Chair Potter said our goals for the next meeting include:

- * Discussion of facilities available and make a recommendation.
- * The Task Force will report back at next meeting.
- * The Post Production group will get the Facebook page going.

Commissioner Gollin asked if there are any recommendations for potential intermediaries if Milagro does not work out.

Chair Potter said to give recommendations to Jim. His working group will look into it.

Commissioner Shaening-Pokrasso suggested Meow Wolf.

Chair Potter said if this is finalized you can present on it at our event.

Commissioner Shaening-Pokrasso said that would be a huge announcement.

- * Commissioner Gollin will give an update on solidifying this opportunity.
- * The Distribution Working Group will come up with a list of those involved in distribution.

Chair Potter said we will hear from other existing Working Groups as well.

15. ANY OTHER BUSINESS

None.

16. QUESTIONS FROM VISITORS

Mr. Hendry said regarding the Legislation we are basically saying we are not going to live up to our word. They are pushing back the distribution of the \$20 million. Be careful how we state this. They want to move up Hold Harmless as well. He cautioned the Commission that this is State money. It is bad for the industry statewide. Not just Santa Fe. Keep that in mind with your discussions.

Mr. Hendry said be careful putting money into someone's picture. For training it is fine. If it is equity there are all sorts of difficulties. Get the City Attorney involved. Tune Up is a great thing. Join us if you can. It is City funds that fund Tune Up. The City also funded the Tag TV series. It is going into it's third season.

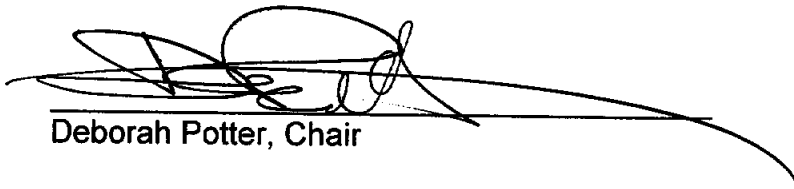
17. ADJOURN

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


VOTE The motion passed unanimously by voice vote.

Chair Potter thanked Randy, Eric, Alexandra, Elizabeth and all of the members for their hard work.

The meeting adjourned at 11:40 am.



Deborah Potter, Chair



Elizabeth Martin, Stenographer