



# Agenda

DATE 12/1/16 TIME 10:45a  
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## Santa Fe Film and Digital Media Commission

December 6, 2016

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 from Alexandra Ladd, City Liaison	10:04
Update from Randy Randall	10:06
Update from Eric Witt, including production tax credit      preservation      effort	10:07
Report, distribution working group, Michael Becker for Lee Zlotoff	10:20
Report, post production working group, David Aubrey	10:25
Report, community building event task force, Adam Shaening-Pokrasso	10:27
Discussion about local industry gaps	11:00
broadband progress      , Alexandra Ladd	
air alliance meeting (progress on flights to LA), Randy Randall	
other gaps	
City resolution regarding industry priority	11:10
Review of our duties and responsibilities (per Resolution 2016-7)	11:13
Goals for next meeting	11:23
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: January 3, 10:00 – 11:45 AM, Convention Center**

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**SUMMARY OF ACTION  
SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
SANTA FE CONVENTION CENTER, PERALTA ROOM  
TUESDAY, DECEMBER 6, 2016, 10:00 AM**

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UPDATE FROM RANDY RANDALL	INFORMATION/DISCUSSION	3
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<b>CITY RESOLUTION REGARDING INDUSTRY PRIORITY</b>	<b>INFORMATION/DISCUSSION</b>	<b>11-12</b>
<b>REVIEW OF OUR DUTIES AND RESPONSIBILITIES</b>	<b>INFORMATION/DISCUSSION</b>	<b>11</b>
<b>GOALS FOR NEXT MEETING</b>	<b>INFORMATION/DISCUSSION</b>	<b>12-13</b>
<b>ANY OTHER BUSINESS OR ANNOUNCEMENTS</b>	<b>INFORMATION/DISCUSSION</b>	<b>13</b>
<b>QUESTIONS FROM VISITORS</b>	<b>NONE</b>	<b>13</b>
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
SANTA FE CONVENTION CENTER, PERALTA ROOM  
TUESDAY, DECEMBER 6, 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, December 6, 2016, at the Santa Fe Convention Center, Peralta Room, Santa Fe, New Mexico.

**2. ROLL CALL**

**MEMBERS PRESENT**

Deborah Potter, Chair  
James Lujan, Vice Chair  
Adam Shaening-Pokrasso  
Jim Gollin  
Andrea Meditch  
David Aubrey  
Michael Becker  
Elias Gallegos  
Chad Burris  
Jacques Paisner, Alternate  
Jilann Spitzmiller, Alternate  
Edward McLoughlin

**MEMBERS EXCUSED**

Nani Rivera, Excused  
Doug Acton, Excused  
Pamela Pierce, Excused  
Lee Zlotoff, Excused  
Kirk Ellis, Excused  
David Manzanares, Excused  
Bruce McKenna, Excused

**STAFF PRESENT**

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

### **3. APPROVAL OF MINUTES**

**MOTION** A motion was made by Commissioner Meditch, seconded by Commissioner Shaening-Pokrasso, to approve the minutes as presented.

**VOTE** The motion was passed unanimously by voice vote.

### **4. APPROVAL OF AGENDA**

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

**VOTE** The motion passed unanimously by voice vote.

### **5. UPDATE FROM ALEXANDRA LADD**

Ms. Ladd reported that regarding the Railyard fiber extension, the City is doing a loop to capture the businesses in that corridor so they have direct access to the higher speed. The next step will possibly be free WiFi in that area. We have \$400,000 left in budget. Phase 2 was to be the Plaza area. At this time, we have some staff capacity issues in Economic Development and IT. Santa Fe needs better broadband and there is a feeling that the current situation is a hindrance to Economic Development. We are going to support doing a survey that will look at who needs it, how they use it and where do they want it.

Commissioner Gollin asked how big of a loop area will it be.

Ms. Ladd said from Warehouse 21 around Site Santa Fe to Montezuma and around the REI building.

Commissioner Meditch asked the survey will look at other areas.

Ma. Ladd said yes, the IT Committee meets tonight and will be talking about this.

Commissioner Shaening-Pokrasso asked do we have the first mile of fiber laid down along the rail line.

Ms. Ladd said she does not know specifically.

Commissioner Shaening-Pokrasso asked is the loop serviced by a service

provider or the City.

Ms. Ladd said the infrastructure will be there. The City will not service any of it. Any service provider can service it.

Commissioner Shaening-Pokrasso said so in order to light up the Railyard we are waiting on a service provider to power up.

Ms. Ladd said Cybermesa has service to the REI building now.

Commissioner Meditch said this is really good news. The fact you service the business pockets is a really good idea.

Commissioner Shaening-Pokrasso said he suggests that as a Commission, since this directly effects the work we do, if there is anything the Commission can do to help this project we need to do it. This is very important.

Ms. Ladd said this group can bring the technical need to the program.

Chair Potter said did put the critical need for WiFi in her report to the City Council.

Commissioner Meditch asked can we participate as a body with the people working on this.

Chair Potter said let's wait for more discussion until we get to the item in the agenda.

## **6. UPDATE FROM RANDY RANDALL**

Mr. Randall did not have any updates at this time.

## **7. UPDATE FROM ERIC WITT**

Mr. Witt said we have a lot of productions going on right now. Titan, Monsters of God, Midnight Texas, Cliffs of Freedom and Godless. We are wrapping up Hostiles. Coming up we have the Longmier production which has been renewed for it's sixth and final season and Graves which will continue.

Chair Potter said and we have Commissioner Gallegos who is in the Graves production.

Mr. Witt said we have one local author who has *Bad Blood and Thunder* which is the history of Kit Carson that will hopefully be filming. The upcoming Legislative Session will be a big challenge. The budget situation was highlighted in a large article in today's *New Mexican*. The State faces some big challenges. We have a lot of support in the Legislature for this industry. The report given by an economist at the Legislative Finance Committee yesterday said the lack of jobs continues to be the overriding issue for the State; however, film continues to be one of the major bright spots in the budget picture. We have three main show points that we need for success. We have the need for sound stages, crew and we need to address the annual cap. All are maxed out right now. We need all of them to get any significant expansion. If they don't expand, where we are at right now is the level of production we can expect. A number of our main competitors have scaled back their programs lately. As they scale back production entities are looking back at New Mexico again. We have a second chance. If we can position ourselves and develop capacity we can capture a lot of that production. In the United States the four big production areas are New York, California, Georgia and New Mexico. If we don't do anything we will not be able to take advantage of that opportunity.

Chair Potter asked how can we best help. You were going to give us talking points.

Mr. Witt said it is an investment and we need to get that message out there. He will get you some talking points. He will send the talking points to the Chair and she can email them out to the Commissioners. Personnel appeals are best. They are more effective and then you can tailor your appeals to your areas of expertise.

Chair Potter said now is the time to start talking to our Legislators.

Mr. Witt said the date for prefiling is December 15<sup>th</sup>. Keep an eye out. You may see something come out relative to this business. We have some pretty good bipartisan support and support from the executive as well. We are working closely with the State Film Office to come up with a coordinated messages and maybe some technical adjustments to the incentive.

Chair Potter said it is not in our mission to be lobbying the Legislature but we must. Without these tax credits we could lose the entire industry. If you could all talk to your Legislators that would be fantastic.

## **8. REPORT FROM DISTRIBUTION WORKING GROUP**

Commissioner Becker reported that his group has had their second meeting.

The Distribution Working Group report was reviewed by Commissioner Becker

and is attached herewith to these minutes as Exhibit "1".

Mayor Gonzales arrived at the meeting.

Chair Potter thanked Commissioner Becker for his report.

## **9. REPORT FROM POST PRODUCTION WORKING GROUP**

Commissioner Aubrey reported that his group did not meet between the last meeting and now. They have 21 members now. There is no new progress to report.

Chair Potter said you are referring to the Facebook site that was started.

Commissioner Aubrey said yes.

## **10. REPORT FROM COMMUNITY BUILDING EVENT TASK FORCE**

Commissioner Shaening-Pokrasso distributed his report which is incorporated to these minutes herewith as Exhibit "2". The report was reviewed.

Chair Potter said you were going to add IATSE.

Commissioner Shaening-Pokrasso said yes, they are included in the production resources. The crew is, of course, critical and valued.

Commissioner Shaening-Pokrasso asked Commissioners to think about conflicts of the date of March 1, 2017 and think of other partners for the event, a possible restaurant sponsor, ideas of session leaders for the conversations, ideas of contacts and questions to use in discussions, He needs approval of the Commission for the outline plan and to move forward.

Commissioner Shaening-Pokrasso said we need Eric to support us with the knowledge of what productions are going on in February and what producers, directors and others are in town.

Chair Potter said let's give a big hand to Adam and the group for all the hard work.

Commissioner Meditch said this is a beautiful wrap up of the function and direction. She said there is a huge nonfiction population here. She urged that they should be a part of this. Part of what needs to be emphasized is creative products for the nonfiction world. The nonfiction folks need to be added to the attendees. She is



happy to be involved in specific tasks. Congratulations on fruitful meeting.

Commissioner Shaening-Pokrasso thanked his working group for all their hard work.

Commissioner Burris asked is this a fact finding mission to find out where the focus of the Commission needs to be.

Commissioner Shaening-Pokrasso said in part. It also functions to strengthen the connectivity of our community. We have no shortage of talent but many of them remain in their perspective bubbles. This is a break the bubble event.

Commissioner Gollin said the idea is that we would launch with this event but be looking and listening at what works and what doesn't work. Do this one and then possibly look at future events.

Commissioner Meditch said that would be part of the event, to determine if we will follow on.

Commissioner Gollin said yes, the intention is there.

Commissioner Shaening-Pokrasso said he sees this as a recurring event that is of value but we need to see this first one as a prototype.

Commissioner McLoughlin said there is an event this weekend, Tune Up. Are you thinking about attending that.

Chair Potter said she will be attending on Sunday.

Commissioner McLoughlin said there may be some cross over there. It is quite a good event. He has gone the last few years.

Chair Potter said she sent that schedule to everyone.

Chair Potter said she has gotten several contacts from people who want to do things like this so there is a need for this. We will work together on it.

Commissioner Burris said having gone through Sundance for years, it feels like these types of things are mostly misses. There are pieces that are valuable if done correctly. It is good to know what is out there. We won't change the culture of everyone wanting to keep their tools in their sandbox. If we are talking about a sustainable film industry, how do you engender a culture of sharing and support that continues on. If you look at a really well done model like Austin it is a group of kids doing something cool and it happened. That is where the sustainability takes root. Financing and how you get it out there are the big issues and what we need. Are there outlets for creating that.

Access to resources. His point is it is his opinion that if it is a big thing, having done a lot of these, it is a matter of pulling things out of the discussions to determine the thing that makes it cohesive and how can we help them. Everyone meet everyone and everyone goes away and you leave without any information of how to make anything happen.

Commissioner Shaening-Pokrasso said he really values that comment. Our goal is not to replicate something that already exists in town.

Commissioner McLaughlin said most of this is about turning up. It will have value even if it is crossover. You may learn something from attending other events. That is all he was saying.

Commissioner Shaening-Pokrasso said we want to use this as an opportunity to observe what are the aspects of these that lead to strengthening avenues and access. When you get something out of it and each person takes something away and gets something from it then it is a success. We will have an expert to lead each discussion. Leading the talk. How can that industry leader bring a question to the table that they themselves have not resolved as a mechanism to solving problems that are pressing. Success of this hinges on those session leaders. How we put challenges forward with people who can speak to it through their own experience. Identifying a stellar group of session leaders is critical and also attractive to attendees. Hopefully participants and leaders get something from it. If resource availability is critical then we could do something around that issue specifically in the future. It is also to refine our worth as a Commission. He urges everyone to put some thought towards who these session leaders are.

Chair Potter asked Commissioner Shanening-Pokrasso to let the Commissioners know when next Task Force will meet so we can have input.

Commissioner Meditch said perhaps part of the run of show needs to be specifically feedback.

Mr. Randall said the good news is that between Film Office and Tourism Santa Fe we will sponsor this event. We will try tie in the idea of a restaurant after event. That is a good idea. The bad news is that it can't be at the convention center on the first of March. We are all booked up. We will work on a date with you.

Alternate Commissioner Spitzmiller said the phrase "inside out" works on a lot of levels.

## **ADDRESS FROM MAYOR JAVIER GONZALES**

Mayor Gonzales said he hasn't had a chance to come thank you for agreeing to serve on this Commission and to visit with you on things Deborah and he have talked about. The need of this Commission and the opportunity. How do we improve the lives of every Santa Fean is what he works on every day. The City thrives when you have full participation of your community and full access to the economy. When you think about the film opportunity you can't just ignore the opportunity of how do we leverage this and create a sustainable film industry for Santa Fe. How do we stay first choice when productions are looking for sites. Also how do we create an opportunity for others in the film industry that are not playing roles in the productions coming in. How Santa Fe has a chance in this industry is in our DNA. Creativity and a blend of multi cultures. We are fortunate to have three Film Schools in Santa Fe. We have the opportunity to make sure students at IAIA, the University of Art and Design and the Community College have a chance to work in Santa Fe and that is a key goal. He told Chair Potter that he wants the Film Commission to really define what Santa Fe can be when we talk about the film industry. Not a duplication of Hollywood. We need to create a roadmap for Santa Fe that creates a sustainable industry beyond the film incentives.

Mayor Gonzales said Adam's presentation was a good one. Let's do a convening and see what opportunity comes out of it. If it is a miss don't be afraid to try again. That is not a failure maybe it just did not mesh. He is hoping that we will be going into new year with a series of action items you would like to see the City take on and a policy about what are we as a film economy and working with us to prepare next year's Economic Development budget to make sure we are allocating the right resources into these areas. He has said Santa Fe is becoming the independent film capital of the world. We have not invested in that yet. We are looking for that from you. Where can we start to invest and where are the partnerships. Eric has been talking to the Santa Fe Community Foundation regarding a film fund. He will be bringing ideas to you to see if they are feasible. We are anxious to say let's go do it. Don't be afraid to try things we have not done before. We will run into questions at Council such as how does this work and what will it do. We want to leverage your strength of your expertise with the Council. We know production is the way to bring the juice in, we have to keep it coming. That is why we were finally able to build a film office with the County. His hope is you will work your way out of a job. We have to build a road map so you see the investments and we can do benchmarks. Your pledge to the work you are doing now is something he is fully committed to and is fully committed to taking to Council to invest to make film sustainable a reality. At some point we have to address if incentive is pulled what happens to Santa Fe and the industry and people. It will be a tough hurdle to get over. He is committed to figure out how to make sure they stay. We have a Democratically controlled House and Senate that will support us and the Governor has backed off criticism. We will always be vulnerable. This is the one industry that has been fully vetted by independent consultants saying we actually get back money on every dollar we spend.

Commissioner Meditch said thanks for being here.

Alternate Commissioner Spitzmiller said thank you, it means a lot. You are talking about making an actual investment. Would it be for this year or later.

Mayor Gonzales said this year. The budget sessions begin in January. Thanks to Randy and Eric's efforts we are doing better than the State is. The State's revenue is going down and the City's is going up. He is cautiously optimistic of continued trend of GRT moneys coming in. We have to take advantage of that opportunity while we have those dollars. The next budget will begin to take effect on July 1, 2017.

Chair Potter asked would you like us to consider funding individual films. Do we need to look for areas where unions work or look where the money goes.

Mayor Gonzales said what he needs is a road map. We need a stronger fiber network throughout City for example. What are the needs of the digital media industry. Ideas about what are the arenas in Santa Fe where we are ready to play in and where we can provide opportunities to do so. Could there be an annual film makers fund, or more fiber throughout the City so folks can access it more affordable, what could we do to create an easier process for filming or finding locations. The road map would say here is where we think you need to invest and set goals for us when we say we are going to grow a film economy. How many businesses are we creating in the digital media or above the line. Could there be shared office space. Adam is working on that. We need that road map that we can follow and evaluate to see if we are making progress. When it comes to labor they are critical to our economy but they do not play in all garments of the film industry. They do play and we need to stay invested. Also there are areas that do not match to labor. This Commission needs to see from the broader perspective and that they are a big part.

Chair Potter said labor is the bedrock of the industry.

Commissioner Shaening-Pokrasso said let's say we develop ideas and proposals for the budget in January. What should we work toward.

Mayor Gonzales said Alexandra will proposed a budget to the City Manager. We will work together on what that looks like. Ideally we will have the road map for investment by the end of January or February for investment in the coming year. So we can tell the story to the Council. It could be a film fund, events to bring people together it depends on what you come back with. Of the top three infrastructure investments, the fiber and the airport are in the top 3. What we do need is we have to pick up our game again in terms of developing the fiber map in Santa Fe. You can be very helpful with that. That is not what you will ask for money for. We have a plan in for fiber and the airport but we need you to weigh in on other areas and on gaps for fiber. If we take it there can we see young film makers ability to work on films.

Mayor Gonzales said on December 15<sup>th</sup> we start the west coast flight. The priority is a flight to LA. We have growing pains at the terminal. We have to find new resources to upgrade the terminal so we have a better flow. It hurts us when we are trying to compete with Albuquerque. This is at the top of our list.

Commissioner Gollin said one of the bottlenecks is sound stages and facilities. We have had discussions about City spaces. In terms of our recommendations to you, do you have any thoughts about City space availability.

Mayor Gonzales said it is a hard place to get the City to move down. He is trying to get the City to lessen the money going to bricks and mortar. There are incentives the City can do such as donate land or do industrial revenue bonds. We can do it if we feel that is needed. We can look at that. We have 50 acres off Silar where Meow Wolf is. There might be a chance to partner on studios there. The challenge is because the incentives are fragile and it is hard for banks to put up funds. Hopeful we can find a pathway to expanding Santa Fe Studios. Let the City be the place where everyone lives and spends their money. They are perfectly positioned for it. The new operators of the University of Art and Design have a big interest in reinventing in the University. Expanding studio space in the Garson area is critical.

Chair Potter said we have written letters in that regard.

Mayor Gonzales said by February we need to get funding requests from you so we can build a film strategy and answer the question of what is the film economy in Santa Fe and what can we achieve and what can we do to try to make that happen. He has met with people whose lives have changed because of opportunities in the film business, behind the cameras and in front of the cameras. We need to expand that opportunity for more people. We are in a much better position than some of his peers. Thank you for all you do.

Everyone said thank you to the Mayor.

Chair Potter said this has been a wonderful special treat for us.

Mayor Gonzales said thank you for your service and left the meeting.

## **11. DISCUSSION ABOUT LOCAL INDUSTRY GAPS**

### **A. BROADBAND PROGRESS**

This item was discussed previously.

Alternate Commissioner Paisner said regarding what the Mayor said, we can deal

with the vulnerability of the incentives going away and focus on how New York was in the 70s with projects derived by single visions of artists and never be Hollywood. We have had good movies filmed here like Hostiles and Granite Mountain but they are not all like that. If we create our own content here that is the future.

Commissioner Meditch said what the Commission can do and individual Commissioners can do to support Ms. Ladd in determining the map is critical.

Ms. Ladd said she will bring back specifics in January about gaps and needs.

## **B. AIR ALLIANCE MEETING**

Mr. Randall said the Northern New Mexico Air Alliance was formed using the 501c3 of the Chamber until they get theirs. We have had initial success with the American flight to Phoenix which is a hub for the west coast. It connects to 30 different cities on the west coast. The inaugural flight is December 15<sup>th</sup>. We think it will be very beneficial. We have to invest in these flights. The cost is seat guarantees of \$300,000 a year for 2 years. If flights are full it costs us nothing. If not it does. We think it will be successful. One of the missions is to have ongoing efforts. We are looking for partners from the film industry and all phases of the economy in Northern New Mexico, Partners Five and Dime has stepped forward with a \$10,000 commitment and a check. We have about \$700,000 to support this effort from grants. To use that money we need matching funds. The Mayor mentioned the concern about how we operate the airport. Also there is a concern about reliability of flights. Fortunately flights are more reliable going out than coming in. Dallas flights are the most unreliable. They will pull crew from small flights and use them on big flights. That causes our flights to be delayed. Actually the reliability is 90% in and out of Santa Fe. Albuquerque is 99%. Some private sector people retaking the lead for fundraising. We are looking for someone to serve on a fundraising committee from the film industry. If you want participate give your name to your Chair.

Chair Potter said that is great progress.

## **C. OTHER GAPS**

Other gaps have been discussed.

## **12. CITY RESOLUTION REGARDING INDUSTRY PRIORITY**

Ms. Ladd said the policy directive is important. The Mayor has decided to hold onto it until we get into the budget process. We are trying to be strategic about it. The issue of the City using funds to support the film industry has some logistics around it. When the Film Commission makes recommendations we have to have an entity to

provide the services to the City to give them the funds. Who is the receiving entity for the funds and who is accountable.

Chair Potter said we will focus on that at our January meeting.

Commissioner Shaening-Pokrasso said when we are identifying an organization to receive and administer is that something that circumnavigates the RFP process.

Ms. Ladd said it depends on the amount. If we are under \$50,000 we would do a RFQ for Economic Development funds. It is part of the budgeting process to line up priorities and we do have to follow the procurement process.

### **13. REVIEW OF OUR DUTIES AND RESPONSIBILITIES**

This was discussed in the address given by Mayor Gonzales.

### **14. GOALS FOR NEXT MEETING**

Chair Potter said our goals have been mapped out by the Mayor and Commissioner Shaening-Pokrasso.

Commissioner Shaening-Pokrasso said the Mayor kind of through us a bone. It is timely to make a working group to map some of these things out for January.

Chair Potter asked do we want to form a group now or wait for January.

Everyone responded that they would like to form a working group now.

Chair Potter asked who would like to chair this group.

Alternate Commissioner Paisner said he will serve as Chair for the working group.

Chair Potter said fantastic. Who else would like to be on this group.

Every Commissioner present wanted to serve on this group with the exception of Commissioner Shaening-Pokrasso who has his hands full with his Task Force.

Mr. Randall said if you need space to meet we will accommodate you. The dates that the convention center is booked are February 28<sup>th</sup> to March 4<sup>th</sup>. We will need to look for dates.

Ms. Ladd said we also have meetings rooms at Market Station.

**MOTION** A motion was made by Commissioner Gollin, seconded by Commissioner Gallegos, to approve the plan from the Task Force as presented and to move forward with the event.

**VOTE** The motion passed unanimously by voice vote.

## **15. ANY OTHER BUSINESS OR ANNOUNCEMENTS**

Chair Potter announced that Commissioner James Lujan is now the Vice Chairman of the Commission.

Vice Chair Lujan announced that this Thursday night at 6:00 pm at IAIA will be the end of semester student showcase. Everyone is invited.

Alternate Commissioner Paisner announced that he is one of the producers on a new film. He asked members to email him if they want to be involved. Jon Moritsugu is an independent film director and the director for this project. This is his second picture in Santa Fe. It is a locally grown film by local talent.

Mr. Witt said Jon also teaches film making at the Santa Fe Community College. He is known for hard hitting films.

Mr. Witt said he would like to encourage everyone to attend the Tune Up events. It is well attended by the industry and the Legislature. Last November a year ago the Mayor hosted a round table of industry professionals out at Santa Fe Studios with breakouts. 50 or 60 people were there. It was run by Kate Noble. Her surveys and notes may be something you could use. Also there is a social calendar of the Legislature. Check it out. It may show you some conflicting events. Not that your target audience is from the Legislature but they use sites in town.

Commissioner McLaughlin said he is participating on a panel next Sunday at 10:00 am about the film industry interacting with businesses outside of the film industry. He has done this for 3 years. It is part of Tune Up.

Chair Potter said she will be there for that.

## **16. QUESTIONS FROM VISITORS**

None.

## **17. NEXT MEETING JANUARY 3, 2017**




**18. ADJOURN**

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

**VOTE** The motion passed unanimously by voice vote.

The meeting adjourned at 11:45 am.

  
Deborah Potter, Chair  
Elizabeth Martin, Stenographer

**Santa Fe Film Commission**

**Distribution Working Group Meeting 11/10/2016 Summary**

**In attendance: Lee Zlotoff (chair), Deborah Potter, Michael Becker, Adam Shaening-Pokrasso**

**Guests: Chris Jonas, Anna Darrah**

**This was the second meeting of the Distribution Working Group (DWG)**

**The meeting began with a brief reiteration by Lee of the goals for the group: Namely, to determine and clarify existing distribution opportunities for local, aspiring content creators in film and digital, if not to explore establishing a new, independent, reliable, robust and sustained channel for such distribution, i.e. on the internet. The impetus for such an effort would be to develop and encourage so-called 'above the line' talent in the city, county and state (writers, directors, producers, etc.) so as to assure a vibrant and economically viable source of local content creation.**

**It was noted that IATSE and associated groups already provide an active and successful series of programs and events to encourage and sustain so-called 'below the line' talent (i.e. production crews). Building on that successful effort, the DWG (if not the SF Film Commission as a whole), seeks to collaborate with, expand on, and augment those efforts so that local content creation can one day become an economic engine in addition to the film and digital projects that are developed elsewhere and currently use the city, county and state as a production location.**

**As an example of thriving local content creators, Chris Jonas, founder and director of Little Globe was invited to give a brief presentation. A resident of Santa Fe for over 16 years, Chris founded the non-profit Little Globe as a collaborative arts organization to encourage and enable under-represented members of the community (high school and college students, and other disadvantaged or at risk youth) the opportunities and abilities to share their stories and life experiences. Little Globe has a proven track record with several PBS documentary productions, i.e. "Hard Times Is Now" and continues to develop projects with state and other PBS affiliates. Little Globe has also recently merged with the Youth Media Project and is now re-branding itself as Little Globe Transmedia. The core of its efforts focus on teaching youth practical, storytelling skills in documentary film, radio storytelling, and the key elements of 'micro' storytelling in social media: Instagram, Facebook and other new media in order to offer youth not only the opportunity to effectively share their stories but as a pathway to emerging careers in this rapidly expanding new media landscape.**

**This is done through a series of programs where senior mentors and artists guide young interns from across the community in film and digital projects to develop their production skills while paying them an average of \$18/hour. Working on projects with the Santa Fe Community Foundation, the Lannan Foundation and others, Little Globe has developed a sustainable model that now relies less on direct donations and more on contracts for such projects with an annual budget of \$350,000 of which approximately only \$60,000 goes to administration.**

**EXHIBIT 1**

The discussion then turned to the subject of 'transmedia' in general. Some understood this term to mean media that not only entertained but moved 'beyond the screen' as it were to inspire real and concrete changes in government policies, legislation, and social programs on a local or even national level. Others saw 'transmedia' as sharing connected or similar content over a variety of platforms: film, TV, radio, print, internet, etc.

Agreeing that these definitions were not mutually exclusive, the notion of employing transmedia to educate, engage and energize the community about the efforts of the new Santa Fe Film Office and Film Commission was discussed in addition to pursuing initiatives and programs in traditional film, TV and digital productions. This was seen as a low—or no—cost approach to creating a vibrant 'creative content' community by having a wide spectrum of Santa Fe residents contribute to this emerging 'story'.

In discussing the precise form this might take, the idea of combining the efforts of Adam's Task Force on establishing an event for media creators with the goals of the DWG was explored. The IndieQ events in Albuquerque was suggested as a fun and successful model to both share local content, generate 'creative collisions' among members of the media community, as well as offer the possibility of announcing the creation of a new, locally sourced, distribution channel, i.e. THE SANTA FE CHANNEL. The IndieQ event in ABQ is done every quarter and showcases music videos, shorts, documentaries and other NM content.

It was further agreed that an effort should be made to catalog all the current distribution opportunities available into some simple and useful format as a resource for local content creators if not also begin to explore the possibility of connecting some of those distribution elements to compound and reinforce their effectiveness.

Anna Darrah then shared her extensive background in conventional media distribution and her current efforts with the NM Film Academy to bring together the academic resources of the state to create a graduate program that would mentor and support local above-the-line talent into a market driven effort to produce successful content for the media marketplace. Anna also pointed out that using a platform, such as VHX.TV, an independent SANTA FE CHANNEL could be easily established. And a number of the meeting's participants expressed a willingness to manage the content and administration of such a site.

This generated a lively discussion with a host of intriguing questions: could such an event and channel be used to create a social media campaign to generate funding to support all these prospective efforts? Could the Film Commission do an RFP or outreach questionnaire to solicit interest and ideas from the community about how best to coordinate and generate such efforts? How can we use the considerable value of the existing Santa Fe 'brand' to help generate a transmedia production entity to produce and distribute locally created content? For example, by launching a social media project, called something like MY SANTA FE to not only showcase the existing local talent and opportunities but project the vibrancy of such ongoing efforts to attract new content creators to the city, county and state?

1  
EXHIBIT

Suffice it to say, the meeting seemed as productive as it was inspiring and ultimately generated a brief but concrete list of questions and possibilities:

1. How do we share what we're learning about all this with young film and digital content makers to extend our knowledge base outward?
2. How do we best establish ~~and reinforce~~ a fun and effective event that occurs consistently 3-4 times per year? And use that event to both generate new content as well as exhibit existing content? In addition to organizations like Little Globe, Meow Wolf, etc., what other groups or organizations should be invited to participate? And how do we best define and offer the various aspects of the Film Commission at the event? How do we use such an event to introduce a new Santa Fe distribution channel?
3. How do we begin to catalog the inventory of what local recourses exist for content creators?

Finally, the chair thanked both Chris and Anna for, not only their efforts on behalf of the community, but for agreeing to attend the meeting, and to the other members of the DWG for their continued enthusiasm and expertise in helping to define and focus all these exciting new possibilities. It was agreed the conversation should continue both on a collective and individual level so that, in the new year of 2017, some of these possibilities would become realities.

Respectfully submitted,

Lee Zlotoff

Chair: Distribution Working Group, Santa Fe Film Commission

## **DUTIES AND RESPONSIBILITIES:**

The Santa Fe Film Commission shall establish priorities in its operation that work toward the following goals:

- Enhance recognition as a desirable filmmaking destination, and increase production in Santa Fe.
- Increase post-production and other digital media business as a sustainable industry in Santa Fe.
- Diversify the industry base by growing local productions and other complimentary businesses in Santa Fe.
- Foster a sustainable year-round industry, that employs a skilled workforce in high wage jobs.
- Facilitate increased production spending at local businesses
- Evaluate potential areas of investment and resource allocation and make recommendations on proprieties.

# **Santa Fe Film and Digital Media Commission**

## ***"Event" Workgroup***

Notes from 11/30/16 meeting // Adam Shaening Pokrasso

### **In attendance:**

Jim Gollin  
Lee Zlotoff  
Pamela Pierce  
Deborah Potter

### **NAME OF EVENT**

"Santa Fe Above The Line: Film and digital pathways"

Celebrate, connect, core, community, creativity, collaborate

Creative collisions to generate local content - helping to build a sustainable film and digital media industry in our region

Ah hah moments - a critical mass to move our local creative industry forward

### **SCHEDULE - RUN OF SHOW**

An opening presentation will set the tone of the night, sharing excitement for our blooming film and digital media industry and to layout the goals and format for the event (writing, producing, directing)

Breakout tables (categories) How does each group seek to remove obstacles?

### **SESSIONS**

Each session will be lead by a different leader/expert in one of the following subjects. The quantity of groups will be determined by the overall attendance to ensure that there is no more than 12 people per group and no less than 5 people per group. Each session leader will seek to uncover new ideas through critical group discussion, not a one-way conversation

- Funding
- Turning an idea into a pitch
- Formats beyond TV and Feature (vid games, interactive, etc)
- Distribution
- Production Resources
- Locations
- Writers
- Direction
- Education
- Marketing
- Storytelling through social media
- Intersections between causes and media

### **LOCATION**

Convention Center or backup could be Hotel Santa Fe

### **DATE/TIME**

Wed 3/1 (other options include Wed 2/22, Mon 2/27, Tues 2/28) -- 5p to 7:30p

### **PROMOTION**

Direct email  
Social and digital ad  
Word of mouth and direct connections

**EXHIBIT 2**

**PARTNERS (SPONSORS)**

City of Santa Fe / TOURISM

SFe Studios

Possible restaurant partner to give a deal (first drink or discount)

Others??

**ATTENDEES**

Education [SFUAD (Faculty) / IAIA (Faculty) / UNM (Faculty) / SFCC (Faculty)]

Chris Eyre, Paula Amanda and former ABL education ambassadors

Film Festival leaders

Union leaders

Local ABL talent

Others??

**PARKING LOT**

Session leaders could create social media prompts in advance of their session to help guide their discussion ("have questions, send them to me and we'll address them at the event")

**NEXT STEPS**

- Seek approval/support from Commissioners for logistics and plan so far and incorporate any new feedback and modifications.
- Create a more detailed pitch pack (to serve as a tool for seeking sponsors and partners)
- Solicit possible partners
- Food partners (during event and possible following discounts for dinner after)
- Brand the event and create public facing collateral
- Press Release (Possibly send to Matt Ross the city PIO)
- Film commissioners to hype it up and build their own invite list

**NOTES**

This event aims to incorporate all the work from active and prior working groups

Lisa Lucas to inform us of what is in production in late Feb / early March and who is in town that might be interested and willing to participate in the event.