



Agenda

DATE 1/30/17 TIME 2:25pSERVED BY Jessica SandovalRECEIVED BY SSSSS

Santa Fe Film and Digital Media Commission Meeting

February 7, 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 from Alexandra Ladd, City Liaison	10:04
Update from Randy Randall	10:09
Update from Eric Witt, including production tax credit preservation effort	10:14
Report, post production Facebook activity, David Aubrey	10:26
Report, community building event task force, Adam Shaening-Pokrasso	10:30
Report, distribution working group, Lee Zlotoff	10:45
Report on possible budget requests, Jacques Paisner	10:55
Update on City resolution regarding industry priority, Alexandra Lad	11:15
Goals for next meeting	11:17
Any other business or announcements	11:22
Questions from visitors	11:30
Adjourn	11:45

Next meeting: March 7, 10:00 – 11:45 AM, Convention Center

Persons with disabilities in need of accommodations, contact the City Clerk's Office at 955-6520, five (5) working days prior to meeting date.

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, FEBRUARY 7, 2017, 10:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1-2
APPROVAL OF MINUTES	APPROVED	2
APPROVAL OF AGENDA	APPROVED	2
UPDATE FROM ALEXANDRA LADD, CITY LIAISON	INFORMATION/DISCUSSION	2-3
UPDATE FROM RANDY RANDALL	INFORMATION/DISCUSSION	3
<u>UPDATE FROM ERIC WITT</u>		
PRODUCTION TAX CREDIT PRESERVATION EFFORT	INFORMATION/DISCUSSION	3-5
REPORT FROM POST PRODUCTION AND FACEBOOK ACTIVITY	INFORMATION/DISCUSSION	5
REPORT FROM COMMUNITY BUILDING EVENT TASK FORCE	INFORMATION/DISCUSSION	5-7
REPORT FROM DISTRIBUTION WORKING GROUP	INFORMATION/DISCUSSION	7-9
UPDATE OF POSSIBLE BUDGET REQUESTS	INFORMATION/DISCUSSION	9-10

UPDATE ON CITY RESOLUTION REGARDING INDUSTRY PRIORITY	INFORMATION/DISCUSSION	10-11
GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	11
OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	11-12
QUESTIONS FROM VISITORS	INFORMATION/DISCUSSION	12-14
ADJOURN	ADJOURNED	14

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, FEBRUARY 7, 2017, 10:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Chair Deborah Potter at 10:00 am, on Tuesday, February 7, 2017, at the Santa Fe Convention Center, Peralta Room, Santa Fe, New Mexico.

Chair Potter informed the Commission that Lee Zlotoff is now a Commissioner rather than an Alternate.

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
Doug Acton
Lee Zlotoff
Pamela Pierce
Kirk Ellis, telephonically
Jacques Paisner, Alternate
Jilann Spitzmiller, Alternate

MEMBERS EXCUSED

Andrea Meditch, Excused
Chad Burris, Excused

MEMBERS ABSENT

Edward McLoughlin
David Manzanares
Bruce McKenna

STAFF PRESENT

Alexandra Ladd, City Liaison
Randy Randall, Tourism Department
Eric Witt, Film Office

3. APPROVAL OF MINUTES

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Acton, to approve the minutes.

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Gollin, seconded by Commissioner Zlotoff, to approve the agenda.

VOTE The motion passed unanimously by voice vote.

5. UPDATE FROM ALEXANDRA LADD, CITY LIAISON

Ms. Ladd said we are moving forward soon with the fiber extension. The City Council will discuss it at their second meeting in March. The BQL will also be discussing it at their March meeting. As soon as it is public she will make sure the Commission has access to the plan. We will be making the connection from the first fiber build to downtown.

Chair Potter asked will the internet suddenly get faster or do they have to sign up for it.

Ms. Ladd said you have to sign on with a provider. This is not a last mile service. It is the middle mile.

Chair Potter said if you already have Century Link or Comcast or someone else are they all part of this.

Mr. Ladd said most big providers already have the access and the idea is that they will offer you a better deal so you don't leave them.

Commissioner Shaening-Pokrasso asked will Cybermesa be laying down the infrastructure.

Ms. Ladd said they are the staff's recommendation and we already have an agreement with them. It will open the door for other efforts that we may be able to leverage.

Commissioner Shaening-Pokrasso asked will other providers be able to use that structure.

Ms. Ladd said the idea is Cybermesa will sell their service to other providers.

Ms. Ladd said on March 8th, we will be bringing a draft of our Economic Development Strategy Update to the BQL meeting. It is done by staff looking at all the policy efforts and documents. There are some great ideas but the past documents have been light on implementation steps. The Council wants to fund a major overhaul of Economic Development. We wanted to look at what we have done and if we are going to update, what steps need updates. Some of the existing priorities are good. The idea is to make something readable with attachments. The summary document is 30 pages so that you can go through and get the big picture easily. It would be great to have input from the Film and Digital Media industry. It will then go to Public Works then the City Council. The BQL discussion will have the most stakeholders present and be more casual. The meeting will be at 11:00 am, however, she does not know the location yet.

Commissioner Zlotoff said if you think it is beneficial for some members from this Commission to be there to talk about our efforts and how they fold into the overall economic development planning we should be there.

6. UPDATE FROM RANDY RANDALL

Mr. Randall was not present at this time.

7. UPDATE FROM ERIC WITT

Mr. Witt said his biggest news is that the Santa Fe region was just named by Movie Maker magazine as the number two region with a population under 500,000 to live and work in the film industry in North America. Number one was Savannah, Georgia. The reason they said we are number two is that this is the first year we have had a Film Office up and running. We were also judged on overall community support. Next year we will be number one.

Mr. Witt reported that they have a couple of very high profile projects going on that they are very happy to have. Discussions continue about the potential expansion of facilities and he is very excited about that.

A. PRODUCTION TAX CREDIT PRESERVATION EFFORT

Mr. Witt said that a Bill has been introduced at the State Legislature to bring the current amount of \$50 million in tax credits up to \$53,737,000. There is also a move to add an annual cost of living adjustment to the amount. The intent is to maintain the real value of that \$50 million over time. The Santa Fe City Council and Santa Fe County have not officially taken a position on that Bill but have expressed support. Without a Resolution from them he cannot go speak on this at the Legislature. It is not anywhere near the amount we need. He is concerned that in the future, when we really need to do this, the Legislature will say didn't we already take care of this. There is a provision in this that the union is interested in that compels Taxation and Revenue to establish more stringent residency requirements.

Mr. Witt asked regarding the Above The Line event, if this not for public attendance why do a press release. He has some edits as well.

Mr. Witt said In Movie Maker magazine there has become a lot of confusion about his office and this Body due to the name. They referenced to a 16 member Film Office and that causes confusion. We all know the difference. Technically we are not affiliated in any legal sense. He just wanted to bring this up for your information.

Mr. Witt said also regarding the Above the Line event, Randy volunteered the Santa Fe Film Office to underwrite it. He is happy to do it. Do you have a budget.

Commissioner Shaening-Pokrasso said let's talk about that off line.

Mr. Witt said Film and Media Day is this coming Monday. He encourages all of the Commissioners to come. They do a casting call for extras and featured extras from 1:00 pm to 4:00 pm. It will be at the State Capital or the State Land Office building. He encourages participation if you or anyone you know is interested. Last year over 3,000 people showed up from all over the State.

Chair Potter asked when there is a Bill introduced that you would like us to make calls on will you let us know.

Mr. Witt said yes. The Bill we talked about is in your packet.

Mr. Witt said the intent of the Bill is awesome, the amount is the concern. The Legislature is desperately looking for ways to create jobs. Some Legislators, because they need jobs now, understand that the Film Industry is one of the few or the only industry that is producing jobs. When we hit the \$50 million cap applicants will be kicked into the next fiscal year funding. They will get paid but maybe later than thought. Global politics and economics have a lot to do with the Film Industry. This Bill can be amended. There is some talk at the Legislature to take some of the money they are

looking to put together for job creation and increasing the cap with it. In that case, we would be starting to make some good progress. If that happens he would urge the Commissioners to all get very strongly behind it.

Commissioner Rivera said she was there with the Representative who introduced that Bill. They are going to look at it and make adjustments to it as needed. Rep. Trujillo is the Chair of next committee that it will go to. He had a heart attack and will not be there at the meeting when it will be heard. Your presence would be greatly appreciated. On Media Day we at IATSE host a lunch and you are all welcome to come.

Commissioner Gollin asked if we could waive a magic wand what would be a good number.

Mr. Witt said \$75 million.

8. REPORT FROM POST PRODUCTION AND FACEBOOK ACTIVITY

Commissioner Aubrey said he needs help to monitor and push forward the Facebook page.

9. REPORT FROM COMMUNITY BUILDING EVENT TASK FORCE

Commissioner Shaening-Pokrasso handed out his report which will be incorporated herewith into these minutes as Exhibit "1".

Commissioner Shaening-Pokrasso said regarding Eric's question about a press release, we agreed on the approach of going with industry professionals at the event. It would be above the line talent so we are not inviting anyone to come other than the names put forward by the Commissioners. The invite would be to the press to attend. We are not pushing this out for the general public. The focus is structured conversations.

Chair Potter said on film and digital media.

Commissioner Shaening-Pokrasso said yes. His hope is that there is a nice diversification in attendance.

Commissioner Shaening-Pokrasso said if you have edits please get them to him as soon as possible. He would like the City to issue the press invite. Should he be the press contact or Matt Ross.

Ms. Ladd said typically it would be Matt Ross with the City but he will bounce

them to Adam.

Chair Potter said please assert yourself to make it clear what the difference is between the Film Office and the Commission.

Mr. Witt said so this is an invitation to the media.

Commissioner Shaening-Pokrasso said yes, for the media to come and attend this event.

Mr. Witt said Matt can help you.

Commissioner Ellis said typically it is a notification to the media that an event is taking place at which your presence is requested.

Commissioner Shaening-Pokrasso said thank you, that is exactly what he was looking for.

Commissioner Shaening-Pokrasso said we are experiencing a great celebration of our industry and the fact that it is a thriving industry in our community along with the IATSE union. He reviewed the packet information.

Chair Potter asked why is the hotel introducing the Mayor. It should be the Chair of the Commission then she will turn it over to the Commissioner. She is part owner of the hotel so there is no conflict but it is not appropriate. They do not usually do that.

Chair Potter asked is this on the Mayor's schedule.

Commissioner Shaening-Pokrasso said Randy talked to him. He will verify.

Chair Potter said she will introduce Adam and he will explain the event and talk about what the purpose of the event is.

Commissioner Shaening-Pokrasso said he will create a survey from the event to get feedback if we are going to continue doing these events. The Santa Fe Film Office is a sponsor of this as well.

Mr. Witt said the money will flow through Randy's office but is coming from his budget.

Commissioner Shaening-Pokrasso said the expenses will be small because the Hotel Santa Fe has agreed to donate a lot of things.

Chair Potter said that was an excellent report.

Commissioner Shaening-Pokrasso said if we want to invite the press we need a vote.

Chair Potter asked do you need a motion to authorize you in conjunction with Matt Ross with the City to devise an invitation to the press.

Commissioner Shaening-Pokrasso said yes.

MOTION A motion was made by Commissioner Gollin, seconded by Commissioner Acton, to authorize Commissioner Shaening-Pokrasso to work with Matt Ross to devise an invitation to the press.

VOTE The motion was passed unanimously by voice vote.

Ms. Ladd asked Adam to keep her in the loop when he reaches out to Matt.

Commissioner Shaening-Pokrasso asked should Eric have a roll in this.

Mr. Witt said he is happy to do that.

Chair Potter said he should be part of who we introduce.

Mr. Witt said he is happy to be there and to help in any way you want.

Commissioner Rivera asked do the people coming have to be living in Santa Fe.

Commissioner Shaening-Pokrasso said there are no strict guidelines on that. We need those who care.

Chair Potter said great work.

10. REPORT FROM DISTRIBUTION WORKING GROUP

Mr. Zlotoff said his group met on January 17th. They came up with a rough guideline. It will be refined and submitted to the Commission. If you like the direction we will go forward. Santa Fe is a global brand more so than New Mexico but what most of the world does not know is that there is a lot of film and media production here. We want to begin to expand awareness, have a platform for things produced here and developed locally, and have another opportunity to display all the historic stuff down here over the decades that most people are not aware of. There are overlapping aspects. We have secured a domain name for the channel. It is santafechannel.tv.

Chair Potter said thank you Michael for doing this.

Commissioner Zlotoff said we have had a meeting with Adam to talk about how to approach Meow Wolf on participating with this channel. They don't have the bandwidth to do this on their own. We see an opportunity for them and us. We are putting together a packet presentation for Vince Kadlubeck. We are approaching George RR Martin as well as a pillar for this channel and the MacGyver brand. We hope to have student films and New Mexico Tourism stuff. We are thinking of doing this as a non profit organization so we are not bound by City government. We are thinking we will have free stuff on the site and some subscription stuff to keep it sustainable. The idea is for the film makers and the channel to make money. Through Eric we met with David Grissom from Tourism to say we are doing this thing. We see it as an opportunity for New Mexico True. They are interested and intrigued. We also wanted to let them know that we are pursuing obtaining 501c3 status or a fiscal organization. We will probably start with that and then get to our own 501c3. The goal is to get this up and running. Using the starting of the Fox network as an example, when they wanted to start out others said they were crazy and never would get it done. All he needed was that first hit which turned out to be Married With Children. If something we produce here becomes a hit we have a channel.

Chair Potter said Elias can help you with contacts with George RR Martin.

Commissioner Gallegos said he works with George and wants to be involved.

Commissioner Zlotoff said let's set up a meeting

Commissioner Ellis said he is a friend of his and would be happy to massage this as well.

Commissioner Zlotoff said Elias has started the effort and Vince Kadlubeck has asked for a plan. At the request of our Chair, who said the Mayor is enthused by the idea, we have a preliminary budget. It is not ready for distribution but when it is he will bring it to this Body.

Chair Potter said give your budget to the Budget Items Working Group.

Commissioner Zlotoff said fine. If they say there is no money we are going to do it anyway.

Chair Potter said she would like the station to reflect on it's home page that it was started by and with the blessing of the Commission and the Mayor. Will there be a legal problem if the City is not sponsoring it.

Ms. Ladd said she did not think so.

Commissioner Shaening-Pokrasso said that is a good point. In the "about this

channel" part we could add why it was created and reference the Mayor. It needs to be autonomous and it's own entity. We need to figure out the right language to make it autonomous.

Chair Potter said this Commission was started by the Mayor and all of us were appointed by the Mayor and it reflects his vision.

Ms. Ladd said the City can only give money to a fiscal entity. We are going through a budget process and there will be lots of points of time where feedback from this industry is key. We don't have a line item for you guys other than money to the Film Office. It keeps it more flexible.

Chair Potter said maybe Alexandra can come to one of your meetings Lee.

Chair Potter said congratulations Lee. Great job.

Mr. Zlotoff said he sends out notifications to Commissioners regarding meetings. Everyone is welcome. He is very excited that there seems to be a lot of excitement around this. You water the acorn and sooner or later will turn into a giant oak tree.

11. UPDATE OF POSSIBLE BUDGET REQUESTS

Alternate Commissioner Paisner said we just had our 3rd meeting. He handed out his report which is incorporated herewith into these minutes as Exhibit "2".

Alternate Commissioner Paisner reviewed the report.

Alternate Commissioner Spitzmiller said she is working on an Incubator for film makers to present their work and have professionals weigh in on it. It will also provide opportunities for financial investment. She is interested in forming a Working Group on this. She handed out an outline of the Incubator idea which is incorporated herewith into these minutes as Exhibit "3". She reviewed the report.

Chair Potter said she would like to form a Working Group who will then work with Alexandra on the budget.

MOTION A motion was made by Commissioner Ellis, seconded by Commissioner Gallegos, to form a Working Group on the Incubator plan.

VOTE The motion passed unanimously by voice vote.

Chair Potter asked Alternate Commissioner Spitzmiller to Chair the Working

Group.

Alternate Commissioner Spitzmiller accepted.

Chair Potter said this is fantastic and great progress. Who would like to be on this Working Group.

The following members volunteered to serve: Commissioner Gallegos, Commissioner Lujan, Commissioner Ellis, Commissioner Becker, Commissioner Shaening-Pokrasso, Commissioner Aubrey and Alternate Commissioner Paisner along with the Chair, Alternate Commissioner Spitzmiller.

Alternate Commissioner Paisner said we need to develop a plan and budget for each of these items. He will work with Alexandra on that.

Commissioner Zlotoff said he thinks there is an opportunity here to do some additional fund raising so the City is not providing all the money. It is easier to go to private sources when we have the City being interested to put money in this.

Chair Potter said bring up all that in the Working Group.

Commissioner Ellis said he agrees with Lee. This is beyond non profit work. It is something the people in the community can get behind.

12. UPDATE ON CITY RESOLUTION REGARDING INDUSTRY PRIORITY

Ms. Ladd said the Resolution is sitting on someone's desk. She encourages this group to get involved with the Economic Development planning process and budget discussions which will be kicking off in 30 days. The City can't give money unless it is to an organization. We have to follow very strict procurement rules. The job of this group is to establish this industry as a priority for City funding going forward. We need that directive coming from the policy making Body.

Commissioner Zlotoff asked other than the March 8th meeting are there other meetings we should attend.

Ms. Ladd said as soon as she has the schedule of hearings she will pass it on to the Chair.

Commissioner Zlotoff said the more they see us and know we are there and hear from us, even if brief, the better. It has a value.

Alternate Commissioner Spitzmiller asked regarding the Resolution being on

someone's desk, is there anything we need to do to push it along.

Ms. Ladd said have conversations with the Mayor. They won't push anything through until we get through the budget.

13. GOALS FOR NEXT MEETING

Commissioner Shaening-Pokrasso said in advance of the next meeting he needs the couple of sentences about each item that we talked about for the Above The Line event. He will follow up with an email. He could use some help coordinating logistics. If you have not sent in your attendees please do send them in. You will send the invitation to your attendees. He will send everyone a draft email and you can customize it. He will include Alexandra and Matt for the press invitation.

Mr. Randall arrived at the meeting.

Commissioner Zlotoff asked is there a specific RSVP place.

Commissioner Shaening-Pokrasso said yes, he will email out that information.

Alternate Commissioner Spitzmiller said she will have a report from her Working Group for the next meeting.

Ms. Martin volunteered to take the notes and record the Above The Line event for the Commission.

14. OTHER BUSINESS OR ANNOUNCEMENTS

Chair Potter asked who can help David Aubrey.

Commissioner Becker said he will talk to him about it and help.

Alternate Commissioner Spitzmiller asked can you send us an email with a link to the page.

Commissioner Aubrey said of course.

Mr. Randall apologized not being at the meeting at the beginning. He wanted to mention that he keeps hearing we need to talk to the Mayor. Talk to the Councilors. The Mayor cannot drive this bus without the Councilors. Get them on board with the Mayor. They all have to support Resolutions. The Film Office money will be in his budget for next year. Don't forget to mention to the Councilors that you think the Film Office is really working well. If you don't think that it is, talk to him or Eric because it is.

He finds that a letter from a Commission works well with the Council. Input happens when they get the budget assembled and it is a little late for tweaks after that. If Alexandra needs support for her budget a letter with specific needs works well. He is glad to help draft a letter with Alexandra.

Commissioner Shaening-Pokrasso asked what is the time frame.

Mr. Randal said the budgets were submitted yesterday at 3:00 pm. It is a new system and it broke down a bit. The budget reviews start right away. March is when we go to Council. The Commission might want to authorize the Chair to sign a letter to support what you need.

MOTION A motion was made by Alternate Commissioner Paisner, seconded by Commissioner Zlotoff, to authorize Chair Potter to sign a letter in support of the Commission's requests which will be drafted by Mr. Randall.

VOTE The motion passed unanimously by voice vote.

Commissioner Zlotoff said he would like to speak to Eric's point that we should seriously consider changing the name of this Commission.

Chair Potter said let's bring that up at the next meeting. She will add it to the agenda.

Commissioner Gallegos asked Commissioner Zlotoff to please put together a request and packet for George RR Martin like you are preparing for Vince Kadlubeck.

15. QUESTIONS FROM VISITORS

Mr. Jay Dillon, a member of the audience, said he is a lifetime resident of Santa Fe and is a board game designer. Lee Zlotoff and MacGyver inspired him with his board games. He designs cyber games, educational games and games that teach people to work better in groups. This is a whole new way of looking at business and play. He has developed a number of games, one of which he showed the Commission. He has written in a MacGyver character as well. He is connected with Denver and the cyber games industry. He wants to get game recognition for Santa Fe and is looking at Denver and Boulder for assistance. He would like to be included in the Incubation program. Santa Fe is so ripe for sharing scripts that have not been told. There are so many untold stories. Historical stories. Native American history. Eric introduced him to this group.

Chair Potter said absolutely. Our working groups do include people from the community.

Mr. Alec Brown, a member of the audience, said he is very appreciative to be here today.

Commissioner Zlotoff said he is a great editor. He uses Alec on all his projects.

Chair Potter said this is the famous Alec we have heard so much about.

Commissioner Zlotoff said there came a point where he was working for an outside Hollywood project here. The question came that he needed to get out of Santa Fe and come to LA. He looked at that and we talked. Lee said if you are doing work you enjoy here and have enough work to do stay here and he is still here. He is an example that you don't have to leave here to have a career.

Commissioner Aubrey said we have always said we would be supportive of gaming but he has never heard anything about gaming going on here. It is interesting.

Chair Potter asked are we including in gaming in Santa Fe Above the Line.

Commissioner Shaening-Pokrasso said that is a great idea. It could be included in the wild card in format. We can make opportunities come open to other industries.

Chair Potter said the Mayor wanted the digital industry included and she has always wanted to get back to gaming and digital. Any suggestions.

Commissioner Zlotoff asked do any of us know any other game designers who are living and working in Santa Fe.

Alternate Commissioner Spitzmiller said Carolyn Handler Miller is doing interactive story telling. She can ask her for suggestions.

Commissioner Rivera said there is a community in Albuquerque. Her friend who she is inviting to the event was a designer for Call To Duty.

Mr. Dillon said there is a large game publishing company out of Rio Rancho. The only way to get to them is through game shows held out of town. Rio Grande Games is right here. They are a major international publisher.

Chair Potter said we will put this on the agenda for the next meeting. She wants to focus on digital and gaming next.

Commissioner Zlotoff said it would be helpful if Jay could provide us with the names of the people he knows in Denver and Boulder. We should find out why this community is there and what can we do to stimulate that here.

Chair Potter said a lot of it has to do with internet speed. We will explore that at the next meeting.

Commissioner Shaening-Pokrasso said a lot of this has to do with our expertise in the room. If it can be explored before the next meeting to see what we could do to add a seat for another Commissioner that would be great.

Chair Potter said we do have people in that category. We will discuss this at the next meeting.



Commissioner Becker asked can we formalized that a new name discussion will be on the agenda. If the name is hampering the Film Office we can afford to change our name and we should do that immediately. We should not delay.

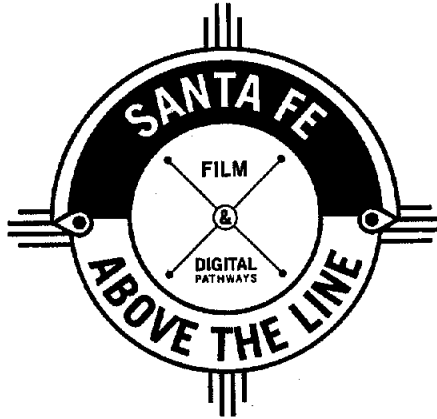
16. ADJOURN

MOTION A motion was made by Commissioner Zlotoff, seconded by Alternate Commissioner Paisner, to adjourn the meeting.

VOTE The motion passed unanimously by voice vote.

The meeting adjourned at 12:50 pm.


Deborah Potter, Chair
Elizabeth Martin, Stenographer



Santa Fe Above The Line

Run of Show / Script

March 15, 2017 // 5:30 - 7:30p @ Hotel Santa Fe

5:00 - 5:30 // Event Prep (Setup sign in, flipcharts for groups, craft and facilities)

5:30 - 5:45 // Networking and appetizers

5:45 - 6:00 // Opening

Welcome from Hotel Santa Fe and intro the Mayor (2 min)

Mayor Gonzales introduction (5 to 7 min - rough script below)

Film Commissioner "here's what we're doing tonight" (5 min - rough script below)

6:00 - 6:15 // Form groups, brief intros and Commissioner sets up conversation

6:15 - 6:50 // Group discussion

6:55 - 7:25 // Share out priorities, highlights and wildcard from each group then close

7:30 // End

DRAFT

Script for Mayor

- What makes Santa Fe stand out as a vibrant economy and culture?
- How important is film and digital media in creating this vibrant future?
- Tell a story about a non-film person who has benefited from film
- Crew (IATSE) is hugely successful - celebrating a flagship year
- Introduce Film and Digital Media Commission
- Now is a unique opportunity to build a local engine for Above the Line talent

Commissioner intro script

- We're here to empower Santa Fe and New Mexico ATL professionals
- As a commission, we've discussed ...
- Format for group discussions
 - Funding such as city development fund
 - Hotbox / Lab
 - Collaborative workspace and engagements (space or virtual)
 - Distribution such as a Santa Fe Channel
 - Wildcard
- take advantage of the merit and power of the people in the room
- GO!

Outline / Guide for group discussions

- Very brief intro name, what you do and icebreaker (if you could be any character from a film mythology, who would it be?)
- "Here are the 4 initiatives - our job is to discuss each one for 5 min and make suggestions for each. We'll have 10 minutes to form a wildcard initiative (a new idea) then we'll prioritize all 5 with any further discussion. We need to select a representative to share out our findings... ok, let's begin!"
- Add notes to the sandbox which may fall into wildcard ideas or other subjects which require future discussion
 - 10 min intros and icebreaker
 - 2 min group leader to repeat the structure for the conversation
 - 20 min for 4 suggested initiatives
 - 10 min to discuss wildcard
 - 10 min to prioritize and identify highlights for sharing

Press Release - created to hook in media coverage of the event (not intended to promote the event itself). If you have a moment to proof read and alert me to any changes that may improve the hook, please do. I also think it needs something official from the Mayors Office about why the commission exists. Do you know if we have such a thing? PAMELA: Deborah may be able to seek a quote regarding the motivation for the commission - he could send it in writing.

Run of show and script - probably lower priority, will need some work leading up to the event itself, but I'd like to share it with the group now so there's input and no surprises.

NOTES:

- * Need concise definitions for all 4 initiatives. I propose the following people take on these descriptions:
 - Film Fund / Jim Gollin
 - Accelerator and education / Jillian and/or James
 - Distribution and channel / Lee and/or Michael
 - Collaborative workspace / Andrea and/or David Aubrey
- Assign Commissioners to each roundtable group (and note takers for each group, how should we address this?) PAM: pass a sheet on tuesday for all to sign up to be at each of the 4 groups
- How do we want to divy up the group to make each table random/playful? PAM: people who check in are given a number one through 4
- Survey / evaluation following the event (need questions, I can create the survey and email out following the event)
- Should we look at creating a few talking points for the event... if asked _____? this can be the response? PAM: yes, like the motivation for the event, the objectives, the definition of the Commission's role and how this event is directly related, the definitions of each of these initiatives...
- Need to write a modular script for all the Commissioners to tweak and send to their email invites (invite a +1 - with RSVP) PAM: a few lines that gives purpose of the event, and the details of when, where
- Do we need a website? Could we include on the Mayor's website initially? PAM: for now, post on the Mayors site where he has all of the Commission's listed and defined?
- Can we make shirts and/or hats - PAM: love that - show the branding you are considering - "I survived the first..."
- Need a sign in person to capture emails and check RSVP. PAM: you will need two - check off and seek contact information (and give out the hat or tee shirt)
- Printed one-sheets for all attendees (should include short descriptions for the 4 initiatives and perhaps some room to add notes)

The Santa Fe Film and Digital Media Commission's Budget Items working group met on Tuesday, January 31st, at 5:30 PM at the Santa Fe Independent Film Festival office at 418 Montezuma Avenue. Commissioners present included SFFDMC Chair, Deborah Potter, Jacques Paisner and Jilann Spitzmiller. Public present were Anna Darrah and Jon Moritsugu. Commissioner Andrea Meditch was present by phone. City of Santa Fe liaison Alexandra Ladd was also present. The purpose of this meeting was to continue to develop three specific budget items to present to Mayor Javier Gonzales and the City Council, to be implemented in the form of a resolution. The group discussed details of the three budget line items. These budget line items are: **A.**, funding to support and further **Santa Fe Above the Line**; **B.** a grant to staff the development of the **Santa Fe Channel** as an online platform; **C.** and establishing an **Incubator program** for emerging above-the-line film and digital media makers.

A. SFFDMC Chair Deborah Potter raised the question of how much funding would be appropriate and most effective in promoting Santa Fe Above The Line. In particular, she addressed securing a larger amount of funding which would help to promote events beyond the event planned for March 15. Alexandra Ladd said that it is easiest for the city to do a sponsorship per event, and harder to obtain funding without plans being made for specific future events. A budget of \$1000 would be easy to secure, while a budget of \$5000 would necessitate a professional services agreement with an outside agent or agency. Such a fiscal agent would be approached once the scope of advertising and the scope of the event have been outlined.

B. Anna Darrah presented what is currently taking shape around the SFFDMC's Distribution working group's proposed Santa Fe Channel. In addition to promoting the opportunities Santa Fe has to offer, the channel would be a digital media platform showcasing what is being produced here in the way of film and other digital media. Anna proposed that partnerships could be formed with local organizations, such as SFUAD, Meow Wolf, or the NMFA, presenting both cutting edge content and historical media. Subscription content could be a part of the platform as well, possibly partnering with an outside entity such as XERB to manage this content as Anna suggested. The issue of what an appropriate salary or hourly rate would be for an administrative role was discussed. Such a media platform is already being developed and populated with content at santafechannel.tv. Anna Darrah has outlined further details of this budget line item.

C. Jilann Spitzmiller has been developing details of the proposed incubator program for emerging above-the-line film and digital media makers. The idea of an open call for submissions was introduced. From there, a select number of proposals could be presented at a public forum. The projects selected from this event would then be developed over the course of six months. Deborah said the Mayor was very attracted to this idea of professional partnerships or mentorships. Top level industry professionals could be drawn from the list of individuals involved with Santa Fe Above the Line. Deborah Potter addressed the necessity for an administrator to monitor these projects, ensuring that mentors are meeting an agreed upon list of requirements that must be met for the mentorship. A budget of \$2,500 was suggested, covering the cost of the open call and marketing for the incubator program. The budget could be raised to \$5000 to

EXHIBIT

2

cover an administrator. Deborah suggested that the Commission vote to ask Jilann to chair a working group to continue developing the details of this budget item.

Alexandra Ladd raised the issue of the commission needing to further develop the specific details and general policy direction of each of these three proposed budget items before requesting funding for them. She stated that she would be happy to approach the Mayor about the three items, but that it should not go before the council without policy having been very well developed. The question of the best way to go about securing this funding was also raised, whether it would be more effective to go through the Film Office or to present an RFP. If an RFP is passed, funds can be delegated from there.

This report is to be presented by Jacques Paisner at the February 7th meeting of the Santa Fe Film and Digital Media Commission.

FIRST GENERATION FILM & MEDIA INCUBATOR

This idea is based on suggestions by Mayor Gonzales, after seeing our initial ideas for an incubator for Santa Fe media makers and storytellers.

Description:

Five Santa Fe storyteller/media makers will be chosen from an Open Call Pitch Forum for one-on-one mentoring with top-level industry professionals from our community. In this open call pitch forum, film and media makers present their projects to the commissioners of the SFFDMC. Five projects will be selected for quality, feasibility and diversity. These five projects will be matched with mentors who are on the commission and/or in the local film community. The five project/commissioner teams will meet at least monthly to support the maker and project towards success. Suggested time frame for program would be 6 months for mentorship; 10 months total for the program launch, run & wrap up.

Tasks to get it up and running:

- An application process and/or pitch process will need to be formulated
- A venue will need to be decided
- Determine date/time for pitch forum
- Determine commissioners willing to participate
- Determine/approve procedures, process and timeline for each project

Tasks to administer this program:

- Orientation and kick-off with media makers and mentors
- Monthly check-ins with media makers and mentors
- Assessment with media makers and mentors at end of program
- Reporting to City Council
- Accounting
- Screening Night for mentored projects at CCA or JC
- Final reporting and accounting to City Council

Projected Outcomes

- PR boost for City of Santa Fe - sending the message to the NM Film community and beyond that the City of Santa Fe is a good home for independent film and digital media makers.
- Support for 5 promising media makers with a small cash grant and top industry mentoring, helping them to get their projects to the next level with excellence.
- Strengthen existing film community in Santa Fe by involving the top industry level ex-pats and retirees from LA and NYC with emerging and mid-level local makers.
- Create jobs on home-grown local film production. The more traction and support that local above-the-line media makers have, the more film and digital media work we will create on a sustainable basis.

Costs:

• Program Administrator – 10 months - \$2500/month	\$25,000
• Awards for Filmmakers – 5x \$5000	\$25,000
• Stipends for Mentors – 5 x \$2000	\$10,000
• Open Call administrative and marketing costs	\$ 3,500
• Venue costs for Open Call & Final Screening	\$ 2,500
• Misc (office expenses, mileage, etc...)	<u>\$ 1,000</u>
• Contingencies	<u>\$ 2,000</u>
 TOTAL ESTIMATED COSTS	 \$69,000

Thank you for reading this draft.

I welcome your input! Please send suggestions to:

Jilann Spitzmiller, Alternate Commissioner

jilann@philomathfilms.com

213-595-0533