



Agenda

Santa Fe Film and Digital Media Commission Meeting

May 2, 2017

10:00 – 11:45 AM

Santa Fe Convention Center, Peralta Room

Agenda

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

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

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER
PERALTA ROOM
TUESDAY, MAY 2, 2017, 10:00 AM**

| <u>ITEM</u> | <u>ACTION</u> | <u>PAGE</u> |
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| CALL TO ORDER | | 1 |
| ROLL CALL | QUORUM | 1 |
| APPROVAL OF MINUTES | APPROVED | 2 |
| APPROVAL OF AGENDA | APPROVED | 2 |
| UPDATE ON INTERNET AND OTHER NEWS | INFORMATION/DISCUSSION | 2-3 |
| UPDATE FROM RANDY RANDALL | INFORMATION/DISCUSSION | 3-4 |
| UPDATE ON LOCAL FILM, TV, COMMERCIAL PRODUCTION AND TAX CREDIT | INFORMATION/DISCUSSION | 4-6 |
| REPORT OF FUNDING REQUESTS | INFORMATION/DISCUSSION | 7 |
| REPORT ON SANTA FE MEDIA NETWORK | INFORMATION/DISCUSSION | 7-10 |
| REPORT, INCUBATOR WORKING GROUP | POSTPONED | 10 |
| REPORT ON NEW MEDIA INDUSTRY WORKING GROUP | INFORMATION/DISCUSSION | 10-11 |
| DISCUSSION OF NEXT SANTA FE ABOVE THE LINE EVENT | INFORMATION/DISCUSSION | 11-12 |
| REPORT FROM WORKING GROUP TO DISCUSS THE COMMISSION'S FUTURE | INFORMATION/DISCUSSION | 12-14 |
| GOALS FOR NEXT MEETING | INFORMATION/DISCUSSION | 14-15 |

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| ANY OTHER BUSINESS OR ANNOUNCEMENTS | INFORMATION/DISCUSSION | 15 |
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| QUESTIONS FROM VISITORS | NONE | 15 |
|-------------------------|------|----|

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| ADJOURN | ADJOURNED | 15 |
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER
PERALTA ROOM
TUESDAY, MAY 2, 2017, 10:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Vice Chair James Lujan, at 10:00 am, on Tuesday, May 2, 2017, at the Santa Fe Convention Center, Peralta Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

James Lujan, Vice Chair
Adam Shaening-Pokrasso
Jim Gollin
Nani Rivera
David Aubrey
Michael Becker
Lee Zlotoff
Pamela Pierce
David Manzanares
Edward McLoughlin
Jacques Paisner, Alternate Commissioner

MEMBERS EXCUSED

Deborah Potter, Chair, Excused
Doug Acton, Excused
Kirk Ellis, Excused
Jilann Spitzmiller, Alternate Commissioner, Excused
Andrea Meditch, Excused
Elias Gallegos, Excused

MEMBERS ABSENT

Chad Burris

OTHERS PRESENT

Alexandra Ladd, Liaison
Elizabeth Martin, Stenographer

3. APPROVAL OF MINUTES

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

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF AGENDA

MOTION A motion was made by Alternate Commissioner Paisner, seconded by Commissioner Shaening-Pokrasso, as presented.

VOTE The motion passed unanimously by voice vote.

5. UPDATE ON INTERNET AND OTHER NEWS

Ms. Ladd said the internet projects are moving forward. She will keep the Board informed.

The City Manager and Deputy City Manger are interviewing candidates for the position of Economic Development Director for the City. The ones being interviewed now are on their second interview so the selection may be soon. This may be her last meeting. She has really enjoyed working with everyone and the energy and time commitment all of you give. You guys rock.

The Resolution for City funding is completed in draft form. As soon as we have a sponsor we will bring it back here for discussion then to committees and Council. Hopefully by July 1.

Commissioner Shaening-Pokrasso asked should we reach out to Councilors and the Mayor.

Ms. Ladd said let's see how it goes on a staff level. If there is no excitement she will encourage the Commissioners to get involved. She does not see a problem.

Commissioner Shaening-Pokrasso said thank you for all your diligence in our meetings. We will miss you.

Commissioner Zlotoff asked where will you be going.

Ms. Ladd said back to her job as Director of the Affordable Housing Department.

Mr. Becker asked what is the ask in the Resolution.

Ms. Ladd said it is the concept not a dollar amount. She thinks it will be close to what was originally discussed between Economic Development and Tourism. That will get hashed out when we bring the contract forward.

Commissioner Gollin asked do you need feedback.

Ms. Ladd said we can wordsmith these to death, but it is to make the intent clear and she thinks they have done that.

Commissioner Rivera said she just came back from NAB where she saw a company who markets for channels and will sell space for you. There is another source of funding.

6. UPDATE FROM RANDY RANDALL

Mr. Randall said Eric Witt is doing a great job with the Film Office. He is politically connected with the State and tied into Hollywood. Our Phoenix flight is getting up to speed. We will be doing a check shortly in the amount of \$231,000 to American Airlines for the first portion of our guarantee. It looks like April and May will be close to the traffic we need for the revenue guarantees. The Denver and Dallas flights are doing terrific. Hopefully we will soon be looking at some expansion flights out of the Airport.

Commissioner Pierce asked what has the load been.

Mr. Randall said 60% to 65% of the seats sold. We are getting up to around 70% now.

Mr. Randall said we are working on funding for the channel. He is working with Commissioner Zlotoff to present a funding proposal to the County.

Commissioner Gollin said he has been to Phoenix twice lately but the flight schedule out of Santa Fe did not work for him.

Mr. Randall said we are hoping to change to a noon departure to Phoenix and a 3:00 pm return. That should work better. It is hard to make connections with other flights with the schedule as it is now.

Commissioner Gollin said for film the LA flight is the most useful. Is this a stepping stone to an LA flight.

Mr. Randall said toward another flight yes. We need an airline to be interested in

another route to be able to pursue it. The next flight could be LA, Houston or Chicago. We don't know. For the Film Industry we understand LA would be best but if we don't have an airline interested in giving that service we can't do it. We will see where it takes us next.

Commissioner Rivera asked do you have any updates on the fire at the Manhattan set.

Mr. Randall said just that it happened. They dumped a ton of water on it and got it out. The Chief said putting a fire out in a vacant building is different than an occupied building. The set is completely gone. It also had the mock up of Fuller Lodge which was wonderful. We don't know what caused it.

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

Mr. Witt said good morning, he has been very busy. Students are rioting at the University of Art and Design to finally show their displeasure and concern. He spoke to Representative McCamley and Tourism and they do want to have a follow up meeting. Jim we will follow up with Rep. McCamley again. Regarding the incentives, we are going to have a special session. He thinks we will be cool. The talk out there is about moving toward increasing or eliminating the cap we now have. We are front and center in peoples minds. David congratulations on your TV show.

Commissioner Manzanares said the network loved it. *NY Prison Break* is the name of it and it is running on Lifetime.

Commissioner Zlotoff said it is beautifully done. He is impressed.

Commissioner Manzanares said it was a huge challenge to do it with all New Mexicans and 4 top names. All of us otherwise were from here. He involved people he had been working with over the years. There are people in this industry who do not get any acknowledgment. We have an incredible, nationally known grip. He came to work for us for whatever we could pay him. Other grips learned from a world renown guy. We can compete.

Mr. Witt said the production quality is great. The quality of the commercials are really good. They were made locally as well.

Commissioner Manzanares said a national commercial was shot here for Johnny Walker. It won at the Locations LA event for best location. He was very proud of that. It was shot here by New Mexico film makers.

Commissioner Gollin asked can you send a link to it,

Mr. Witt said the annual Film Commission Association Conference was held recently. We had 3 nominations. The location guild had their award meeting as well. The 3 nominations were the State of New Mexico Film Office, *Hell or High Water* and the commercial. The State booth won for best presentation. They had the huge buffalo used in *The Lone Ranger* as part of their booth. It was amazing.

Mr. Randall asked can we get the buffalo.

Mr. Witt said it is at a warehouse in Burbank.

Mr. Witt said he had to leave for his County budget hearings. He introduced a guest he brought with him, Jennifer LaBarr with the Santa Fe Film Office.

He continued by reporting that he is processing the invoice for the Above The Line Event.

Commissioner McLoughlin said regarding the cap, you said the feeling out there is moving towards changing it. Is that coming from the Legislators or us or you.

Mr. Witt said the industry has always been pushing it. The current thrust is coming from Legislators themselves. Representative McCamley and Representative Steinborn co-sponsored a bill to qualify an old plant in Las Cruces for the fund. The bill passed however the Governor vetoed it. He and David Aubrey and the Legislators are working on it. Also they are recognizing that the cap is acting as a cap on the amount of production we have as well. We could double production in the State tomorrow if we could lose the cap. There is that much demand. Sound stages and crew are obstacles but the cap is the primary obstacle. The Legislators recognizes that. They are anticipating increased revenue from oil and gas from increased production. Those new wells come on line next year. An increase in prices is a possibility. All of that taken together and the fact that there is a big frustration with the administration that there is no plan or vision for economic development for the State, this is one thing they know they can expand if they have the will to do it. Those are conversations he is having with them now. The National global picture is that a lot of our competitors have fallen out. Texas and Louisiana. The 4 major centers of production. They are New York, LA, Georgia and New Mexico, Texas is looking to drop their program. Louisiana's program is folding. More production wants to come here. Texas is looking at a bill about transgender bathrooms. If they pass a bill that negatively effects the transgender community, productions will pull out like they did in Georgia and he is already getting calls about them coming here. California just closed their lottery to TV for the rest of the year.

Commissioner McLoughlin asked is it for this fiscal year.

Mr. Witt said yes. There are a lot of external factors to take advantage of.

Commissioner McLoughlin said it could be a big win for the Governor then.

Mr. Witt said a huge win for the State. That why the Legislature is looking at it.

Commissioner Gollin said more and more people are talking about it. Even doubling it.

Mr. Witt said also they not only are recognizing macro economic factors but the way our incentive is designed it is starting to dawn on them that this is not a hit financially to the State and that we make money. Effectively what is happening between the \$50 million cap and the 3 tier payout system is, for example, last year we earned \$82 million in incentives and paid out \$50 million. That \$32 million could go into a dedicated fund to be used to pay the incentives. If we did that, production would have earned \$82 million and paid out \$82 million. We could pay out \$50 million and use the other \$32 million to fund other programs with an IOU there. Film is subsidizing the general fund.

Commissioner Becker said sound stage capacity is still an issue. Are you having any conversations about that.

Mr. Witt said we are constantly and continually talking about Santa Fe Studios expanding. He does not know where they are at. Now on the table is what is the future of the University of Art and Design. Everyone wants to keep Garson and the production space and maybe expand.

Commissioner Becker said please keep us informed. It seems to be a prudent thing for us to participate in.

Mr. Witt said we also have independent operators talking about coming in and building new studios. The 2 quickest things to do are to preserve and expand at the University of Art and Design and the existing studios expansion.

Commissioner Shaening-Pokrasso said regarding Las Cruces and post production, Santa Fe should also be a post production competitor. What is happening in Las Cruces.

Mr. Witt said the legislation is not specifically for Las Cruces. Representative McCamley is just from there. He is talking about statewide.

Commissioner Gollin said he is showing great interest and energy and trying to do something.

Commissioner Zlotoff said he would like to start communicating with Eric Witt about what productions are coming into the Santa Fe area so we can start looking at doing some content for the Channel on those productions. He will talk to him off line.

Commissioner Lujan thanked Mr. Witt.

8. REPORT OF FUNDING REQUESTS

This was covered previously.

9. REPORT ON SANTA FE MEDIA NETWORK

Commissioner Zlotoff said we have been meeting every 2 weeks. We talked about money with Randy Randall. We also decided to call it the Santa Fe Network rather than the Santa Fe Channel. We will have things like the Meow Wolf or George Martin channels. He is talking to the County about funds. Through the efforts of Commissioner Becker, our website is now called Santafenetwork.tv. If you use the previous site name it will take you here also. We will begin accepting content applications on May 15th. We are not going to charge or pay anything initially. Eventually, if the content is drawing, we will start moving toward a revenue model and Banner ads and income. The content that draws the most will share in revenue. He had a good series of meetings with George Martin's people. He is open to us using his name and brand to help promote the channel and to some conversation about funding. We are going to propose some specific program ideas and hopefully in June he will be on board. He has a huge brand.

Mr. Randall said he is finding as he chats about this that it is hard for people not at this table to understand what it is you are doing and why anyone would go there. Can you clarify for the layman. It would be helpful to get this thing funded. It is a hard concept for non insiders to understand.

Commissioner Zlotoff said he totally understands. There is difficulty with anything new and innovative people don't recognize it. Initially that is an obstacle but on the other hand it makes it powerful. It will take time and education. By June we will have something up there and will start adding content on a regular basis. It will take 6 months or a year for people to see what is there and understand. No one else is doing it. Hollywood is here and doing a lot in Santa Fe and no one knows it. We will use that value to start promoting Santa Fe on all levels. The Santa Fe Institute is working on a TV show. He is meeting with them to tell them we have a place to put it. Initially we will use entertainment and our Hollywood connection to start rebranding Santa Fe. We have a great story to tell. This is another way to tell it. The Web goes everywhere. A George Martin or Santa Fe Tourism channel will receive traffic to it. We will have partners.

Ms. Ladd said the demo goes a long way. Once you see it, it is very exciting.

Commissioner Zlotoff said that demo will get kicked up several notches by June. We are getting into the nitty gritty now. He is meeting with Meow Wolf soon and we are

in the process of educating people of what it is and forming strategic partnerships. We can continually fundraise as this becomes more a part of the community and more people become aware of it. We need modest amounts of money to start putting things up there. We can do a lot with limited resources. We are talking about going to big events in Santa Fe such as the markets, festivals, Indian markets and others to help publicize them and receive funding from their budgets. The documentary Zimbabwe to Santa Fe is something we could show. It is about them coming to the Folk Art Festival and the changes in their village that happened from that experience. We can put it on our website. What can they give us moneywise for us to do that.

Commissioner Manzanares asked will you include historical stuff.

Commissioner Zlotoff said absolutely. We can have a channel about amazing things made in Santa Fe over the years. We will have multi faceted content. We have been interviewed by the Santa Fe New Mexican announcing this and on May 15th we will be open for submissions. The form is up on the website. They fill it out and submit. We will also use social media and can include information on other Above the Line events.

Commissioner Aubrey asked is it wide open for content.

Commissioner Zlotoff said yes.

Commissioner Shaening-Pokrasso said anything goes right now and it will be refined over time.

Commissioner Manzanares asked what about Super Bowl commercials, he has 5.

Commissioner Zlotoff said we have to be careful what we put up there. If it is not good we are dead. There will be a place to put student films. When you first come to this site we need you to say wow, we did not know this movie was made in Santa Fe or that production is shooting here now. The plan is to continue to add new content every week.

Commissioner Manzanares asked is there a heading that all content is made in New Mexico.

Commissioner Becker said it is on the outline.

Commissioner Manzanares said we can say originally aired on CMT, MTV or whatever it may be.

Commissioner Becker said there will be a local film maker channel with local film makers productions.

Commissioner Manzanares said he has 5 videos for Brooks and Dunn that were filmed here.

Commissioner Becker said with the impressive brand name for George Martin hopefully people will look at the channel due to that and then look further.

Commissioner Shaening-Pokrasso said we want to represent that a lot has been done here and it continues to happen.

Commissioner Manzanares said people not aware that we have had 2 commercials on the Super Bowl.

Commissioner Zlotoff said this is an opportunity to start changing that perspective.

Commissioner Manzanares asked when do we flood the market. It does not always have to be adobe walls.

Commissioner Shaening-Pokrasso said it is dynamics. The reputation of the brand is easily played out but when the brand is associated with more dynamics like Meow Wolf and Martin it expands.

Commissioner Manzanares said Santa Fe is the new Monument Valley. Interest goes down and a new place pops up. We have seen that in Vanity Fair.

Commissioner Shaening-Pokrasso said in that process we want to capture the brand awareness. We have perhaps failed in the look. We want to make the association and create the connection between film and "look it is shot in Santa Fe."

Commissioner Zlotoff said it is awareness. That starts to drive a series of other things. We can create an app for Tourism so that as you walk about Santa Fe it tells you what was shot there.

Commissioner Manzanares said New York did a commercial teaser about that. Directional apps. It say how much the television show *SUV* is part of New York.

Commissioner Gollin said it would be with augmented reality for tourists to come here regarding the amount of films we shot here and around here. We can integrate that into tourism.

Mr. Randall said in a non static form.

Commissioner Shaening-Pokrasso said and the Mayor is a supporter.

Commissioner Pearce asked will the content be driven by content you receive or

are there categories in place for us to look at.

Commissioner Zlotoff said both. We are making this up as we go along. It has not been done before.

Commissioner Becker said we have 2 pages up. The submission page and the demo page.

Mr. Randall said this is a separate organization from the Film Commission.

Commissioner Gollin said we are a non profit organization. We just got our ENN.

Commissioner Zlotoff said we are continuing to look for celebrities, big names, producers and writers who might be willing to play and lend their names and associations. If you know any of those people let us know and we will reach out to them. We could do a program called George Martin Santa Fe where he takes you to his favorite places in the City. There are great opportunities.

10. REPORT, INCUBATOR WORKING GROUP

Postponed

11. REPORT ON NEW MEDIA INDUSTRY WORKING GROUP

Commissioner Shaening-Pokrasso handed out a report and reviewed it with the Commission. This handout is attached herewith to these minutes as Exhibit "1".

Commissioner Zlotoff said Alan Webber and Zev Grubber are talking about a TV show about tech and entrepreneurs in New Mexico. He met Alan Webber and explained what we are doing with Channel. He was very excited. We have the place where it can live and we can promote it. There are lots of people out there working on things here.

Commissioner Shaening-Pokrasso said we are at an intersection. This is a category that does not have the same kind of concentration and does not receive the same incentives. High tides raise all boats. That is what needs to be done in this industry.

Commissioner Zlotoff said he agrees. The people who do these things such as digital, it does not matter where they live.

Commissioner Becker said yes, as long as they have high speed internet.

Commissioner Shaening-Pokrasso said it relates very nicely to this Commission. There are challenges we share. We are finding that before this can receive support it

needs to be better defined as a category. More to come.

12. DISCUSSION OF NEXT SANTA FE ABOVE THE LINE EVENT

Commissioner Shaening-Pokrasso said we received an offer from Meow Wolf to host our next event at their place. June 20th works for them. They asked us what is your budget. He thought it was free but now he is not sure. He will say our budget is zero but he would like to discuss if this is something we want to ask for free of charge. Do we want to keep asking for favors.

Commissioner Rivera suggested that it be put through the 501c3.

Commissioner Gollin said space should be free. Food and drink we pay for.

Mr. Randall said Tourism paid the bar and the Film Office paid the rest.

Commissioner Shaening-Pokrasso said they were fantastic at Hotel Santa Fe. We need to uphold that standard.

Mr. Randall said we don't need to up it. Why not continue to use Hotel Santa Fe. It is easier to work with it there. We would have to get a picnic license for Meow Wolf. Let's stick with Hotel Santa Fe and keep consistency and the level of service and site.

Commissioner Becker asked is June too soon.

Mr. Randall said he agrees that it might be.

Commissioner Aubrey asked what will the event be.

Commissioner Shaening-Pokrasso said it would be networking, what should our City be doing to move things forward, a continuation of this. We are preparing to use this as opportunity to pulse out some of the indicatives from the last meeting. Catalyzing action.

Commissioner Becker said there is so much going on. We need to focus it down. Let's do the launch of the Santa Fe Network as a part of it. Make that half of it and have one other thing.

Commissioner Aubrey said that would lead to content providers.

Commissioner Becker said we can focus on the Santa Fe Network.

Mr. Randall said it could be the later part of June.

Commissioner Zlotoff said stick with the hotel, see what dates work for the hotel

and nail that down. Then start the publication and invitation process. Draw from all these resources.

Commissioner Becker said the Network would be a great anchor for the discussion.

Commissioner Shaening-Pokrasso said we can get the Mayor to show ownership. Until it is a thing it is a good opportunity for the community to discuss it.

Commissioner Gollin said it can also be a rapid report back about what we are doing and some opportunity for people to bring up other things hot on their mind.

Commissioner Zlotoff said a launch party.

Commissioner Shaening-Pokrasso said he will solidify the date and get a small group together to discuss format.

Mr. Randall said different from the last one is good.

Commissioner Zlotoff said this is moving and evolving. It is not just a clubhouse.

Commissioner Becker said we can say look what we did.

Commissioner Gollin said yes, and put it on a big screen.

Commissioner Zlotoff said maybe late June. He is happy to work with him on the format.

Commissioner Aubrey said he will participate as well.

Mr. Randall asked what day of the week.

Commissioner Shaening-Pokrasso said mid week, Tuesday, Wednesday or Thursday. We will have a meeting of this working group for the Above the Line Event. The group included himself as Chair and Commissioners Zlotoff, Becker and Aubrey.

13. REPORT FROM WORKING GROUP TO DISCUSS THE COMMISSION'S FUTURE

Vice Chair Lujan said he will give the report. We met and we thought the following areas were things we wanted to work on:

- Ensure that the Santa Fe Network and the Above the Line Events

continue to flourish.

- Exploring other areas of media.
- Find a measurable way that shows that the programs we started are helping to build a sustainable film industry and who is benefitting from the programs and the work of the Commission.
- Focus on communication so that the Santa Fe area becomes familiar with what we do.
- Have interactions with other Film Commissions to see how they are enhancing the film industry.
- Explore how to strengthen new media and support it.
- Create some sort of film maker award to highlight our local talent.
- Suggest our local film festivals show best made in Santa Fe at their events.
- Help the City maintain and grow Greer Garson studios.
- How can we help the City grow the film industry in the future.
- Do we alter our mission.

Commissioner Gollin said in addition to the mission there was discussion about the name. Eric Witt brought that up. He said there is confusion. We all expressed how much we appreciate everything that Eric is doing but that we had already changed our name once and changing it again would create more confusion. Any further change should be well thought through and not when we are asking for money. We should just stay attentive on that.

Mr. Ladd said the problem with changing the name now is that it raises questions and has to go to City Council again.

Mr. Randall said when we set this up we had a perceived mission and a finish. Don't worry about what Council thinks about changing the name. It might be an opportunity for an ongoing role for this organization beyond the Commission. Use it as a positive. We need to work with Eric. It can be a positive.

Commissioner Shaening-Pokrasso said we did discuss timing for that. It should be strategic. We need to demonstrate our success first and say job done, now will be this. We don't do that mid stride.

Commissioner Zlotoff said Deborah mentioned the possibility of the indicatives all going under the Santa Fe Media Network umbrella and the Commission saying we did those things and now we have a living, breathing entity. Now we start looking at new things. Our purpose and goals shift. We could do that.

Alternate Commissioner Paisner said he would like us to be able to pass this Commission off to a new younger group of people. Who controls the motion picture industry in Santa Fe. It is our responsibility to do that.

14. GOALS FOR NEXT MEETING

Commissioner Becker said the Above the Line event details should be on the agenda.

Commissioner Gollin said getting the channel ready to launch.

Commissioner Becker said do updates on both.

Commissioner Gollin said the opportunity created by the crisis at the University of Art and Design. There is a lot of talk and energy about what could happen there. Nothing has happened yet. He feels like we need to address this.

Commissioner Rivera said she has a lot of thoughts about this.

Commissioner Gollin said it should be something more solid.

Mr. Randall said have a discussion at the next meeting.

Commissioner Rivera said maybe a working group.

Commissioner Zlotoff said yes, on what are the possibilities.

Vice Chair Lujan said it will be an agenda item.

MOTION A motion was made by Commissioner Zlotoff, seconded by Commissioner Shaening-Pokrasso, to form a working group on the possibilities at the University of Art and Design.

VOTE The motion passed unanimously by voice vote.

Commissioner Rivera said she is excited.

The working group will consist of Commissioners Zlotoff, Rivera, Becker, Gollin and Shaening-Pokrasso, with Commissioner Gollin serving as Chair.

Commissioner Manzanares asked that he be sent an invite to the meeting. He is interested.

Commissioner Rivera said Sundays are the best days to meet for people who work on set.

Commissioner Gollin said he will send out an invitation and figure out a date and time. He will also see if Eric Witt will come.

Commissioner Zlotoff said the bottom line is the more people who start pushing in that direction, the more likely something will happen if and when the lease comes up. If they decide to continue this is all moot. The more energy moving toward that space to do something interesting and smart the better.

Commissioner Rivera said we can collect information about what people think about this, what could happen and what we could we do.

15. OTHER BUSINESS_OR ANNOUNCEMENTS

Alternate Commissioner Paisner said on Friday the 5th, at the Jean Cocteau Theater there will be an opening of *The War at Home*. Jim Silver will introduce the film. It was the first film of his that was nominated for an Oscar. It will be at 7:00 pm.

Commissioner Gollin thanked the Vice Chair for the good meeting.

16. QUESTIONS FROM VISITORS

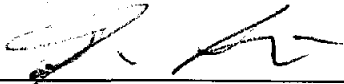
None.

17. ADJOURN

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

VOTE The motion passed unanimously by voice vote.

There being no further business before the Commission the meeting adjourned at 11:42 pm.



James Lujan, Vice Chair



Elizabeth Martin, Stenographer