



Agenda DATE 11/29/17 TIME 12:18 PM

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Santa Fe Film and Digital Media Commission

December 5, 2017

10:00 – 11:45 AM

Santa Fe Convention Center, Peralta Room, ground floor

Agenda

Call to order	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Update from Matt Brown re telecommunications	10:03
Update from Randy Randall	10:06
Update from Eric Witt re productions	10:10
Update, Santa Fe Above the Line event, Adam Shaening-Pokrasso	10:20
Update, Santa Fe Media Network, Lee Zlotoff	10:27
Report on Emerging Media Development working group, Chris Jonas	10:35
Report on Greer Garson Studios space working group, Jim Gollin	11:00
Information regarding February 2-12 Film Week, Nani Rivera	11:10
Goals for next meeting	11:25
Any other business or announcements	11:23
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, January 2, 10:00 – 11:45 AM

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, DECEMBER 5, 2017, 10:00 AM**

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ROLL CALL	QUORUM	1
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF MINUTES	APPROVED	2
UPDATE FROM MATT BROWN TELECOMMUNICATIONS	NONE	2
UPDATE FROM RANDY RANDALL	INFORMATION/DISCUSSION	2
UPDATE FROM ERIC WITT PRODUCTIONS	INFORMATION/DISCUSSION	2-3
UPDATE, SANTA FE ABOVE THE LINE EVENT	INFORMATION/DISCUSSION	3
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, DECEMBER 5, 2017, 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 5, 2017, at the Santa Fe Convention Center, Peralta Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Jim Gollin
Nani Rivera
Michael Becker
Lee Zlotoff
David Aubrey
Jacques Paisner
Doug Acton
David Manzanares
Chris Jonas, Alternate Commissioner
Pamela Pierce
Edward McLoughlin

MEMBERS ABSENT

Chad Burris, Alternate Commissioner
Jilann Spitzmiller, Alternate Commissioner
Elias Gallegos
Anna Darrah, Alternate Commissioner
Andrea Meditch, Excused
Adam Shaening-Pokrasso, Excused
Kirk Ellis, Excused

OTHERS PRESENT

Randy Randall, Tourism Director
Jennifer La Bar, Santa Fe Film Office
Frank Ragano, New Media Working Group member
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF MINUTES

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

VOTE The motion passed unanimously by voice vote.

5. UPDATE FROM MATT BROWN - TELECOMMUNICATIONS

Mr. Brown was unable to attend the meeting.

6. UPDATE FROM RANDY RANDALL

Mr. Randall said Film Week in February is a great thing. It will bring a great focus to film and New Mexico. February is a great time for it. It is something that Tourism can support. It is wonderful to hear that Netflix left behind a facility from the filming of *Godless* like they did. That is an asset that we as a community could never build. We should not lose track of that benefit as one of the many benefits of film. It does generate its own future. Matt apologizes that he was unable to attend the meeting. He is filling in for Matt today if you have any questions.

7. UPDATE FROM ERIC WITT - PRODUCTIONS

Mr. Witt was unable to attend the meeting today. Jennifer La Bar gave his report.

Ms. La Bar reported that *The Kid* and *Dreamland* have wrapped. *The Big Kill* is being shot now. A project with Chad Burris is in pre-production. It is a Christmas movie based in Santa Fe and is called *Santa Fake*. It is a Hallmark type movie for next year. Julie Burris wrote it. They are 2 weeks into the production. There are a number of TV shows interested in filming in Santa Fe next year. Only *The Brave* has just been released. It is about the firefighters from Arizona who were tragically killed when their blankets failed. *Godless* is being shown on Netflix. It has gotten great reviews. They left behind a beautiful set that we will be able to use and reuse. *Just Getting Started* with Morgan Freeman and Tommy Lee Jones wraps on Friday, December 8th and was filmed in Albuquerque and Santa Fe. The City Council, in terms of City government,

continue to work on a design for the University area. Drone Operations and an FAA security agency are looking at locating here. Eric continues to meet with State officials and interested parties about the film program, industry issues and the upcoming Legislative session. Projections are unsure at this point about additional money for the State budget. There are also Federal budget issues that could swing our budget regarding the oil and gas shared revenues.

Chair Potter said thank you.

Commissioner Acton said *Longmire* was just released on Netflix.

Commissioner Gollin asked is *Godless* going to have a second season.

Ms. La Bar said not that we have heard.

Chair Potter said it has been requested that personal remarks go in the minutes.

Chair Potter said we welcome Frank Ragano on Chris' New Media working group. He is amazing. She has recommended him as alternate for this Commission. The Mayor is excited about the idea. Today he is here as a visitor. We are happy to have him here.

Mr. Randall said Currents is one of the best things to happen. That is great.

8. UPDATE, SANTA FE ABOVE THE LINE EVENT

Chair Potter said Adam was unable to attend today. As far as she knows it has been moved to January.

Mr. Randall said yes, it will be at the Hotel Santa Fe on January 24th at 5:00 pm.

9. UPDATE SANTA FE MEDIA NETWORK

Commissioner Zlotoff reported that there are a lot of exciting things happening. We are in conversations with an organization called Native Flicks who is a streaming content service to see if we can collaborate and maybe create a partnership that is mutually beneficial. Having a strong Native American element is in our DNA and exciting. We plan to be in production sometime in January and February on 3 or 4 productions. Smaller things. We have identified them. One is in collaboration with Native Flicks. The other 3 are our own. It is going well. We are still having conversations about forming a for profit studio to make it easier to raise funds and to work in conjunction with the Network. We just completed doing interviews with cast of *The Kid*. We will submit the interviews to them for their approval and that will go up on the Santa Fe Network as our first exclusive.

Chair Potter asked how many hits are you getting.

Commissioner Becker said we are averaging 150 a week. It is pretty consistent. There have been some spikes based on Facebook advertising and posts.

Commissioner Zlotoff said it has taken a while to get the funds from the City. We just got our first check and will get a bigger chunk in a month and will start doing Facebook ads then. Between *The Kid* video and the Facebook ads that number will move up.

Chair Potter said lets give a big hand for Network. Great work. Thank you

10. REPORT ON EMERGING MEDIA DEVELOPMENT WORKING GROUP

Alternate Commissioner Jonas handed out a report which is incorporated herewith into these minutes as Exhibit "1".

Alternate Commissioner Jonas said it has been a busy month. We have met twice since our last Commission meeting. He reviewed the report.

Mr. Ragano said he is on Chris' working group. Currents Media Arts Festival goes on for 3 weeks. We bring in media artists from all over the world and fill El Museo with work. This year we open on June 8th. The SFI Interplanetary Festival about visionary technology is on the 7th and 8th of June. This is their first year and they want to be annual. They will be in the Farmers Market Pavillion and the park. We just found out that on that same weekend is the first annual Conference of the Nation of Makers, a national organization of makers spaces as well. We have partners all over town. This is our 9th year as Currents. We always envisioned a citywide festival. Due to an Arts Commission grant we brought on marketing for the event.

Alternate Commissioner Jonas said our OTAB proposal included Currents along with other events throughout the year. We have a marketing firm working with us as well.

Chair Potter asked are you doing the proposal as the Commission or a working group.

Alternate Commissioner Jonas said OTAB required a fiscal sponsor. Little Globe is the fiscal sponsor. The proposal is from the Emerging Media Alliance.

Chair Potter said you are still under the auspices of the Commission. Should any of us be at the OTAB meeting.

Mr. Randall said that would be Chris' decision. The quality of the presentation is

important more than numbers present. We have 10 applicants and it is very competitive this year. Some are clearly stronger than others.

Chair Potter said if you need help Chris, let her know. Also let her know who is on the OTAB Board.

Mr. Randall said Paul Marketson is the Chair. Other members are Jon Henry, Al Lucero, Elizabeth Perez and Victoria Bruneni. The County Economic Development person is ex officio. Staff includes him, David Carr and Cynthia Delgado. All of us participate in the voting decision.

Chair Potter said she thinks she, Doug and Jim should go with you.

Mr. Randall said we allow a 20 minute window for presentations. 10 minutes for the presentation and 10 minutes for discussion.

Commissioner Acton said they have \$70,000 to work with and \$275,000 in requests.

Mr. Randall said he is going to see if there is a way that if we can't do full funding we can find some money in the Department to support concepts that are truly worthy. This year we have a lot of good things and will have need for more than the \$70,000. December 14th is the meeting.

Mr. Acton said he is out of town. With Jon on the Board there would have been a conflict anyway.

Alternate Commissioner Jonas said we will be seeking additional funds as well to support having a part time coordinator for our projects. There is so much energy in this group. Little Globe is the fiscal sponsor for now, but as time goes on we will be looking for a better structure.

Mr. Randall said the focus for OTAB is for marketing. The State Tourism Department should be looked at as well for a grant. He would be glad to assist with that. That is NM True money.

Alternate Commissioner Jonas said we are talking about the possibility of the County having potential funding as well.

Mr. Randall said that is possible, but might not be available.

Alternate Commissioner Jonas said there are also potential funders from others within the Alliance as well. We have a draft mission statement in the report. We have been working recently to be part of the conversation with SFUAD for physical space.

Mr. Ragano said that effort will involve nonprofit and for profit organizations. We will be working with organizations within the new media world such as media arts and the media industry. We would like to have both individual space and a hub where people can find out what is going on. Also residencies, educational programs and Currents role to have a year round exhibition space. Having that kind of physical space is important for the development of this kind of work. He feels Santa Fe is at a renaissance that is additive. It is an exciting time. He feels Santa Fe has the whole thing here from Native American tradition all the way up to the latest cutting edge things going on. It is very special.

Alternate Commissioner Jonas said a break out group headed by Frank is investigating how we could be part of the conversation about SFUAD and be part of that space. The New Mexico School for the Arts needs space and Meow Wolf needs space to build things and offices. There is a lot of energy around co-tenancy.

Commissioner Zlotoff said the Network is also looking for space now so we need to stay in touch. The more of us working together the better. We need offices and production or exhibition space. It would be a cost savings for all of us to go in together rather than individually.

Chair Potter asked what is happening at the La Farge library.

Mr. Randall said he doesn't know. The University is the great hope right now. He wishes something would happen sooner than later. It is a tremendous opportunity for a lot of organizations who cannot individually afford space, but would work well in a shared office environment and studio space.

Commissioner Becker said the Above the Line event was created to catalogue the community. There is nothing better than shared space and that is the easiest way to find out what is happening in town.

Alternate Commissioner Jonas said we are following through with some of the success of Above the Line and are looking at a mixer in Emerging Media Month in June. We are looking to grow by including younger workers and young media people to provide their voices.

Chair Potter said we need a motion and vote to proceed with the OTAB application.

Commissioner Acton said it is not going through us. Little Globe is free standing 501c3.

MOTION A motion was made by Commissioner Zlotoff, seconded by Commissioner Paisner, to support the ongoing efforts of the Emerging Media Alliance

including the OTAB application with Little Globe.

VOTE The motion passed unanimously by voice vote.

Mr. Ragano asked how do we move ahead with our interest in space at the SFUAD.

Mr. Randall said your best bet would be to give a plan to and talk to the 2 City Councilors who are charged with this project. Councilors Harris and Lindell.

11. REPORT ON GREER GARSON STUDIOS WORKING GROUP

Commissioner Gollin said the letter we worked on was finalized, signed and sent out. He did get word from a City Councilor that they felt positive about it. The lead Councilors are Harris and Lindell. Matt Brown is involved and many others with interests. There are many separate conversations going on. The one that has broken into the press is the idea that UNM would come in partnership with Raffles which is a Singapore based institution. Previously Raffles was denied accreditation. He has not heard anything that has changed on that. It is a bit mysterious why they are in such contention. Perhaps by being affiliated with UNM they could avoid the accreditation issue. UNM's position is they are interested in playing a role, but not interested in taking over the entire campus, but rather a satellite process and maybe involving other educational institutions. Nothing is close to being set in stone yet. There is complete openness right now. Laureatte is there until June. With the elections in March his guess is that it will play a role in the campaign and the new administration and City Council will probably be who will be driving things forward. It is an important time for this discussion. His guess is nothing will be decided. In terms of Emerging Media's interest he thinks it makes sense to work together and have a separate meeting with the partners then join in meeting with Councilors Harris and Lindell and Matt. The good news is that it is 64 plus acres and a half a million square feet of existing buildings. Nothing he has heard has said that anything would need everything. There are lots of rumors. There is nothing to date that is excluding other things.

Mr. Randall said Frank's question is who to reach out to. He thinks the Councilors. That makes the most sense. The Councilors are more inclined to listen to individual needs.

Commissioner Acton said to Frank get your group together with Jim's group and work together. Make it a joint venture.

Commissioner Gollin said if it is useful he will contact the City Councilors and mention the idea and the interest and ask either for a time to meet with the group. Or we could join some other meeting that is already scheduled.

Commissioner Zlotoff said it might be worthwhile for the groups you mentioned for co-tenancy to get together and talk about our needs and identify space and draft a proposal for all of us and give that to them. It would be stronger that way. The more the compelling the argument the better. The more hands to row the boat the better chance to get up the stream.

Commissioner Zlotoff said the upside of having put that together is if it does not work there are other spaces in town and we have that collective proposal together.

Chair Potter said she is hearing potential for a film and new media institute that may or may not include a school. That takes someone to run it, staff and rent for the City which requires financial angles. Perhaps we can uncover some financial angles.

Mr. Ragano said that is why we need a good solid proposal.

Mr. Gollin said our working group is the Santa Fe Arts and Design working group. Greer Garson is a significant subcomponent.

Mr. Gollin said our interest is in the whole campus and seeing that as the campus is redeveloped and repurposed at a minimum it does not decrease the film activity going on and hopefully increases it. We can include Emerging Media in that.

Commissioner Acton said we have been looking at this as a blanket to cover the entire campus. Maybe we need to look at a quilt to cover it rather than a blanket.

Commissioner Gollin said in terms of the discussion leading up to that our concern was that there would be some fear based panic from the City that we are going to be stuck with the bill and need to get something in there, anything, that will pay the bill. Our hope is that it is such a tremendous opportunity for economic growth in the middle of town that the City take a more expansive view.

Mr. Randall said don't lose site of defining what the needs are. If you go in with an ambiguous need that will not be as effective. We need to define what that package is. If it does not work here it may work elsewhere. Getting that defined and having the number of participants lets the Councillors get their arms around what the needs are.

Chair Potter asked is there anything we need to be active about at this point.

Mr. Redona said we need to have a meeting to pin it down.

Commissioner Zlotoff said have the Network, the Alliance, Currents and whomever else get together to form a proposal. Schedule a meeting and define the groups. Define individually what our needs are and look for a realistic plan that meets that need.

Alternate Commissioner Jonas said we also need to be along side of the larger group which will show more necessity. We need to imagine how to pay for it.

Chair Potter said a family funded the Art Institute. Perhaps there is another angel of that caliber.

Mr. Ragano said it certainly is worthy project.

Commissioner Gollin said he will contact the City Councilors and set up a meeting or join in a meeting. The goal for the next meeting will be to report on it. The campus working group will be our current working group joined with the Santa Fe Network group and the Emerging Media group.

Alternate Commissioner Jonas asked who is the point person.

Commissioner Gollin said he offered to initiate the process.

Mr. Ragano said that seems right.

Chair Potter said wonderful. Thank you working group.

12. INFORMATION ON FILM WEEK

Commissioner Rivera reported that Film Week will be February 16, 2018 to February 22nd. We are doing a combination of film and media day. The Santa Fe Film Fest, the film industry Tune Up and many other elements will be involved. There will be workshops and panel discussions. There will also be movies. The Film Week group is going to have a holiday party on December 17th to prepare for the Legislative session. It will be at the Center for Progress and Justice at 1:30 pm after the IATSE membership meeting. We are also having a warm clothing drive. One of the biggest things about Film Week is the incentive program. Santa Fake is also a community project working with schools and organizations to include the community to be part of it. They are teaching people on set and having tours throughout the set. Their office is at the old Hastings at DeVargas Mall so people can see how films are made. It is a fun project. It is the Santa Fake Production company with Chad Burris.

Mr. Randall said he doesn't think the name is very positive. The word fake means is not authentic and what we are trying to do with our marketing materials is to say all of New Mexico is original and authentic.

Commissioner Manzanares said it may be speaking to the story line and not a working title. Like Santa Claus is fake.

Commissioner Rivera said they are going to come out with press release about

the story line. Actually it is a love story to Santa Fe. It is about Santa Claus and they have a reindeer.

Commissioner Gollin asked what are the dates for the film

Commissioner Rivera said it is a smaller film with a budget that is just below \$500,000. It will be the standard hour and a half film. They will be filming from December 27th to the 12th of January.

Commissioner Zlotoff said we have had preliminary conversations with Jon Hendry about doing live broadcasts of Film Week. We are trying to get that coordinated. We have not nailed down the specifics. It would be a live stream.

Commissioner Gollin said it is the last Legislative session before the November election and the last for Governor Martinez and the current administration. One should pay attention. To think that a new administration will be coming so nothing will happen is not true. We need to all be paying attention. The timing of Film Week to coincide with the session is important to make sure the interests of the industry are seen and heard by the Legislature.

Commissioner Rivera said the Hall of Fame event will bring in most of the funding. KRQE will be live broadcasting. We are inducting several people into our Hall of Fame and some shows who have created history in New Mexico starting with Tomas Edison, Milagro, Imogene Hughes the first lady of film and Breaking Bad. Also there will be some raising start young film makers including Hanna Macpherson who directed Tag. All of the big celebrity names are waiting until the month before to say yes for sure.

Commissioner Paisner said the Santa Fe Independent Film Festival honored Imogene and David Manzanares made the presentation to her.

Commissioner Gollin said there is some nice synchronicity of dates. It has been 10 years since Breaking Bad and 30 years since Milagro. Those are some big round numbers that happened to line up. Also Rodolfo Anaya is an Inductee.

13. GOALS FOR NEXT MEETING

Chair Potter said our goals for the next meeting will include a media space update, an Above the Line update and a Film Week update.

Commissioner Rivera said at Sundance in Utah there is a party open to all at noon on January 22nd.

Commissioner Gollin brought up a question about the January meeting. He is

not in town for the January meeting. If there is a quorum present and work to be done he has no objection to the date. Will there be enough people here for a quorum.

Chair Potter said last year the agenda did not get published and we had so many people come we had to turn away some so that we would not have a quorum. She is planning on the quorum.

Commissioner Aubrey said we really need the information about the Above the Line meeting.

Chair Potter said absolutely.

Commissioner Rivera said there will be a fundraiser for the Santa Fe Film Festival at CCA this Saturday the 9th at 2:00 pm. It will be a screening of the film *Baraka*. It was filmed in over 25 countries. David is a part of it.

Commissioner Lujan said IAIA is having a screening of student films this Thursday at 6:00 pm in our auditorium. These are films that were produced this semester. These are the first films produced with our new red camera.

14. OTHER BUSINESS

None.

15. QUESTIONS FROM CITIZENS

None.


16. ADJOURN

MOTION A motion was made by Commissioner Zlotoff, seconded by Commissioner Acton, to adjourn.

VOTE The motion passed unanimously by voice vote.

There being no further business before the Commission the meeting adjourned at 11:25 pm,



Deborah Potter, Chair

Elizabeth Martin, Stenographer

Emerging Media Alliance (EMA) Report - December 2017

Emerging Media Development Working Group
of the Santa Fe Film and Digital Media Commission

Active members

Currents New Media, Meow Wolf, Santa Fe Institute/InterPlanetary Festival, SITE Santa Fe, Thomas Foundation/Art House, Littlelobe, SFUAD, NMSA, IAIA Dome

EMA has met twice since the last Commission meeting

1. A break out group of EMA submitted **OTAB Proposal** for 30k towards marketing Emerging Media to regional audiences
 - o Two tacks: (a) a calendar of events year round + (b) major yearly focus on June as Emerging Media Month
 - o Proposal includes \$ to coordinate a campaign, brand EMA and create a website and online calendar
 - o 66+Co is a strong candidate as a new media marketing firm to do this work for EMA
 - o Will be seeking additional funding from other sources for EMA coordination, website and branding
2. Another break out group formed to build a **mission and vision for EMA**
 - o **EMA Mission Statement (draft):** *To collectively support and foster the growth of Santa Fe's media arts economy in order to establish the city as a global center for emerging media.*
 - o **Vision - three pillars**
 - i. Encourage growth of local emerging media economy
 - ii. Create awareness of emerging media in SF - the public face of EMA
 - iii. Develop & support new media education
3. Another break out group was formed to explore how EMA might be able to participate in the **SFUAD campus conversation**, potentially interested in a co-tenancy space for EMA members
 - o Establish a media center (long-term goal)
 - i. Maker space
 - ii. Year round-rotating exhibition (VR, etc)
 - iii. Education, mentoring for emerging artists
 - iv. Residencies
 - v. Possible tenants: MW (manufacturing), Currents, Littlelobe, NMSA, SFI summer programs, MW funded residencies
4. June **EMA Mixer**: during emerging media month hosted by Currents
5. Growth of EMA - to include more young workers

NEXT EMA MEETING January 25th 11am, Lamy Room of the SFe Convention Center

EXHIBIT 1