



# Agenda

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## Santa Fe Film and Digital Media Commission

March 6, 2018

10:00 – 11:45 AM

Santa Fe Convention Center, Peralta Room, ground floor

### Agenda

Call to order , Deborah Potter	10:00
Roll Call	10:01
Introduction of visitors	10:02
Approval of Minutes and Agenda	10:03
Update from Randy Randall	10:04
Update from Matt Brown re Tele-communications	10:08
Update from Eric Witt re productions and Legislature	10:12
Update, Santa Fe Above the Line event, Adam Shaening-Pokrasso	10:32
Report on Emerging Media Development working group, Chris Jonas	10:52
Update, Santa Fe Media Network, Lee Zlotoff	11:02
Report on Midtown Campus Project, Jim Gollin, Matt Brown	11:12
Goals for next meeting	11:22
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: Tuesday, April 3, 10:00 – 11:45 AM**

**SUMMARY OF ACTION  
SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
SANTA FE CONVENTION CENTER, PERALTA ROOM  
TUESDAY, MARCH 6, 2018, 10:00 AM**

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APPROVAL OF MINUTES	APPROVED	2
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
SANTA FE CONVENTION CENTER, PERALTA ROOM  
TUESDAY, MARCH 6, 2018, 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, March 6, 2018, at the Santa Fe Community Center, Peralta Room, Santa Fe, New Mexico.

**2. ROLL CALL**

**MEMBERS PRESENT**

Deborah Potter, Chair  
James Lujan, Vice Chair  
Jim Gollin  
Nani Rivera  
Elias Gallegos  
Lee Zlotoff  
Jacques Paisner  
Adam Shaening-Pokrasso  
David Manzanares  
Chris Jonas  
Pamela Pierce  
Frank Ragano

**MEMBERS ABSENT**

Michael Becker, Excused  
Jilann Spitzmiller, Alternate Commissioner  
Kirk Ellis, Excused  
David Aubrey  
Andrea Meditch  
Doug Acton, Excused  
Frank Ragano  
Anna Darrah, Alternate Commissioner, Excused

**OTHERS PRESENT**

Matt Brown, Economic Development Director  
Eric Witt, Santa Fe Film Office Director  
Randy Randall, Tourism Director  
Thomas Cali, Visitor  
Elizabeth Martin, Stenographer

## **INTRODUCTION OF VISITORS**

Thomas Cali, a visitor, introduced himself as being involved in film in New Mexico.

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

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

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

### **5. 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.

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

Mr. Randall reported that they are putting in their budget as we speak. The State Office of Tourism just put out their criteria for co-op funds. Commissioner Jonas, you may take a look at that. You have to commit your soul to New Mexico True, but that is an opportunity if you have a promotional event or program you are doing. All the Working Groups may want to look into that. The amounts are up to around \$30,000 to \$40,000. Your website must focus on New Mexico True, but other than that it could be a good program.

Chair Potter asked how is the Airport doing.

Mr. Randall said the Airport is doing fine. The traffic for January was 57% of load compared to 42% last year; however, the average ticket went down. Southwest is competing out of Albuquerque. The net effect is our commitment for revenue guarantees exceeded \$10,000 last year. This year our commitment for the revenue is \$200,000 rather than \$400,000. Once we hit the \$200,000 we have no revenue commitment. Denver flights are up to 3 instead of 2. The Airport has a black car service that is meeting every flight. The fee is \$50 per car. With that, people are not stranded out there anymore. Nick Schiavo is the Acting Director of the Airport. Depending on the outcome of the election hopefully he will be put in as permanent Director. He would be really good. He has come up with a different scheme for the Airport. We can't expand flights due to the capacity of the baggage handling area and the waiting room. We know the \$40 million plan the Advisory Board loves is not going to happen. Nick came up with an expansion plan of \$10 million. This Airport is very

important to film. Until we get a plan that allows more capacity in that building we are not able to attract another airline. We are talking to Alaska Airlines. We could handle a once or three times a week flight.

Chair Potter said thank you Mr. Randall for all you do for the City and Tourism.

## **7. UPDATE FROM MATT BACA**

Mr. Brown said regarding telecommunications, the 5 franchises are all teed up to start moving through the system. Right now the schedule puts us on to the Governing Body mid April. He will keep the Commission posted. Sean delivered his final draft of the strategy and plan to the City. Our internal team is reviewing that now. Our objective is to get that adopted by the Governing Body in April or May.

Chair Potter said thank you for all you do.

## **8. UPDATE FROM ERIC WITT**

Mr. Witt said with the Legislature, nothing happened. That is good news and was predicted. It should be smooth sailing until the new administration comes in. Senator Egoff introduced an idea of raising the cap.

Mr. Witt said production is back up and looking strong. The trend happening this year is we have more productions, but smaller in terms of budget so the spend is a little down. The cap is starting to weigh in on the bigger scale productions. The State Film Office is a bit foggy in terms of releasing information about payment on credits. He thinks between now and the end of the fiscal year, any films that file from now to then will be slow walked by Taxation and Revenue and will not be cleared for payment until the next fiscal year. The problem is we have this whole wave of accrued credits that will roll up on the State's shore heavily. New Mexico is still popular. The buzz about New Mexico is great with the caveat of if we can fix the issue of the cap.

Chair Potter said thank you so much. Eric and Pam were terrific at the Above The Line event.

Commissioner Zlotoff asked do you have any information about what is going on in Georgia. He heard that their incentive program will change or be adjusted downward.

Mr. Witt said the current government promised that there would be no adjustment to their program while he was in office. They have some big holes in their program that are causing them to lose money. From a tax payer perspective it is not an efficient program. Everyone thinks there will be changes. All of a sudden Georgia will then not have the huge competitive advantage over us that they do now. This year everyone is rushing to get into Georgia while the getting is good.

## **9. UPDATE SANTA FE ABOVE THE LINE EVENT**

Commissioner Shaening-Pokrasso said he is really pleased with the third Above The Line event. It went very well. The focus was on Financing Your Creative Project. Many sources of funding were discussed and presented on. The issue is a big one, but we were able to produce something substantive for the attendees. Our goal is to make these sorts of resources available to film makers and creative entrepreneurs within our community. We want to provide them with that information and possibly sample proposals. That is a big effort. It was very successful event. Thank you all of you for inviting your contacts. We had 80 attendees. Attendance and information alone are not what he wants to report on. It is what do we do next. The question is how do we make that information available to the community at large. It was proposed that we produce an online resource with information that is free and easy to navigate. The reason he is bringing this up is that now is that we are looking at taking this raw information and turning it into useful information and building a website around it. He has hit his capacity with that. We need to do something. To do that follow through may require making this component of the Above The Line a separate entity that can raise money and access City funds to build out this resource.

Chair Potter said we will make that a big topic at our next meeting. We will come back to it if we have time today.

Commissioner Shaening-Pokrasso said he proposes that the Santa Fe Network assume the management of the Above The Line events going forward. Considering the point we have come to, it is important that the Commission continues to invest into these events, but we need to leverage funding into a meaningful resource. He thinks an entity needs to take that on. In the meantime we don't want to lost momentum in waiting until next month. If you have information to share regarding funding resources feel free to email it to him. Thank you for everyones support of the event. We hope to turn it into something that works for our community.

Chair Potter asked Commissioner Shaening-Pokrasso to write down the needs and what they will be. She looks forward to that discussion.

## **10. REPORT ON EMERGING MEDIA DEVELOPMENT WORKING GROUP**

Commissioner Jonas said we have been very busy. We have a bunch of break out groups that are super active. The marketing and branding group is working on the website. The necessity for this is to be capable of making Emerging Media localized and to have a broader conversation though leaders from Santa Fe. Mindshare Labs is building a mock up of the website right now. That should be completed by the middle or end of this month. Another working group is developing content for the website. So far we have descriptions of all the partners and imagery. We will generate the descriptions of what Emerging Media is and how it operates and all the content for the website. It

should be up and running by the end of next month. Our marketing group is developing a trifold pamphlet with an insert for New Media Month. We are also working on building a network via member driven emails and e blasts to promote Emerging Media Month. Slowly we will create a mailing list as well. The break out group heading up the June event is meeting and will be creating all the event content. We are now getting to a point, and have enough activity, for us to hire a part time social media and contact coordinator. We will be looking at that over the next month. We are also creating an Operations Council. We are in a place where the Alliance is now in conversations about what our mature structure would be. A 501c3 or a co-op. We are in the early stages of that. We are inclined to not formalize things yet and remain a working group of this entity, but little by little we will provide a structure and insurance. He is interested in approaching Economic Development to see if funding is available for our continuing efforts with this entity. He knows things will be in flux given the election today. We are super active and growing quickly and are excited about our OTAB opportunity.

Chair Potter said she went to their meeting on Friday and was really impressed with the turn out.

Chair Potter thanked all the working groups. Because of them the Commission is accomplishing great things. Thank you for all you are doing. This is fantastic stuff.

## **11. REPORT OF SANTA FE MEDIA NETWORK**

Commissioner Zlotoff said congratulations to Adam. It was a great event. There was an amazing turn out and a great level of energy in the room. The efforts of this Commission to encourage that is bearing fruit.

Chair Potter said Max Meyers said to her that they want to sponsor the next Above The Line event.

Commissioner Zlotoff said he has lunch scheduled with Max to discuss that.

Mr. Randall said he can reach out to Max, but we need to define what that means. Chair Potter, we can do this together.

Commissioner Zlotoff said regarding the concept of taking over the Above The Line, we are open to doing that through our non profit. We see it as part and parcel to helping build a robust above the line community here within the mission of Network. If the Commission decides otherwise that is fine too.

Commissioner Zlotoff said we are looking for a location to film our first original production. We would like a funky casita furnished Santa Fe style that has a kitchen and a living room with a banco between them. The devises will be in the foreground.

The stars are the phone and the Echo. If anyone knows of anything let him know. He has not found a location we are 100% happy with.

Commissioner Gollin said please email the information to him so he can forward it to a couple of people.

Commissioner Zlotoff said he is very excited to shoot this and start releasing it in early April as our first original production.

Commissioner Zlotoff said we are moving toward a for profit studio in relationship to the Network. We are well on our way to consulting with securities experts to do a money raise for upgrading the website itself and to have a significant production fund to make more productions. We are moving.

Commissioner Zlotoff said we were invited by the Hall of Fame and Local 480 to do some live streaming and a video of the event. It was an astonishingly successful event. We will be posting that video shortly. The streaming video is online now.

Commissioner Shaening-Pokrasso said we have a montage that has interviews with some of the award winners that will be up this week.

Commissioner Zlotoff said we will do a Facebook post as well.

Mr. Brown said it is super cool that you are doing an original production.

Commissioner Zlotoff said it is very inexpensive. Less than \$10,000. It will be 30 seconds to a minute and a half spots that are perfect for social media. We will show potential investors that this is the kind of thing we can and are doing.

Chair Potter said fantastic.

Commissioner Zlotoff said we have begun loose conversations to see if, with our non profit aspect, we can do something to begin to work with the Film Loan Fund that is tied up in the State bureaucracy. We are putting together a plan and a group of people to see if we can crack open that fund with a new administration. It has been defunct for 10 years.

## **12. REPORT OF MIDTOWN CAMPUS PROJECT**

Commissioner Gollin said there has been a lot of interest in this project. The work of the City and others in outreach has been very inclusive. This is playing heavily in the Mayor's race. Kudos to the City and particularly Matt for the way they have been open and transparent in this process. 2,234 people participated in survey process.



There were many opportunities for participation. They produced a report of all the stakeholders input and others. The good news is that in every one of the iterations film is at the top of the list. The second on the list of what people wanted is higher education. Instead of just saying we are getting a new Mayor and Council so lets wait, all of this will be in an advance state of readiness for the new Mayor and Council. The next phase involved is taking this information and giving it to the 5 design groups who will do a vision process for the design. The idea is to figure out how all the parts meet and creating a vision. We will also work on finding corporate and higher education partners to come in.

Mr. Brown said when we did the analysis of the data we did a lot of different comparisons such as comments from the adjacent neighborhood to the other areas of the City. That was a good thing. The differences were nominal. The subtle difference was the community adjacent to the property rated higher on everything. Our analysis is those communities are enthusiastic on seeing a future for that campus. Also we saw that the Hispanic community favored education more consistently than everyone else. We were surprised at where affordable housing came out. Workforce housing. Affordable workforce housing came out 17 of 25 on rating. 10 on the ranking. All of us expected it to be higher. In the online activities workforce affordable housing had twice as many ideas and contributions than any other single item. Also we saw 800 individual comments in the surveys. We could see an overwhelming desire for housing to fit inside something bigger such as housing that supports productions that come in. It was a mixed use vision. Housing and education. There was a nominal appetite to turn it into just a housing solution. That was not asked for by the community. Housing is still part of the visioning process along with the film industry, makers space, tech hub and others.

Chair Potter asked who is going to be in charge of all this.

Mr. Brown said he is in terms of the project. Councilors Harris and Lindell are as far as Councilors. The City Manager, Adam Johnson, Kelly Brennan, Teresa Gheen, Matt O'Rielly and he are the internal team. He and the Office of Economic Development are leading the project. We have numerous parties that have been coming to us asking if they can be a part of the property in some way. We are encouraging those parties to send us a letter of intent. We are collecting those and if that parties interest aligns to the gridlines and strategic plan we can act quickly. We are not banking higher education ideas because we are trying to find higher education partners to come in and work on locating in that area. The public knows that UNM and a corporate partner are having ongoing conversations. If anything comes of this around higher education before the conclusion of the project that will be announced to the community and be part of the process.

Commissioner Shaening-Pokrasso asked will there come a time when a group of individuals outside of government are involved in the recruitment efforts for some of the partners.

Mr. Brown said that is already happening. We will continue that. That kind of effort happened organically. People are going out and coming to us with their ideas. Once the guidelines are built and adopted that will bring greater clarity to uses and will produce more strategic activity to build interest locally and work with stakeholders to pull it all off.

Commissioner Gollin said the new Mayor will certainly be involved and most likely will bring in some changes to the process and their own people for input.

Commissioner Zlotoff said he wants to praise Matt and the efforts he has made. To be able to hand the new Mayor and Council hard data on what the community said we are ahead of the game. Now what form do they take is next. This is great. It saves us a lot of time. To have film at the top of list is good for everyone to know.

Chair Potter asked is the screen likely to keep operating after the University leaves.

Mr. Brown said there are parties coming to the City that want to keep it running. In the spirit of collecting letters of interest, we expect at least one to come in. It was in the top 5 of community wants. The City is not going to operate it. We are encouraging anyone who is interested to share that interest in taking over the operation of the screen. The same goes for the Greer Garson Theater. The operating point of view is that the City should not be managing businesses. That is not our job. Our job is to create conditions for people to manager opportunities.

Chair Potter said thank you so much.

### **13. GOALS FOR THE NEXT MEETING**

Chair Potter said we will discuss the funding website. Tristan Love will be coming to tell us what is going on at Meow Wolfe. Michael Becker just got a new job at Meow Wolfe so we now have a Commissioner there.

Commissioner Rivera said Meow Wolfe has an installation at South by Southwest.

Commissioner Gollin said it would be great if the new Mayor and Council would visit us soon.

Chair Potter said she will work on that.

### **14. ANY OTHER BUSINESS**

Commissioner Rivera said Las Cruces is opening a new studio. They just moved a bunch of sets from *Graves* there. It looks like they are going to have a good film festival as well. The grand opening of the studio is Friday. We are doing a Tune Up there.

Chair Potter said everyone should think about how the funding website would work and how we might structure that.

## 15. QUESTIONS FROM VISITORS

Mr. Witt said the State owns a 5 acre piece adjacent to the campus. They are in the process of demolishing the Manhattan sets after the fire. They are going to remediate that. Does the City have an interest in acquiring that.

Mr. Brown said 100%. We got close to teeing that up, but our Governor decided not to do it. We had a swap set up with the State, but it fell through due to the Governor.

Mr. Brown said the report and guidelines we are going to give to the design teams is not available to the public yet. We got a Request for Public Records for the survey results from the New Mexican. Once we deliver that we will put the documents online on the website. We told the New Mexican it would be online, but they had already issued the request. We will put everything on the site. We don't want the community to feel like we are hiding anything. That means behaving in a way that is transparent and changing peoples experiences with government. We tried very hard to get out to everyone we could think of for input. We will do a debriefing as to how we can do better. We shared the information with as many people and entities as we could.

Chair Potter said wonderful.

Commissioner Jonas said Little Globe just received the grounding funding for a citywide project called *Presidente*. It is an oral history based project. We are interviewing 40 people in the Canyon Road and Hopewell Mann neighborhoods. The project is about gentrification, home and family. We are looking for community partners. Chainbreakers is an important partner. We are looking at how Santa Fe has changed and is changing. We are not trying to advance any single narrative. We are trying to present a broader narrative in Santa Fe. We are looking to present oral histories at block parties and community conversations.

Commissioner Zlotoff said the Network is interested in posting the videos.

Commissioner Gollin asked do you need anything from the Canyon Road neighborhood. He is the President of the Neighborhood Association.

Commissioner Jonas said the challenge is in selecting our 40 main characters.

Mr. Randall said Larry Delgado grew up on Canyon Road and is a former Mayor.

Mr. Brown suggested Laurel Seth. Her mom opened the first gallery on Canyon Road that was not in the artists home.

Mr. Randall suggested Nedra Mattucci.

Mr. Brown said we need to figure out what our purpose is, our guiding principles and our brand so that OED can build out our strategy thinking of Santa Fe as a competitive entity. We need the higher order issues. We designed a story telling process to do that. He has talked to Estevan about connecting that process into Cultural Connect. We are talking about connecting those together.

Chair Potter said she wanted to say how fabulous this Commission has been. All of you are fantastic people. We all had our terms extended so we are not going anywhere. She hopes we have same amount of support from new Mayor that we had from this Mayor.

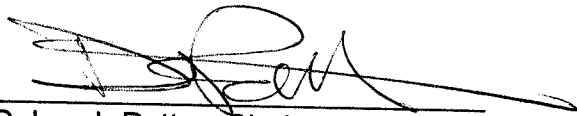
Commissioner Pierce said thank for your leadership. Everyone gave Chair Potter a round of applause.

## 16. ADJOURNMENT

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

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

There being no further business before the Commission the meeting adjourned at 11:15 am.



Deborah Potter, Chair



Elizabeth Martin, Stenographer