



Agenda

DATE 2/2/18 TIME 2:00p
BY Jessica Sandoval
BY [Signature]

Santa Fe Film and Digital Media Commission

February 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
Presentation by Sean Moody re and Matt brown re telecommunications	10:09
Update from Eric Witt re productions and Legislature	10:30
Report on Emerging Media Development working group, Chris Jonas	10:40
Update, Santa Fe Above the Line event, Adam Shaening-Pokrasso	10:55
Update, Santa Fe Media Network, Lee Zlotoff	11:10
Report on Greer Garson Studios space working group, Jim Gollin	11:18
Goals for next meeting	11:23
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, March 6, 10:00 – 11:45 AM

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

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ADJOURN

ADJOURNED

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE COMMUNITY CENTER, PERALTA ROOM
TUESDAY, FEBRUARY 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, February 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
Michael Becker
Lee Zlotoff
David Aubrey
Jacques Paisner
Adam Shaening-Pokrasso
Doug Acton
David Manzanares
Chris Jonas
Pamela Pierce
Frank Ragano
Anna Darrah, Alternate Commissioner

MEMBERS ABSENT

Jilann Spitzmiller, Alternate Commissioner
Kirk Ellis, Excused
Elias Gallegos, Excused
Andrea Meditch

OTHERS PRESENT

Matt Brown, Economic Development Director
Eric Witt, Santa Fe Film Office Director
Sean Moody, Economic Development, Broadband and Telecommunications
Randy Randall, Tourism Director
Bob Balance

Elizabeth Martin, Stenographer

3. INTRODUCTION OF VISITORS

Chair Potter introduced Sean Moody who will be speaking later in the agenda and Bob Balance, a visitor.

4. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

6. UPDATE FROM RANDY RANDALL

Mr. Randall said he did not have anything new to report.

7. PRESENTATION BY SEAN MOODY AND MATT BROWN TELECOMMUNICATIONS

Mr. Moody said he is under contract with the City to address all broadband issues and all telecom issues, focusing on broadband. He has worked several months and has several months to go on his contract. This work spans back 6 years. He was on City staff and developed the City's original broadband network. We are trying to do broadband conditions everywhere with what everyone needs. There is a separate sphere with wicker broadband around special uses. The general broadband, the one almost everyone has wanted to see, is perceived by the public to have simple issues such as what do we need in the ground. It took him a long time to understand what is really true. It is not merely about speed and reliability. It also involves mobility on phones, speed mobility costs and a handful other things. It is not as simple as just speed. Anyone can have broadband anywhere for money. The general conditions of broadband is more bringing all of Santa Fe and the regions and its representation in the national system into something that is the most useful for the most people. How do we get speed, reliability and mobility everywhere. In parts of the City we have conditions that are as good as downtown New York. There are parts of New York that are as bad

as parts of Santa Fe. Everything Fabian told you is correct. We can't just say there is fiber there and it solves our problem. The Telecoms won't tell you where that is. Often it is not where the wire is, it is what are the business models around using that wire for and how is it rationed out. That the driving challenge and problem. It is utterly complex.

Mr. Moody asked what do we do with wicked speed. Film and post are where the cutting edge need for speed is. Those would drive the demand for connection speeds. Matt brought him an idea of developing, hopefully with this group, a plan to revisit the idea of creating the conditions for apples to apples competition or access to business. His analysis is that the post industry here can't only rely on the film industry here. They have to compete on the coast. Film production here will benefit from more post operations. In the Land to Rail project several years ago, we were poised to do something that never happened. We have it in our hands to do that project. Everyone was paying Century Link to get internet. Part of its business was unregulated. We built a bit of fiber in town and were able to switch that for a connection to the worldwide web on the back of what Land to Rail did. We can leverage that for the industry. We will build a business model for both sides of industry. The first place to consider on the coast is Santa Monica for good reasons. We have and own this connection to the worldwide web and it costs nothing to run. We have it distributed throughout the Railyard now. One of the things on the City program is what do we do with the College of Santa Fe, which is quite viable. The campus was wired from the war years. Getting into their telecom bunker will get you to the buildings. We are one mile from that connection. The cost is \$1 million. These are what the city is working on.

Commissioner Aubrey asked regarding what is in the Railyard are you planning to make that available to the public or allow business to access it there.

Mr. Moody said we would need to develop City policy to do that. Right now it is run under contract with Cyber Mesa. The quality of the signal is brilliant. In the price they are taking their management fee from the revenue. We are not ready today to do what he is describing. It could be done with a change in policy and a business model.

Commissioner Aubrey asked is it where it could be available to the public or a business in an library.

Mr. Moody said it is as far away as a business model and the City saying ok.

Mr. Brown said the technology is there.

Commissioner Jonas asked what are the steps toward a business model.

Mr. Moody said Eric Witt of the Santa Fe Film Office has expressed that he is interested in that too. He will lean on him for the specific needs of the industry. We will revisit with the players and extract out what this can do for them. He is learning how the

industry uses it now and how it might effect the industry and then will develop a sustainable revenue model from that. The opportunity is so big.

Commissioner Shaening-Pokrasso said thank you for all your work. One clarification, when you talk about business models related to telecom is that not just WiFi but also will allow 3G over cell phones.

Mr. Moody said yes. It would be to make general conditions better. Mobile WiFi and Cloud storage of 5G and even 6G. Fixed wireless as well. The industry is moving toward small cells on street lights where they take out the current street light and put one in that does fixed wireless, cell service and is a street light. Unfortunately big cell towers will become more useful. The first pass will be the big towers then underground.

Mr. Brown said we have the overhead and there is a strategy for that.

Commissioner Shaening-Pokrasso said we need to know the providers and some level of transparency of the coverage. Fabian said they don't disclose that information. As a group picking out locations for real estate is critical and knowing coverage is important. What sort of viability is there to see a map.

Mr. Moody said Fabian is right. The providers are gaming each other and they will not be transparent with it. The realtors should understand that they need to understand that as much as they do water or sewer. It is literally property by property. He is working with a couple of people on Guadalupe to get quotes on fiber. You can get Century Link or Comcast there. A block away you can have it, but you have to pay for the line extension. It is a very local map. It will change very quickly. The realtors will know the property and should know what is available.

Commissioner Gollin said that is an interesting point about realtors. He is wondering if the City does not have the capacity to compile this and for requiring the providers to be transparent maybe the realtors can.

Mr. Moody said the City has the technology and expertise to do that. It would be a full time job. The information would have to be gathered by the realtors. It is difficult for the City to undertake something like that. The data changes very quickly. The real time updates would be an issue. We are one generation away from that.

Commissioner Jonas said this Commission is both film and digital media. We can represent the full perspective for that.

Mr. Moody asked can he lean on you for that.

Commissioner Jonas said absolutely.

Mr. Balance said this is great work. He wants to keep the focus on the film side.

Given the public data he has technology to get close. He can talk about that off line. It is fast moving. He loves the fact that all the small cell stuff is pushing fiber towards residences and businesses. The technology curve is advancing very quickly. The things Sean and Matt are doing for Santa Fe are really wonderful. He is passionate about pushing it out through the State

Mr. Witt said he had a good meeting with Sean over the summer. It is much more complicated than anyone thinks. What the City is doing is something we are working on with equivalent agencies at the County as well. The Film Office is both City and County. GIS data in general is a big challenge as well. Both the City and the County are working on that. Congratulations to Matt and Sean for the work they are doing. It will spread out well beyond this industry.

Mr. Moody said he is under contact right now. A request is on the table for a full time staff position.

Mr. Brown said there has been a lot of time spent and frustration building over the years along with a lot of pressure to act and solve the problem. He and Sean are spending time to understand the problem with precision and accuracy. It is a systems problem. We could spend a lot of money and fix the wrong problem. He appreciates everyones patience and advocacy. Being disciplined in this is what is required to do the long term smart move and not the short term stupid move.

Mr. Brown said there is a Bill going through at a State level about the State taking over the public rights of way and giving access to providers at a lower cost. Originally the City and other cities were opposed. In the last couple of weeks lots of work has been done with Sean, Matt O'Rielly and Marcos Martinez from the City Attorney's Office and the Legislature has been amended. Now the City and other cities have taken a neutral position and it will probably go through and will accelerate the process throughout the City. We have to be mindful of that. He also wants everyone to understand that Sean has been working with a group of business professionals, tech providers, the County and Santa Fe Public Schools so the work is coordinated and not isolated. It is an example of our philosophy to coordinate and work together rather than as islands. We keep trying to corral people to be part of the collaborative effort and not be a one off effort. Please invite people to join us. Contact him or Sean if you hear of someone who needs to be in the conversations so there is no wasted energy.

Chair Potter said thank you both.

Commissioner Rivera left the meeting.

8. UPDATE FROM ERIC WITT PRODUCTIONS AND LEGISLATURE

Mr. Witt said he wanted to reemphasize what Matt said. A lot of people come to a problem with all these genius ideas and quick solutions. He wants to commend Matt and Sean for what they are doing. He commends Matt for what he does across Economic Development by emphasizing that patient and deliberate long term view. It is easy to throw money at something and get blown by.

Mr. Witt reported that regarding the Legislature, there is not a whole lot going on. The biggest potential thing is the internet bill. This Bill will have ramifications across the sector. There is one bill that removes the cap, one that increases it by \$10 million and one to create a new film loan fund. That bill has problems with constitutionality. Removing the cap has been tabled in committee. That is not going to see light of day. The only one with a shot is the one that is increasing the cap by \$10 million, but that is a long shot. The back owed credits are accruing. If they raise the cap by \$10 million they are going to think the problem is taken care of, but it would not be even close. The good news is that everyone is talking about film. There is a Proclamation that proclaims this week Film Week. Film is a bit of a darling right now. He would rather they take their time and do things right. Regarding production, December and January are always slow, but it is picking up big time now. There are a lot of scouts coming in. *Succession*, an HBO project, is taking place now. A TV series is starting up. It is from a foreign originated series. A couple of big features are looking at coming in. He thinks we will have a strong spring and summer production season. That is good, but will exasperate the issue of credits stacking up. At some point the State will be forced to deal with that. The hope is that it will be dealt with in a forward thinking way. A lot of what we do is keeping bad things from happening at the Legislature.

Commissioner Gollin said he is not surprised that not much at the Legislature is moving towards being signed. Is there a sense that we are doing what can be done to create consensus and ideas so that next year we can move and get it done or are we not there.

Mr. Witt said we are moving in that direction. We are getting interest from the State level, the Congressional level and from other Federal entities. People are paying attention. He anticipates a wave of production based currently oversees being repatriated back to us.

Commissioner Shaening-Pokrasso said in anticipation of our next Above The Line event one thing that came up was about reviving a loan program that the State used to run. Can you talk about that and is it still alive. Is there anything we can do as a body to recommend that.

Mr. Witt said Deborah and Jim have visited with gatekeepers of that program.

The loan program is in place and ready to rock. At its peak it was \$250 million. It has not been used since 2009. That fund value is defined as a percent of the current market value of the Land Grant Permanent Fund. The portion allocated toward the film loan program was \$300 million. It just sits there. Under current guidelines they can lend up to \$15 million per project for a feature film or per season of episodic TV. It is administered by the State Investment Office. They are day traders on behalf of State Treasury funds. They not finance lenders. They are adverse to administrating this program. They have no expertise to evaluate applications for loans. Because the maximum is \$15 million and these people make trades in hundreds of millions the time for them to spend in evaluating that small amount is not worth their time in their estimation. Any loan has to be approved by the State Investment Council which is made up of the State Investment Officer and others appointed by the Governor and the Legislators. They shut it down. It is there. The better thing would be to retool this program. There was a Bill in 2009 sponsored by Ben Lujan regarding this. It did not pass.

Chair Potter asked is there an effort to pay back the backlog.

Mr. Witt said no.

Mr. Brown left the meeting

9. REPORT ON EMERGING MEDIA DEVELOPMENT WORKING GROUP

Commissioner Jonas reported we have been very active. Our ranks are growing. We are now including New Media Gallery Form and Concept and BioCultura. There is a lot of new energy from Meow Wolf. We have been in conversations with OTAB and have accepted their \$15,000 grant to us for our campaign in making Santa Fe a destination for young folks interested in emerging media. We are telling the story. Little Globe is the fiscal sponsor. It is on a reimbursement basis. There is a break out group working on the plan.

Commissioner Shaening-Pokrasso said last week at our subgroup meeting it included a number of representatives of businesses and organizations who are working to build our plan around branding of the emerging media. It looks like a technology and arts driven community. We have had great offers from member organizations. Meow Wolf has offered a number of services so the money from OTAB can go to media buys and buzz. That is the big picture. We are working on our look, logo, website and mission. We are focused on June as New Media Month in Santa Fe. By next meeting we anticipate that the website and calendar will be ready.

Commissioner Jonas said the partner helping to provide the website is Mindshare and they are new members of the alliance. We have a team working on branding and design. Meow Wolf is mentoring a new designer who is working with us. We have a

mixer planned for Thursday, June 14th. The goal is to have a networking opportunity and we will be pulling people out of the woodwork and obtaining contact information. Meow Wolf is donating a staff person to coordinate and organize this event.

Commissioner Ragano said the event will be at Currents. We have \$15,000 from OTAB and we also have another \$40,000 from partners that has been put into marketing.

Chair Potter said thank you. This is fantastic.

10. UPDATE, SANTA FE ABOVE THE LINE EVENT

Commissioner Shaening-Pokrasso said he emailed everyone here about getting experts for this event. Our next event is February, 21st. Same location and timing. We have sponsored support from Tourism, the hotel and the Santa Fe Film Office. It is important to get the right people there. Send him any names and contact information for invitations or reach out directly to your contacts to invite them. He will send everyone the invitation to send out. It is an RSVP event. The format will be similar. There will be a talk at front end and then we will break out into groups for discussions. There will also be a gameified brainstorming event. We will be talking about film and financing opportunities. It is important to have a robust body of experts there in the room whether they are speaking or not. We want attendees to see the opportunities. We invite all of you to ask experts to come. Our Chair lined up Max Myers with New Mexico Bank and Trust. Clay Space is a name that came from Anna Darrah for investment funds. Chris Jonas suggested Jason Silverman. He needs help to get these people there. We want them to stand up and talk for 5 minutes about how they have raised money or loaned money. Cindy Kahn will be there from the nonprofit fundraising perspective. Pamela Pierce will be there. We need someone to give a nice soup to nuts explainer of the film tax credit program.

Randy Randall suggested that Eric Witt is the expert in that subject.

Chair Potter asked what other help do you need.

Commissioner Shaening-Pokrasso said a few people to come early to help. He wants to acknowledge David Aubrey for his efforts to put together a sheet of information listing various financing opportunities.

Commissioner Aubrey said this lists grant possibilities and other funding possibilities. It will be handed out at the event.

Commissioner Shaening-Pokrasso said if you are familiar with any opportunities that unlock funding let him know.

Commissioner Aubrey said national things are also included on this sheet. He will add anything that anyone else has.

Chair Potter asked Commissioner Aubrey to send that list to the entire Commission.

Commissioner Aubrey said he will send that out. Please send anything you want added to the list to Adam and he will get that from him and add it.

Mr. Randall said send it to Eric as well.

Commissioner Shaening-Pokrasso said he needs the names of those who can come early and of those who can facilitate a table.

Commissioner Jonas said he has been through lots of training involving funding. One of the things that is often missing is how you access the funds like the best way of making a pitch. He would like to ask that the presenter make it clear how you actually get to the Ford Foundation for instance. Jason Silverman understands that.

Commissioner Zlotoff volunteered to facilitate a table. He might have someone who regularly finds funding for films here. He will connect Adam with them.

Chair Potter asked what time do you need helpers there.

Alternate Commissioner Darrah said she thought last time we said we wanted to have a training for the people running the tables. If we are committed to running a table we need to come in for training.

Commissioner Zlotoff said last time was 5:30 pm to 7:30 pm.

Alternate Commissioner Darrah said we met with the facilitators by 4:30 pm.

Chair Potter asked what time do you want the experts there.

Commissioner Shaening-Pokrasso said he will let them know. 5:30 pm mostly. We will give them an orientation and a schedule.

Alternate Commissioner Darrah said they might want to show up at 5:00 pm so they get a briefing of how it will be run.

The other Commission members who volunteered to facilitate a table in addition to Commissioner Zlotoff were: Commissioner Becker, Commissioner Jonas, Commissioner Paisner, Commissioner Manzanares and Commissioner Darrah.

Chair Potter said great work.

11. UPDATE SANTA FE MEDIA NETWORK

Commissioner Zlotoff said there are lots of exciting things happening. This Sunday we will have our first live stream for the Hall of Fame event with the Union. In terms of production he and Danny Ruben are now actively writing. We will be shooting in March. There are a number of other productions in the que. We have been in conversations with Dataflix to partner with us to bring the Native American element into the Network. He is in conversations with David Manzanares to serve as an advisory for us to develop an equally solid Hispanic component. He is working with an Hispanic Production Company in Hollywood as well. The Network is progressing about as well as it could be. He is meeting this week with an attorney to iron out the specifics of how we can form a for profit organization that is somehow related to the Network. He is excited about the way this is going.

Commissioner Ragano said he was at the recent meeting regarding the Alvord School. He was confused at the end.

Commissioner Zlotoff said about 2 weeks ago Chris Jonas, the Santa Fe Network, David Aubrey and Frank were given a tour of the old Alvord Elementary School. David and Lisa Barker are in the process of buying it and we were thinking of the possibility of leasing space there. The question was if we wanted to make a combined proposal to lease that space. The City has to re-zone that property for commercial use and there is neighborhood involvement. There is a process. The process will not be complete until June or July at the earliest. They are taking proposals. He and Chris had a subsequent conversation. We have not decided if it will be a group proposal or individual proposals. At some point we will all talk again. The Santa Fe Network and Native Flicks will want to put in a proposal for a chunk of that space at a minimum.

Chair Potter said thank you. This is all fantastic.

12. REPORT ON GREER GARSON STUDIOS SPACE WORKING GROUP

Commissioner Gollin said the best news is that the City is moving forward on what they are now calling the Mid Town Campus Project. The launch of that is an extensive public input process. The way this public process will work is there is a website with information to sign up to be involved in the public input process. There will be small, facilitated meetings for discussion which will then be analyzed by 5 separate design teams to come up with a mega design. Then that will be brought together and people will react to that and it is supposed to be finalized by May. The first facilitated group process is a series of meetings from the 11th to the 14th of this month. If you want to participate you need to sign up online, but the sign up for those ends tomorrow at the end of business. Our Chair sent out a link to that to everyone. He signed up. Chris is signed up. Frank is signed up. The more the merrier. It sounds like a well thought out

input process.

Commissioner Gollin said point 2 that he wants to make is the name of the working group. The agenda says Greer Garson Studio and that is too narrow. His proposal is to call it the Mid Town Campus Project Working Group.

Chair Potter said we will do that for our next meeting.

Commissioner Gollin said his 3rd point is regarding timing. We have the election coming up. Nothing of importance will happen before we have the new local government in place. The new City Council and Mayor will digest this. For the larger dream projects such as bringing a Netflix here, they would want to wait a year to see what the new Governor and Legislature looks like. The final point is that money is needed for just about anything. When brainstorming it is important to think who is going to pay for it.

Chair Potter said she appreciates that.

Commissioner Ragano asked is this a phone conference or in person.

Commission Gollin said it will be an in person, facilitated meeting. If people can't attend that they can also comment on their own.

Chair Potter said she has met with all of the Mayoral candidates and has let them know what the Commission has done and is doing.

Commissioner Gollin said he is glad she has met with them. Is there any thought about once we have new Mayor and Council about inviting the new Mayor to one of our meetings.

Chair Potter said we all had our terms extended in December. We will invite the new Mayor.

13. GOALS FOR NEXT MEETING

Commissioner Zlotoff said what about someone coming from Meow Wolf.

Chair Potter said Tristan Love is coming to our April meeting. He was booked for March.

Alternate Commissioner Darrah said we are completing the Meow Wolf documentary now. We are premiering the film at South by Southwest on the 10th of March.

Commissioner Manzanares said his project, *Faith Under Fire*, premiered at 2.5 million viewers and as of yesterday it has exceeded 8 million views. He has received nice emails from Sony and Lifetime and it might turn into 3 projects here. He co-produced it and had a role in it.

Commissioner Jonas said Little Globe is expanding its fellowship programs. We are training disconnected youth. We are looking to create partnerships with that. We would like other places where they could be interns or extend our network. A lot of them are coming through Youth Works. They oversee them.

Commissioner Zlotoff said the Santa Fe Network is interested in the fellowship program. We will solicit interns as well.

Commissioner Acton handed out a schedule for New Mexico Film Week.

Commissioner Manzanares said he would like to invite everyone to the Crazy Heart Bar at the Drury Hotel. He is performing there.

Commissioner Aubrey left the meeting.

14. ANY OTHER BUSINESS OR ANNOUNCEMENTS

None.

15. QUESTIONS FROM VISITORS

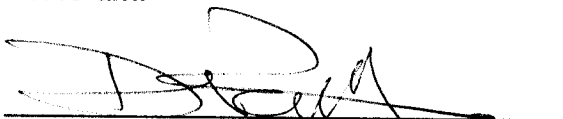
None.

16. ADJOURN


MOTION A motion was made by Commissioner Acton, seconded by Commissioner Manzanares, to adjourn the meeting.

VOTE The motion passed unanimously by voice vote.

There being no further business before the Commission the meeting adjourned at 11:45 am.



Deborah Potter, Chair



Elizabeth Martin, Stenographer