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Santa Fe Film and Digital Media Commission

April 3, 2018

10:00 – 11:45 AM

Santa Fe Convention Center, Peralta Room, ground floor

Call to order , Deborah Potter	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Introduction of visitors and Welcome Mayor Webber	10:03
Update from Randy Randall	10:13
Update from Eric Witt re productions and Legislature	10:16
Update from Matt Brown re Tele-communications	10:23
Discussion with Tristan Love from Meow Wolf, Michael Becker	10:26
Report on Emerging Media Development working group, Chris Jonas	10:42
Update, Santa Fe Media Network, Lee Zlotoff	10:52
Update on Midtown Campus Project, Jim Gollin, Matt Brown	10:56
Report, Santa Fe Above the Line event, Adam Shaening-Pokrasso	11:02
Discussion: possible financing themed website, Adam Shaening-Pokrasso	11:04
Goals for next meeting	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, May 1, 10:00 – 11:45 AM

**SUMMARY OF ACTION
 SANTA FE FILM AND DIGITAL MEDIA COMMISSION
 SANTA FE CONVENTION CENTER - PERALTA ROOM
 TUESDAY, APRIL 3, 2018, 10:00 AM**

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER - PERALTA ROOM
TUESDAY, APRIL 3, 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, April 3, 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
David Aubrey
Jacques Paisner
Adam Shaening-Pokrasso
Doug Acton
Elias Gallegos
Chris Jonas
Pamela Pierce
Frank Ragano
Andrea Meditch, Telephonically
Anna Darrah, Alternate Commissioner

MEMBERS ABSENT

Lee Zlotoff
David Manzanares
Jilann Spitzmiller, Alternate Commissioner
Kirk Ellis, Excused

OTHERS PRESENT

Mayor Alan Webber
Matt Brown, Economic Development Director
Eric Witt, Santa Fe Film Office Director
Tristan Love, Meow Wolfe
Randy Randall, Tourism Director
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS AND WELCOME MAYOR WEBBER

The visitors introduced themselves.

Chair Potter introduced Mayor Webber.

Mayor Webber said he wanted to stop by to offer words of encouragement. There was an article in the paper about the case of the missing middle. If you look at the data of Santa Fe economically and demographically, part of our community is missing and is fundamental to the future. We have a lot of young and a lot of old, but we don't have folks in the middle who are attracted to Santa Fe because film and digital media are the hot things to do here. You are a critical part of the strategy for the future of the City. We need to be the place where people come and stay because it is a great place to live and they want to be a part of the creative economy. The shoots are coming up. The green is starting to show. He went to Meow Wolfe's international competition for gaming. The energy was incredible. There was creativity at work and to make a documentary about the competition fully fed back into the loop. In one day Santa Fe became the gaming capital of the world. The United States greatest export is video games. They are using music and story lines from movies. Transforming yourselves into a digital medial Commission is exactly the right way to go about it. For Santa Fe to have a future where it all works, housing, employment, community and families, it has a lot to do with how people can make a living here. You are the next cool thing. The point is what you are doing is bearing fruit. Films are doing great. When you talk about the future of the campus we will make sure the film component stays and gets invested in and more. Film is story telling. We are a great story telling City. Everything you are doing is on the right track. He believes in it profoundly. We have a great body of story tellers in Santa Fe. People have made a living by being brilliant story tellers in film, songs and books. Let him know how he can help. If you need him to sign letters you have his signature. He is happy to come back in the future when he can make a

contribution by introducing you to people you don't know or plugging you to people or groups. This July The National Governors Association is coming to Santa Fe. 30 or more Governors will be here. Angela Merkel and the President of Mexico will likely attend. Lots of corporate people will be here pitching their goods or services. We may get last minute attendance by the President or Vice President. Santa Fe is on the global screen. Think about that as another platform to showcase the activity and activities here. We have a great blend of the old and the new. Plug in.

6. UPDATE FROM RANDY RANDALL

No report.

7. UPDATE FROM ERIC WITT

Mr. Witt said we are on the right track. Production is picking back up for summer. He is working with Matt on the campus. The 5 design submitters will be turning in their designs next Monday. A few have approached the Santa Fe Film Office to get a lay of the land. We are gearing up towards the Legislature. They are starting their interim meetings now. There will be some film legislation introduced. Some of it is good, some not as good. The Mayor gave a great, uplifting message to us all.

8. UPDATE FROM MATT BROWN

Mr. Brown said regarding telecommunications, 5 franchises were introduced to the Public Works Committee and passed unanimously. They will go to City Council on May 11th for final public comment and vote. We are supporting the Chamber of Commerce in their endeavors with their new broadband subcommittee which meets every 2 weeks. They are meeting with all the people applying for the franchisees. We are working in tandem with private business to coordinate our work and prioritize the best possible partnerships so that we get the coverage and service we all want. A lot of good work is going on in support of these franchises and things beyond these franchises.

9. DISCUSSION WITH TRISTAN LOVE, MEOW WOLFE

Mr. Becker said he was brought on, free lance, at Meow Wolfe to help produce the gaming competition. We did a live stream on Twitch each day. We had 80,000 viewers the first day and over 300,000 the second day. It was a tremendous success for the City. 5 weeks ago he was offered a staff position as Line Producer. Tristan Love is the Executive Creator Director. He grew up here in Santa Fe. Like a lot of us, he did not feel that there were many opportunities to pursue his career. He moved to Austin then New York. He will let Tristan continue the story.

Mr. Love said thank you Michael. It is such a pleasure to have him on board full

time. We now have our own TV station through that piece alone. It was a huge boost for us.

Mr. Love said he grew up going to Warehouse 21 and went to the College of Santa Fe which was an incredible experience. It was tragic when the school fell apart in 2009. Knowing this Commission and the Mayor are looking at making that campus vital again for arts and film is super important. It is a huge passion of his. He had to leave Santa Fe. He learned a lot in Austin and New York. Ultimately it was not where his heart was. He moved back in 2014 right around the time Meow Wolfe was not doing a ton. He moved into a spare room in a house where a number of Meow Wolfe workers were living. When the opportunity of the bowling alley came up he was brought on as part of a team of directors. They asked him to head up the film side of it. It was incredible. To be able to come back and be given this opportunity to be creative and supported by Meow Wolfe to live his dream was really something. Now Meow Wolfe ultimately wants to be the most artist friendly and supportive company in the world. We want to be a multi billion dollar company and have begun to do that. Santa Fe is the prototype. We are looking at Denver, Las Vegas and beyond. We are now looking at how film and media fit into these pieces. We will continue honoring Santa Fe. Our headquarters are here. The film production headquarters will be in Santa Fe. Meow Wolfe Entertainment is a relatively new arm of Meow Wolfe. We are focused on building out the transmedia component to Meow Wolfe. As we build out these exhibitions, they will permeate our media story out into the world. Like above the line production in New Mexico. As we grow our headquarters will still be in Santa Fe. We will still be bringing talent and significant projects to Santa Fe. In the next year we have some great plans. He is not at liberty to talk about it right now. A year from now he will come back and we can look at all the projects on the slate. We have built out a 5,000 square foot production facility. It is for in-house post production, animation, pod casting and a live component. We are building the above the line component.

Commissioner Acton said he is looking forward to having the opportunity to meet with you to deal with below the line individuals invested in this great adventure.

Mr. Love said he would love that. All through college he worked in IATSE as a grip and technician. He grew up in that world as well.

Ms. Meditch said congratulations on Meow Wolfe emerging as this amazing economic driver in Santa Fe and attracting so much creative talent and for your success at South by Southwest. Could you talk a bit more about the production facility. Is it open to digital story telling. Is there a gaming component.

Mr. Love said in terms of the production facility it is a 5,000 square foot warehouse that has been outfitted for production. We have a robust slate to produce for content. It will be in house Meow Wolfe content. In terms of productions we are looking at everything. We are looking at larger premium content that Meow Wolfe wants to partner with to produce and a whole host of in-house production. Short form

animation, short form fiction and non fiction, long form of each of those, pod casting and live are the primary buckets of content we are looking to utilize the facility to produce using in-state and in-house talent to do that.

Chair Potter asked is there a way to incorporate a film school into the picture.

Mr. Love said that is in the discussion around the campus. Imaging Meow Wolfe as a whole and as the film side having the ability to utilize that campus would be incredible. The facilities are amazing. It is a wonderful resource for Santa Fe. We have been thinking about how to use that space.

Chair Potter asked what about the educational component.

Mr. Love said that is his alma mater. Having that community while he was there and the amount of talent we have hired who came from their education program plugging into what we doing really important. It would be sad to not have an educational component anymore. The campus is in the heart of our City. To have vital film and media in the mix.

Commissioner Shaening-Pokrasso said thanks for sharing. As a Commission we are always seeking to understand what resources exist. We see the rocket ship of Meow Wolfe Entertainment as a resource to put talent to work. What is Meow Wolfe willing to collaborate on with emerging film makers and the community at large.

Mr. Love said it is important ultimately as Meow Wolfe grows we continue asking ourselves how we can be of support of this community. At the moment we are on this crazy growth trajectory and working on getting our solid base. As we grow how do we continue to be a resource for the community and local film makers. He thinks through programming and bringing in local talent on projects we coproduce. There are competitions we could do so we can reach a wider audience. We can do partnerships with other entities in Santa Fe to bring outside talent, speakers and educators to Santa Fe to provide workshops where we could use our position to leverage relationships we have to bring people in and to create dialogue. He doesn't have a specific answer other than as much as we can, all our hires are local. Also we are trying to boost the above the line profile of New Mexico. We are putting attention back on the film community here. He would love to continue a dialogue with this Commission and partnerships to do exactly what you are saying and to hold us to account for that. It is incredibly important for us to be a pillar of strength for this community.

Commissioner Shaening-Pokrasso said as a Commission we identified gaps that exist. Meow Wolfe Entertainment serves to address a lot of those things. Keep in mind what can be leveraged over time. We are working to try to fill those gaps.

Alternate Commissioner Darrah said we are in contact and direct communication with Meow Wolfe. It is good to remember we are working on similar platforms.

Mr. Love said our live programming piece via Twitch is what he was talking about regarding a TV station. Our live voice. When a big live event occurs we will do programming around that and production. We are looking at different channels for distribution. We are figuring out how to support Santa Fe Network as well.

Chair Potter said thank you so much.

Mr. Love said thank you for inviting him and for all the work you are all doing individually. He is excited that this Commission exists to build the above and below the line film community.

10. REPORT ON EMERGING MEDIA DEVELOPMENT WORKING GROUP

Commissioner Jonas said we have been very busy. We are doing a soft launch of our website in 10 days. The hard launch will be on April 23rd. This is all heading towards Emerging Media Month. It is very exciting. Our team is extraordinary. We are launching our website calendar, reaching out to out of town visitors, producing a newsletter, producing a promotional video, sharing the opportunities for media makers and doing press releases. Simply Social Media has become part of the Alliance and will head up our social media part of this.

Commissioner Shaening-Pokrasso said in tandem with what is happening in the month of June, Currents has their flagship festival. It is rich in inspiration and visuals and will create and host our first emerging media event. We will do a very interesting event for one night in June to highlight things in Santa Fe that have worked very well. It will be a 2 part experience for locals and visitors from out of town. The event is a party where we will be having drinks and a gathering in the evening at El Museo where Currents will be up. Then we will move into a quick 3 to 5 minute sequence of presentations by artists who will be facilitators in the following small group activity. They will pitch their ideas. It will be the first product of the Emerging Media Alliance of works of art that seek to answer unanswerable questions. A lot of our marketing resources will lead up to that month of June to maximize attendance at all of the events in June.

Commissioner Ragano said regarding the extent of the marketing for June this will be the focus of Currents, the Santa Fe Institute, Meow Wolfe and others who just received a \$30,000 marketing grant from the Arts Commission. June is really getting slammed in marketing. We will see what the outcome will be.

Commissioner Shaening-Pokrasso said we are seeking to hire for the Emerging Media Alliance a marketing and social media czar. It will be part time to start. If you know of someone that might be a good fit let Chris know.

Commissioner Ragano said in a partnership we have established Futurition Santa Fe. We have a website.

Chair Potter said thank you. This is all awesome.

11. UPDATE SANTA FE MEDIA NETWORK

Alternate Commissioner Darrah said we have just completed our first original film project. *Our Own Devices* was created by Lee Zlotoff and the Director of *Groundhog Day*. The director of *Shriek* flew in to direct it. It is a conversation between Siri and Alexa. We are creating a marketing campaign with all your help to parse out these pieces that will be created from this one shoot. We will have spots 30 seconds long to 2 minutes long. They tell a story over time. We are talking to the Albuquerque Film and Media Experience, happening at end of April, about being a part of that. It is exciting.

Commissioner Gollin said when the Santa Fe Network formed a year ago out of this Commission it formed as a nonprofit. We intend to continue it as such; however, now that we are getting into original programming it gets difficult to do it as a nonprofit. We are in the process of a discussion of forming Santa Fe Network Studios where people can invest and get a return. That requires a for profit. We are in discussions with various lawyers at this time.

Chair Potter asked do you feel that will attract more investors than charitable donations will.

Commissioner Gollin said we would do both. We will be doing original productions and investors will need a return. It will be a parallel project.

Chair Potter said thank you for all you are doing.

12. UPDATE ON MIDTOWN CAMPUS PROJECT

Commissioner Gollin said an enormous amount has been happening. On Monday the next level of designs are submitted. He turned the discussion over to Matt Brown.

Mr. Brown said the second phase, visioning, is coming to conclusion on Monday. We have had mid point check ins with all 5 teams. It has been helpful. Now we will be preparing for the first in person event. April 12th will be an event at the Santa Fe Institute, April 13th is at the GCCC and April 15th is at the Southside Library. The 12th and the 15th are limited to 100 people each. The April 13th event is open to everyone. We have 75 people signed up between the 2 invitation events. They are likely to fill up. For Friday, April 13th, we have 150 free day passes for GCCC so the first 150 people who show up will get passes they can use later. Email people and let them know. We are at the finish line. We will also be on line on Friday. We will post the different visions so people can comment and give ideas. We set a goal of May 1st to have synthesize all of

this and set guidelines and adopt a Resolution going forward. One thing is that a couple of them wanted to understand the future of the film industry and how to incorporate that. We are going to see some bold strokes. It will be interesting to see what folks come up with.

Commissioner Shaening-Pokrasso asked what is distinction of what will be accomplished by the design teams and the community members.

Mr. Brown said the design teams have taken the guidelines we gave them from the collection phase and the priorities. They are creating the conceptional visualizations and concepts on the campus and possibly the surrounding property. That is what is being brought to the public events. The public will see those to see how that looks and feels. There will also be a written narrative. The community can say what they like and don't like. We are taking a high level set of priorities and adding context and detail. It will deal with what the scale of our ambition and the appetite of the community is.

Commissioner Shaening-Pokrasso asked what is the ultimate output from your team.

Mr. Brown said a set of guidelines that will describe the use of the property and what is desired and not desired. It will be in writing. He expects to have in that set of guidelines a reference to the applicable pieces of the 5 visual designs where that guideline is shown for context. Then our work is complete for that part. The project transitions into moving into the political sphere for the internal and public process for input and adoption as a Resolution. Then that Resolution will be the guiding document for City government and staff. It will be used to respond to people who come to us and said they wanted to do something on the property. If it does not fit we say no. If it does fit we work with them. The City can also be proactive in a way that pertains to the guidelines. That is the end game of this work. The next step would be a Master Plan. He is not advocating for that. Maybe a nontraditional Master Plan. We already have a stack of letters of interest from different parties who want to do something there. We have had conversations with them. When the process is over if any of those letters of interest align to the guidelines we can move with speed. The academic use of the property was initiated a year and a half or two years ago. That has not stopped. If an education thing springs up that will be consistent with all the prior work that has been done and the Resolution and public process they will move forward.

Chair Potter said thank you. Excellent report.

13. REPORT, SANTA FE ABOVE THE LINE EVENT

Commissioner Shaening-Pokrasso said his working group is not getting back together. The central component is how to make it sustainable in the future.

Chair Potter said she went to the event and it was terrific. Thank you Adam for organizing it.

14. DISCUSSION: POSSIBLE FINANCING THEMED WEBSITE

Commissioner Shaening-Pokrasso said he has donated a great deal of his time and resources to pull this off and it has been a wonderful process. He has enjoyed it. He is not able to donate his time any longer. The website will require a great deal of time. We have some options. One is it goes away. The second one is someone on the Commission says they will donate their time to do the event and do the website. The third is that Above the Line becomes a project of an organization that can sustain it through funding and other kinds of resources. His recommendation is that it lives on and that someone takes it on or an organization takes it on. The Santa Fe Network has been in discussion at some length on this idea. It seems to be an obvious and great fit. We need to discuss it. The proposal from the Santa Fe Network is that it continues and the Santa Fe Network takes it on.

Commissioner Aubrey said that came out of the event.

Commissioner Shaening-Pokrasso said the Commission can't collect revenues. We need to make it possible to do so. A website is the central product that needs funding to get it done. It is just one of the things to get done.

Commissioner Shaening-Pokrasso said that website product is essentially an "all in one resource" to educate what funding opportunities exist. It will be a map of everything. Comprehensive. A one stop shop.

Alternate Commissioner Darrah said for clarity she requested that the discussion of the Santa Fe Network stepping in be put on the agenda. It was pushed off to the next meeting.

Chair Potter asked shouldn't we wait for Lee.

Commissioner Shaening-Pokrasso said there is no reason to wait.

Alternate Commissioner Darrah said Lee is on board with it. It continues our commitment to our nonprofit arm. We are still committed to everything we started and the structures. We want to broaden it more as a resource. We want to bring in a Board around the nonprofit.

Chair Potter said it would give more weight to the Network.

Alternate Commissioner Darrah said we are still a distribution agent for all the things created in New Mexico.

Commissioner Shaening-Pokrasso said the best way to approach this is that the event series known as Santa Fe Above the Line becomes a product of the Santa Fe Network.

Commissioner Acton said in his opinion he would say this Commission is no longer going to do the Above the Line event and any outside entity who wants to take it on, that is their choice. We should not make a motion giving it to one entity.

Commissioner Jonas said in terms of due diligence, that we have exhausted all the resources we have to do this event, have we decided that. For us to continue to do this helps the Commission publicly in a profound way.

Commissioner Shaening-Pokrasso asked does someone want to take this on.

Commissioner Pierce said she agrees we have a conflict of interest in naming one entity.

Commissioner Rivera asked what is the cost of the event and is the hotel willing to continue to donate.

Chair Potter said NM Bank and Trust said they would like to sponsor the next one.

Commissioner Shaening-Pokrasso said couple of thousand dollars per event. If we had to pay for space rental it would be another \$400 to \$500.

Commissioner Meditch said it also includes the value of time.

Commissioner Shaening-Pokrasso said he puts 30 hours into each event.

Commissioner Ragano said it seems to him we should table this until we can come back with a budget.

Commissioner Shaening-Pokrasso said it is not a bad idea to put hard numbers to it. Each time we do these we assume that free space and drinks will be provided.

Mr. Randall said he expressed to Adam the support from Tourism and the Film Office was to help get the thing going. If it is to be sustainable it ought to be able to wean itself from that. If people are getting a value from it they should come buy their own drinks and we can do potato chips. It should be sustainable for its value rather than free stuff. We said we would do one more. Beyond that it needs to stand on its own or determine there is no value. It is at that point.

Chair Potter said a no host bar would be fine with her.

Mr. Randall said we can provide space here for free if they don't need a bar. Or we can get other donated space.

Alternate Commissioner Darrah said there are 2 reasons why we thought the Santa Fe Network would be a good host. One is we receive City funds and this event checks some boxes for the things we are doing for those funds. It helps us in fulfilling our mission. Second is if the Santa Fe Network took over we could charge admission fees that could be for food or bar or whatever. We could shift into a different set up and could raise funds for us and check off boxes.

Commissioner Shaening-Pokrasso said there are 2 stages to this discussion. One is are there community resources to see this thing through and if so will people stand up and take over and then based on that what is the future of it.

Chair Potter said it is only 3 times a year. We can continue this discussion next month.

Commissioner Acton said just put it out as an email asking if anyone is interested in taking over as Chair of this. If no one does then let it go and let outside entities decide if someone wants to take it over.

Mr. Randall said he thinks the Commission should facilitate a transition. Too much effort has gone into this. It would be ill advised to give up on it. Letting it go does not seem to be a good solution. You can give 30 days to broadcast it out through the Commission and ask for a proposal from the Network.

Chair Potter said Chris' point is very important. She thinks we should continue the discussion at the next meeting. Between now and next meeting we will have a long range planning working group meeting. That will help with the discussion.

Commissioner Pierce asked what would be the next topic for the next one. We need more substance. If people are really interested they will come for the topic.

Commissioner Aubrey said it occurs to him that the festivals may be a good discussion point. The panels they do are doing that work. There is another side to this. There is a certain nativity when it all comes down to. It needs to become a real project. It is all moot if you don't have a project for people to work on. It is a good time for everyone to come together and talk, but he does not think a lot of people come with a fully formed intent of what they want to do with a film project. First get your project together and find out where to take it. Not this rambling thing anymore.

Chair Potter said we will continue this discussion at the next meeting.

Alternate Commissioner Darrah said we should consider what we are doing as a

Film Commission

15. GOALS FOR NEXT MEETING

Chair Potter said she will add the discussion about the future of the Above the Line event to the agenda.

Commissioner Rivera said there is a lot going on. She is in the middle of reconciling 5 years of work and organizing thoughts of moving forward. Stay tuned.

Commissioner Acton said 480 is one spoke in the wheel. Film is fine as far as the industry as a whole. He is the Business Agent now and we have a new President, Liz Pecos, who is the first female President.

Commissioner Paisner asked will that change the culture of the local regarding harassment and black listing.

Commissioner Acton said 480 has always had a zero tolerance policy. If you have a black listing example bring it forward. He has not heard of that.

Commissioner Jonas said Little Globe is looking for a new junior team member to work on a big project starting this summer. We would like a talented young film maker. It is a paid contract gig. We want someone who wants to grow up with us and be part of group.

Chair Potter said our next meeting will be in the Nambe room.

Chair Potter said this was a great meeting. Thank you all.

16. ANY OTHER BUSINESS OR ANNOUNCEMENTS

None.

17. QUESTIONS FROM VISITORS

None.


18. ADJOURN

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

VOTE The motion passed unanimously by voice vote.

There being no further business before the Commission the meeting adjourned at 11:40 am.


Deborah Potter, Chair


Elizabeth Martin, Stenographer