



# Agenda

DATE 9/25/17 TIME 2:12p  
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## **Santa Fe Film and Digital Media Commission**

October 3, 2017

10:00 – 11:45 AM

Santa Fe Convention Center

Peralta Room, ground floor

Call to order	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Update from Matt Brown re Internet	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	10:40
Update on Greer Garson Studios space working group, Jim Gollin	10:50
Report on Emerging Media Development working group, Chris Jonas	11:00
Goals for next meeting	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: Tuesday, November 7, 10:00 – 11:45 AM**

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five (5) working days prior to meeting date.

**SUMMARY OF ACTION**  
**SANTA FE FILM AND DIGITAL MEDIA COMMISSION**  
**SANTA FE CONVENTION CENTER**  
**PERALTA ROOM**  
**TUESDAY, OCTOBER 3, 2017, 10:00 AM**

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UPDATE, GREER GARSON STUDIOS SPACE WORKING GROUP	INFORMATION/DISCUSSION	7-8
REPORT OF EMERGING MEDIA DEVELOPMENT WORKING GROUP	INFORMATION/DISCUSSION	8-10
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
SANTA FE CONVENTION CENTER  
PERALTA ROOM  
TUESDAY, OCTOBER 3, 2017, 10:00 AM**

**1. CALL TO ORDER**

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Chair Deborah Potter at 10:00 am, on Tuesday, October 3, 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  
Adam Shaening-Pokrasso  
Lee Zlotoff  
Jim Gollin  
Nani Rivera  
Michael Becker  
Pamela Pierce  
Jacques Paisner  
Chris Jonas, Alternate Commissioner  
Elias Gallegos  
Andrea Meditch, Telephonically  
Anna Darrah, Alternate Commissioner  
Doug Acton

**MEMBERS ABSENT**

David Aubrey, Excused  
Kirk Ellis, Excused  
Chad Burris, Alternate Commissioner  
Edward McLoughlin Excused  
Jilann Spitzmiller, Alternate Commissioner, Excused  
David Manzanares, Excused

**OTHERS PRESENT**

Randy Randall, Tourism Director  
Matt Brown, Economic Development Director  
Jennifer La Barre, Film Office  
Elizabeth Martin, Stenographer

### **3. APPROVAL OF AGENDA**

Chair Potter said she would like to move up Chris's presentation so that Mr. Brown and Mr. Randall are able to hear it. Mr. Brown has to leave early today.

**MOTION** A motion was made by Commissioner Meditch, seconded by Commissioner Gallegos, to approve the agenda as amended.

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

### **4. APPROVAL OF MINUTES**

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

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

### **5. UPDATE FROM MATT BROWN, INTERNET**

Mr. Brown said Sean Moody is up and running. He is reaching out to interested providers and other stakeholders parties and is collecting a list of partners and who are interested in stepping up to deliver. He will deliver to us a work plan by the end of the week. He will be able to speak to the progress against that plan at the next meeting. The school district is implementing a broadband solution for all 26 schools and the County is doing what the County is doing. We are looking at how we can intersect and take advantage of those things. It will take awhile.

Commissioner Shaening-Pokrasso asked if Mr. Brown received the internet service provider information that he sent to him.

Mr. Brown said yes, he passed it on.

Commissioner Shaening-Pokrasso said he wants to be sure we don't limit ourselves to the parties here. The more competitive the better the price can be. We need to incentivize the small companies where possible.

Mr. Brown said for sure the strategy has to do with an increase in competition. As far as preferring small over large he can't speak to that. The core is how do we increase competition. Sean will make recommendations.

Commissioner Shaening-Pokrasso said prices are not lowering for businesses. Right now we are limited to Century Link's infrastructure and Cyber Mesa's pricing is paying for the infrastructure being laid down. It seems prices are even going up for

businesses. We want cheaper internet. The more we can incentivize the better.

Mr. Brown said agreed. There was a newly proposed regulatory scheme that allows for certain types of fixed wireless to be deployed in the City. That is a policy change to try to address the opportunity for greater competition around that. People are frustrated that we don't have the broadband structure we need. It is urgent and people are working as fast as they can to create the conditions to allow for all kinds of parties to come in and try to solve the problem. Verizon transitioned to a new platform and this summer they had excessive usage to what their platform could do. They are anticipating that they will solve that this fall. Sean is saying to them that we want to see that completed by a date certain or we have to have conversations with other partners. We are trying to deal with all the different techniques. They are all on the table. Doing fixed wireless is much harder here than you think. Just because you can put an antenna on a lamp post does not mean you can do that. Having Sean on board is a real benefit in trying to figure out strategy and execute on it. It hampered us by not having a person on board who was exclusively to do this. We see much more greater clarity already.

Commissioner Shaening-Pokras asked will the work plan be public record.

Mr. Brown said he does not know. He would assume that some level of it will be public for feedback.

Commissioner Paisner said he has Verizon and has had problems with service.

Commissioner Gallegos said he noticed the drop off as well.

Mr. Brown said there are infrastructure issues and provider issues.

Mr. Brown said in talking with Sean another part of the strategy has to be a baseline for everyone. What is needed to provide a basic quality of life. There are then pockets where we need excess and higher bandwidth. Sean's point was that we can get more bandwidth in certain areas already. In looking at who is in our City right now, the film industry is one who needs the excess. Emerging media will demand that as well. Descartes Labs does not demand the highest level right now so we can meet their demand at this time.

Chair Potter said thank you for that report. It was really great.

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

Mr. Randall reported that he has not heard anymore on the college. He presented the funding for the Film Office to the County and it was approved along with

the City. The Film Office is now funded for the next year.  
Chair Potter said that is wonderful news.

## **7. UPDATE FROM ERIC WITT**

Ms. La Barre said she was there for Eric Witt. Production is up. 8 productions are coming in October.

Chair Potter asked if she had heard that a hanger at the airport is being used for production.

Ms. La Barre said she had heard that it was discussed.

Chair Potter said that Netflix is filming a original TV show there and has been there since May.

## **8. UPDATE, SANTA FE ABOVE THE LINE EVENT**

Commissioner Shaening-Pokrasso handed out his report which is incorporated herewith into these minutes as Exhibit "1". He reviewed his report.

Commissioner Shaening-Pokrasso said we will have the event at the hotel again. He will work with Randy on the arrangements. The theme will be the highest ranking issue from the previous events which is funding. We want to identify 5 experts for the categories listed in the report to present to the group. That is the goal.

Commissioner Pierce asked are you looking for experts and facilitator.

Commissioner Shaening-Pokrasso said yes.

Chair Potter asked Commissioner Shaening-Pokrasso to email his report to Commissioner Meditch.

Commissioner Shaening-Pokrasso said he will do that along with the current notes.

Commissioner Meditch asked what is the implication of opening this up to creative emerging media.

Commissioner Shaening-Pokrasso said at this stage it is fair to say that Above The Line encompasses anyone in the creative business. We encourage them all to come. As far as it relates to a long term trajectory we want to limit the kind of events we do in this format and do revenue streams in the future. We can't expect handouts to be a bottomless pit. We can look at doing this event to close the year and in the new year

consider this as a pop out event and an event on its own. We can look at the Santa Fe Network for doing the event so that we can charge a fee and be self sustaining. There is a great deal of enthusiasm about the Above The Line becoming place for pitch events or script readings. There are a lot of ways to turn this into something more dynamic. This is the last event of this type. 2018 events will hopefully will be maintained by an entity who can receive revenue.

Alternate Commissioner Darrah asked regarding the dates, why did we not consider a Friday.

Chair Potter said it has usually been on Wednesday due to competition with other events.

Mr. Randall said it is harder for hotel space on the weekend as well. The purpose of this is not primarily a party.

Commissioner Shaening-Pokrasso said this is a working meeting.

Commissioner Pierce said it sends a mixed message if it is on a Friday.

Commissioner Shaening-Pokrasso said when we get to the new year lets take advantage of other days. We will talk about that. We are sticking to what worked in the past now. If you are willing to be a facilitator let him know. We need everyone to seek attendees from their own list. We want to know from you if you are planning to be a facilitator. We want to do facilitator training this time and not as a last minute thing. Matt, hopefully, will be the trainer since he knows the most about the boat exercise. If you have recommendation for experts in the categories we want get those to him as soon as possible so we can line them up and get information about them and handouts for the participants so they can walk out of the room with funding resources.

Commissioner Pierce asked we want to generate revenue to pay for these events.

Commissioner Shaening-Pokrasso said yes and for incentives like seed funding for contests.

Chair Potter said that was a great report and thank you for all the work you are doing.

Mr. Randall asked of the dates you mentioned what is your preference.

Commissioner Shaening-Pokrasso said Wednesday, November 15<sup>th</sup>.

Mr. Brown said sign him up for doing the training.

## 9. UPDATE, SANTA FE MEDIA NETWORK

Commissioner Zlotoff said a lot is happening. We were unable to close an agreement with Chris Ayer to do the Onate foot story. The *New York Times* did an article about that on Sunday morning. We wish him well. We have moved on to other programming. The plan is that we are putting together what is needed to establish a for profit organization. The Santa Fe Network is a nonprofit and will do fundraising to produce our own programming. We have a production meeting tonight to identify the first 5 shows we want to start with. We have received numerous outreaches from the community to help us with an inventor pitch event. People are understanding what this can be and its potential. With each passing day there are more and more pieces in the news about people who are trying to do what we are trying to do. Jeffery Trachtenburg is seeking a fund to make short pieces. We are in the right place for where the media is going.

Commissioner Zlotoff said he needs an office in Santa Fe and the Santa Fe Network needs a headquarters and a home. He met with the new Board for Warehouse 21. He would like to locate there. We are meeting again this afternoon. They seem excited. We are discussing a phased take over of the space and expansion over the next year where ideally we could take over the entire space. This would be a place where we could do the Above The Line event and have a coworking space for emerging media. It is the perfect place to do more in mentoring young people. There is a recording studio there and the possibility of doing shows there with a live audience. We can have people on the Plaza saying, "do you want to go see the taping of a Santa Fe Media TV show." The point is to have a community space for the Network and a place for community events and maintain the vision of Warehouse 21 for youth. We will be mentoring them and moving them into the hiring stream. That is the goal. The new Board there is wanting to make something happen. They are open to this idea.

Commissioner Zlotoff said he is having more meetings that he thought possible. There is a high level of interest. What we anticipated would take 6 months to a year is happening much faster. It is a process and he could not be more enthused and confident.

Commissioner Rivera asked are any of those shows live streaming.

Commissioner Zlotoff said not at the moment.

Commissioner Gallegos said we are going to start doing live streaming events at Cocteau that will feed into the Santa Fe Network.

Commissioner Shaening-Pokrasso said the Network has the capability. Come the new year live streaming will be something we can do in house from a technology standpoint.



Commissioner Zlotoff said the Santa Fe Independent Film Festival has offered to give us a couple of times and venues. Our outreach seems to be working. Recently he gave a talk to the New Mexico Tech Council. The response was great. Part of what he is beginning to do now is to start moving into Albuquerque and the State at large to educate economic development people and legislative people about what we are trying to do. It seems to be working. The notion of supporting one another and mutual creative development is becoming a reality. The pieces are starting to come together.

Chair Potter asked Doug, are you ok with all this.

Commissioner Acton said we will see where it goes.

Chair Potter said fantastic work. She is blown away by all of you.

#### **10. UPDATE, GREER GARSON STUDIOS SPACE WORKING GROUP**

Commissioner Gollin said at the last meeting he was going to write a draft statement. He spoke with the Chair and we decided it would be better to do it as a working group between now and next meeting. By the end of this meeting if you want to be on this working group please let him know.

Chair Potter, Commissioner Paisner and Commissioner Pierce said they would like to be on the working committee. Commissioner Acton said he has already asked to be included. Chair Potter asked Commissioner Gollin to ask Commissioners Manzanares, Ellis and McLaughlin to participate.

Commissioner Gollin said others can join later. The biggest update is that he did sit down with Eric Witt and Councilors Lindell and Harris to discuss the issues. The good news is that they are roughly in the same place as we are. We will see. The construct that Eric put forth and they agreed to is anything that would diminish the role of film is unacceptable. The base line is maintaining at the current level. Better than that would be to see the role of film improving and growing. There is also a possibility that it would transform into a full time studio if Netflix or Facebook wanted to do a campus and drop in millions of dollars. They all seemed to like those ideas. They are putting forth a Resolution that they had drafted, and is supposed to be published today that basically is supportive of continued space for this industry. He told them we were going to develop a recommendation from the Commission and they were pleased with that and hoping that we will be supportive of their Resolution language. We will probably say yes and may want to add a few things.

Commissioner Gollin said the sense of timing is assuming notice in November. Until they do, we don't have a go to do anything. Assuming they give notice in November and vacate in June after last students graduates, theoretically something could happen in July. The Councilors seemed not to expect that to happen and that it

will take considerably longer, maybe a year, and it might sit semivacant for some time. Clearly we will find out more as we move forward. As to timing, right now in November when notice is given we will be in an uncertain space of who will be next Mayor and next Governor responsible for tax incentives and other policies. By June we will have new Mayor and City Council and will have some increased clarity there. We won't have a new Governor until 7 months after that. For a lot of major projects we might hope would happen there they would want to know they have multiple years of tax incentives and other incentives so they probably would not happen until confirmation of a long term commitment can be given.

Chair Potter said great work.

## **11. REPORT OF EMERGING MEDIA DEVELOPMENT WORKING GROUP**

Alternate Commissioner Jonas reported that at his meeting they explored what this project might be. We are looking at an Emerging Media Alliance which would be a gathering of entities working in all kinds of media to help rebuild the narrative of Santa Fe and enhance the Santa Fe brand. We want to do a marketing campaign from that with a calendar of events 18 months out culminating in a year where all of this information has been gathered about events and leveraged into a story about emerging media and the content makers in emerging media. Interactive, emersive media. To do so we would have to have a fiscal umbrella of some sort. We are seeking that and an administrator/editor to pull together the content for this campaign. Also a marketing firm to leverage this toward greater impact. To drive this we created a working group whose task is to create a proposal to go to OTAB for funding in November. The Alliance will have a once a month meeting. The other group a twice a month meeting. We are looking at next year to launch. In June there a lot of events happing in Santa Fe. The members of our New Media group are Meow Wolf, Site Santa Fe, Santa Fe Institute/Interplanetary Festival, SFUAD, IAIA Dome Program, Thoma Foundation, NMSA Digital Art Program, Emtech Global, Descartes Lab, Xynergy, Simtable, IZFPS and Littlelobe. It was a great gathering. A lot of enthusiasm.

Commissioner Pierce said this is so exciting. She loves an organization that allows that kind of flow.

Commissioner Gollin said regarding the marketing campaign who is it directed at and what is the goal.

Alternate Commissioner Jonas said there are 2 different sides of the pitch. Santa Fe is a good place to visit and all these exciting new things are happening here and that it is a great place to work. The talent pool here is a struggle. We want to make Santa Fe a place to live to create emerging media. Our audience is tourists, internal in terms of how Santa Fe thinks of itself and those interested in emerging media.

Commissioner Shaening-Pokrasso said it is a unified strategy combining events with their own marketing strategy. Instead of each individual idea the goal is to create a robust calendar for these events and to orchestrate attainable and interesting itineraries for travel. It will be a citywide festival. A calendar of nontraditional cool events. Other aspects are related to the way we amp up the visibility of emerging media professionals. That is more of a long term trajectory. We would like to integrate hotel and restaurant partners as well and nightlife. We want to create an ecosystem here.

Commissioner Meditch said she wants to say she thinks the 2 pronged approach you are describing, marketing and augmentation of the branding of Santa Fe to potentially expand the people who are drawn to Santa Fe is great. Gearing marketing to tourists and others and to some extent an economic development push for the kinds of folks who are trying to get out of Los Angeles, 20, 30 and 40 year old folks is inspired. Those pieces need to be built into any pitch we do. Congratulations all of you in beginning to develop a strategy that can augment the brand and reality of Santa Fe. It is exciting.

Commissioner Rivera said she likes the new media month because of all the things happening in June. Part of the campaign is to point people to the things already happening and to those who are creating the content.

Mr. Randall said we love something new and different that we can promote and give new reasons to come visit. This is not reinventing Santa Fe but adding to what we are. He is very comfortable with it. To the extent he can work with them for potential funding from OTAB and the Arts Commission he will. He will help steer that as well.

Chair Potter asked is it possible to get both.

Mr. Randall said we were worried about that, but the Arts Commission is not. This is a new initiative. It is when someone who has been around for years wants to double dip and can't take care of themselves. He can see the possibility of County support as well. The County supports through LTAB funding.

Chair Potter asked how should they work with you.

Mr. Randall said as you draft something up let him look at it to make sure it is carrying the message we need for OTAB and the Arts Commission.

Commissioner Shaening-Pokrasso said maybe let us know what OTAB is looking for.

Mr. Randall said he wants to look at it not write it.

Commissioner Zlotoff said this has many opportunities to dovetail with the Santa Fe Media Network. Cross development and cross promotion. We are both new initiatives.

Mr. Randall said it gives it a bit of a broader perspective. Work with them to support them as well.

Chair Potter said fantastic.

Alternate Commissioner Jonas said we talked about this as print based. Maybe we should think of the addition of video.

Mr. Randall said print is our least favorite alternative. That is yesterday. It is very expensive and unmeasurable. We like things measurable and contemporary. He suggested that they talk more in terms of digital and video. We can measure the response. We can create a page on our website if you need it. A landing page. It can be in the County website too if they provide some funds. If you have a marketing firm that recommends print go look for another marketing firm. Be careful of how many people are getting fees out of this as opposed to doing marketing. If a proposal comes to us with 50% spent on marketing we don't get very excited about that.

## **12. GOALS FOR NEXT MEETING**

Chair Potter asked for ideas for the goals for the next meeting.

Commissioner Shaening-Pokrasso said an update on Above The Line and the identification of facilitators and experts

Commissioner Paisner said a list of what the new Mayor and Governor can do to work with the film industry.

Commissioner Shaening-Pokrasso said without specific candidates in mind what we might want to see in the next Mayor.

Chair Potter said that will have to be open to all candidates.

Commissioner Shaening-Pokrasso said this would be a list of the interests of this group.

Chair Potter said excellent idea.

## **13. ANY OTHER BUSINESS OR ANNOUNCEMENTS**

Commissioner Paisner said opening night of the Independent Film Festival is October 18<sup>th</sup>. It runs to the 22<sup>nd</sup>.

Chair Potter asked is the Santa Fe Film Festival happening.

Commissioner Rivera said yes, in February.

Chair Potter said Commissioners Pierce, Meditch and Aubrey have films in it and her husband has a film in it.

Commissioner Rivera said this Thursday is a screening of Dolores Huerta at Cocteau. It is sold out, but every woman should be there. Dolores Huerta will be there. We are feeding everyone.

**14. QUESTIONS FROM VISITORS**

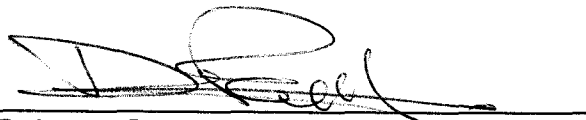
None.

**15. ADJOURN**

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

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

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



Deborah Potter, Chair



Elizabeth Martin, Stenographer