



Agenda <sup>78</sup> 5/24/18 TIME 4:12P  
BY Jessica Sandoval  
BY [Signature]

**Santa Fe Film and Digital Media Commission**  
June 5, 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
Approval of Minutes and Agenda	10:02
Introduction of visitors	10:03
Update from Randy Randall	10:06
Update from Eric Witt re productions	10:10
Update from Matt Brown re Tele-communications	10:20
Report on Emerging Media Development working group, Chris Jonas	10:25
Update, Santa Fe Media Network, Lee Zlotoff	10:36
Update on Midtown Campus Project, Jim Gollin, Matt Brown	10:47
What do you do and how we can help series: IAIA	11:00
Goals for next meeting	11:25
Any other business or announcements	11:28
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: Tuesday, July 10, 10:00 – 11:45 AM, Nambe Room**

**SUMMARY OF ACTION  
 SANTA FE FILM AND DIGITAL MEDIA COMMITTEE  
 SANTA FE CONVENTION CENTER, PERALTA ROOM  
 TUESDAY, JUNE 5, 2018, 10:00 AM**

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UPDATE SANTA FE NETWORK	INFORMATION/DISCUSSION	4-6
UPDATE MIDTOWN CAMPUS PROJECT	INFORMATION/DISCUSSION	6-7
WHAT DO YOU DO AND HOW CAN WE HELP SERIES - IAIA	INFORMATION/DISCUSSION	7-10
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**SANTA FE FILM AND DIGITAL MEDIA COMMITTEE  
SANTA FE CONVENTION CENTER, PERALTA ROOM  
TUESDAY, JUNE 5, 2018, 10:00 AM**

**1. CALL TO ORDER**

The meeting of the Santa Fe Film and Digital Media Commission was called to order by James Lujan, Vice Chair, at 10:00 am on Tuesday, June 5, 2018, at the Santa Fe Community Center, Peralta Room, Santa Fe, New Mexico.

**2. ROLL CALL**

**MEMBERS PRESENT**

James Lujan, Vice Chair  
Jim Gollin  
Lee Zlotoff  
Michael Becker  
David Aubrey  
Jacques Paisner  
Adam Shaening-Pokrasso  
Doug Acton  
Chris Jonas  
Andrea Meditch, Telephonically  
Anna Darrah, Alternate Commissioner  
Jilann Spitzmiller, Alternate Commissioner

**MEMBERS ABSENT**

Deborah Potter, Chair, Excused  
Nani Rivera  
David Manzanares  
Kirk Ellis, Excused  
Elias Gallegos  
Frank Ragano  
Pamela Pierce

**OTHERS PRESENT**

Matt Brown, Economic Development Director  
Eric Witt, Santa Fe Film Office Director  
Randy Randall, Tourism Director  
Peter Kershaw, IAIA  
Mark Lewis, IAIA  
Kala Waldstein, Santa Fe Network  
Ruud Satijn, IAIA guest  
Elizabeth Martin, Stenographer

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

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

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

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

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

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

### **5. INTRODUCTION OF VISITORS**

The visitors were introduced as listed in Others Present.

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

Mr. Randall said he is working with Alaska Airlines to bring in a flight from Santa Fe to Burbank a couple of times a week. That has more reality and potential than someone else out of LAX. We are continuing to look for flights to Chicago or Houston. The Alliance needs to get another program going or it will fold. We need to push on that. It has been hindered because we don't have an airport manager. That hurts us in credibility.

Commissioner Shaening-Pokrasso asked how has the fill been on the Phoenix flights.

Mr. Randall said it has been in the high 70s to 80s. It is fine. The 2<sup>nd</sup> quarter was a break even, maybe they even made a bit. From what he sees we are fine going into the summer. We are seeing a strengthening from the Phoenix market.

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

Mr. Witt said we have seen an increase in drone use for filming. We finally posted on our website the federal rules and regulations we are asking people to follow. We have not adopted them at the City or County level, but they are pretty straight forward. There are a lot of productions here, but they are small. A Netflix production is shooting in Stanley. *The Unsettling* is filming for Awesome TV. We have had a lot of still shoots which we also handle. They are high end shoots. We have had some travel

shows. We had our first casualty of the fires. A travel show was scheduled to come in, but cancelled due to Ute Mountain fire. They were told by forest service they could not film on the forest land. There is a Warner Horizon series coming in shortly. Hopefully it will be long term. We are keeping an eye on the fire situation. We are in lock down right now for the County, State and National forest land.

## **8. UPDATE FROM MATT BROWN**

Mr. Brown said our ambition in getting the franchises passed was to mobilize the companies. That is coming to fruition. A bunch of companies, including the 5 who got the franchises are taking action quickly. One thing we did not anticipate was that Contera, who we thought would be digging, is able to go overhead on existing poles. They are working with PNM. It looks like PNM can handle one more overhead so 2 franchises. That is much faster for implementation.

## **9. UPDATE EMERGING MEDIA**

Commissioner Jonas said we are super busy. We are officially in Emerging Media Month. Currents and the Interplanetary Festival are opening in a couple of days. We are going to see thousands of people in the Railyard. It is very exciting. The Alliance launch event will be June 14<sup>th</sup> from 7:00 pm to 10:00 pm. He strongly urged Commissioners to attend. This will be the first gathering of the emerging media community in its full form. We have had 100 people respond so far. 60 are registered. We will have a good number. We will have the Mayor who will speak, Meow Wolf, Descartes Labs and others. All the Alliance members will be wearing badges. Meow Wolf is providing food and drink. It will be at El Museo. If you go on line and register you get a chance to win a free night at the Hotel Santa Fe and a meal there and a fully engaged tour of the Meow Wolf factory. We continue to revise and improve our website. Our "about page" is much more clear now. We anticipate having a lot of people wanting to become members over the next few weeks. Adam made a teaser video for the Alliance which has been broadcast all over. Our marketing campaign is super robust. We are very actively doing a lot of local and regional press, social media and radio. We are also building content. We have articles and things about events. We will have 2 interns this month who will be reporters on the fly. We are considering a major series of ad buys with Voice Media Group. We think that would be a very successful thing. That will be the last of our OTAB monies. There is a lot of energy and success.

Mr. Brown asked how is your PR coverage.

Commissioner Jonas said one of the challenges is no one really knows what emerging media is so we have to educate them. Regional press seems less interested in talking about Santa Fe Emerging Media.

Mr. Brown said he was thinking about *Art in American* and *Wired Magazine*.

Commissioner Jonas said we are in our third round of sending out press releases. John Fiens is doing some PR for us.

Mr. Randall asked is he sharing the releases with Lou Hammond. She will do a national release of them as well. There is an opportunity to document this for this year and use it to tell them what they missed. People don't understand the concept of it. The better we can define that the more participants we will have. Send the releases to him and he will get them to Lou Hammond.

Mr. Brown said you have Currents, Meow Wolf and other independent components. Each one of them has a story to tell. Target them.

Commissioner Jonas said John has been working hard on helping us get the word out. The Mayor did a video promoting this that Adam shot and it has had a few thousand views. The Mayor is going to issue a Proclamation that this is Emerging Media Month.

Mr. Zlotoff said it is going to take awhile for people to know who you are.

Commissioner Jonas said we sent out our first newsletter. Next month we will present at this meeting about the events and outcomes.

Commissioner Shaening-Pokrasso said this is the peak month for the Emerging Media Alliance. The ask to everyone is to participate. This is a great opportunity. It will be a lively month in Santa Fe and is ahead of the peak tourism season. To the extent you are comfortable please engage and come out and participate in events so we can create momentum around an original theme. A value of the emerging website is that it is a comprehensive calendar of what is happening.

Mr. Randall said he can see the *New Mexican* doing a "what is happening in emerging media." Have you approached them.

Commissioner Jonas said yes and they have not responded. There is an article they are doing for Emerging Media Month. He will call them.

Chair Lujan said you are on fire

## **10. UPDATE SANTA FE NETWORK**

Commissioner Zlotoff said we are about to complete our first year of funding with the City. We are grateful to this Commission and the City for providing these initial funds. We fulfilled the promises we made. As we are coming up on our 1 year

anniversary we gearing up to launch our first piece of original content. We have put together a launch plan to do what emerging media is trying to do. We want to get as many eyeballs on this as possible. The launch will be in early July. The 11<sup>th</sup> or 12<sup>th</sup>. We are looking at having some kind of launch party event. Now that the Above The Line event is under the direction of the Santa Fe Network we re talking about doing another Above The Line event. It is not fully decided yet.

Alternate Commissioner Darrah said we will be leaning on everyone to help share *Our Own Devices*.

Mr. Zlotoff said we are very excited. It came out as well as if not better than he thought it would. It could not be more current. There was an article recently where a husband and wife were having a conversation and somehow Alexa understood that she was to record this conversation about one of his employees and send it to the employee. They were shocked and amazed. Amazon could quote chapter and verse of how that happened. That is the problem of something always listening to you.

Commissioner Gollin said it is not on the agenda, but the Above The Line is now being managed by the Santa Fe Network so can we transition into a short update on that.

Commissioner Shaening-Pokrasso said Above The Line will continue. After the success of prior events and the Commission interest in continuing we want to do another event and we want to do them as frequently as we can. For July we want to use this as one final attempt to collect more information about the film and digital community so we can move forward toward building a resource site in a usable format so people will have that at their fingertips. The design is intended to be a room full of butcher block paper, what do you need and what do you have so we can combine that with the film funding meeting. We will still structure our scope on what will a resource structure look like. Who are the personalities. We will be zeroing in on an overall process of taking needs and deficits in the community and addressing them through developing resources and initiatives and responding to their needs with specific information. It will include match making services. We are working on dates and location. The hotel would be a great opportunity to continue to do it at a hotel, but we thought a new venue may be interesting. We are looking at Site Santa Fe. It might make for an interesting change of pace and environment. It may be cost prohibitive. In that case we hope the hotel will continue to support the event. We can get date requests to Randy.

Alternate Commissioner Darrah said if anyone on the Commission has anything they would like to add or a conversation they would like to bring as to what we are doing at the next event please contact us with your ideas.

Commissioner Shaening-Pokrasso said as part of this exercise of moving a Commission run event to a nonprofit, we may be able to announce tax deductible

donations to fund the website. This could be one of the Santa Fe Networks's key initiatives going forward.

Commissioner Zlotoff said that is to say as part of the mission of the network which is why we encouraged the adoption of the Above The Line event. We want to be a resource center and pathway for people to find opportunities in the entertainment industry here.

## **11. UPDATE MIDTOWN CAMPUS PROJECT**

Mr. Brown said 2 Wednesdays ago he delivered to the internal team a draft of the planning guidelines. He had 20 people read the first draft, give comments and then we re-drafted them. He will be meeting with the team tomorrow and will have a final draft that will go through the committee process soon. His intention was to do the introduction last Wednesday at the Governing Body. That puts us on the path to adopt them the last half of July. There are conversations going on. We had a group here that is sending in a letter of interest to fulfill the guidelines. He doesn't have any facts around that right now. On the planning side we are preparing ourselves to enter the next phase. The planning prep work. The Santa Fe Art Institute secured a grant from Harvard for Loeb Fellows. They have an incredible collection of talent and skills for the redevelopment of a property like that. They come here June 26th and 27th and we will have a 2 day working session with them. Then, hopefully, a final planning process will come from that. The idea is that when the planning guidelines get adopted in that Resolution would be a directive to staff to initiate the planning. We want the planning ready so we can start right away so we keep the momentum going. He would like to request to everyone if anyone comes to you and has a complaint about our process feel free to direct them to him. Sometimes frustration is around not understanding what we are doing. He is happy to talk to them about it. He has yet to hear someone complain about the substance of the work. He hears complaints about the process and he is mostly finished having comments about the process. His question is do you have a problem with the output.

Commissioner Jonas said you guys have been super responsive. You have been responsive to comments and people are engaged. He knows how hard you are all working. Soliciting complaints to you personally is something.

Commissioner Zlotoff said he seconds Chris' compliments. Even in the time of political transition you managed to do this public outreach survey so when the new government was in place they had information to deal with and did not have to start the process. Asked and answered. Momentum is crucial.

Commissioner Shaening-Pokrasso asked how many letters of interest have you received.



Mr. Brown said 12 to 15 of different scales. Of ones that are sizeable maybe 3. More at the conversation level than that.

Commissioner Gollin said to the degree that local groups are interested in things like taking over The Screen and operating it is the thought to not say yes to little things while working on the big ones.

Mr. Brown said the thought is to say yes to opportunity, but not in a way to prevent larger things from happening. It is a duration issue rather than a use issue.

Commissioner Gollin asked so people can come in and do a month to month.

Mr. Brown said it is happening. We have numerous leases already on the property.

Alternate Commissioner Darrah asked is there a place to find out what is on the property.

Mr. Brown said nothing is published, but you call Matt O'Rielly.

## **12. WHAT DO YOU DO AND HOW CAN WE HELP SERIES**

### **IAIA**

Chair Lujan said we are focusing on IAIA today, where he is the Chair of the Cinematic Arts and Technology Department. We recently had a screening of student films. Thank you to those of you who attended and judged. Thank you Doug for being a judge. When he first got to IAIA he would not have had 10 films he proudly displayed as we did at Cocteau last week. The Institute of American Indian Arts Tribal College was founded in 1962. It focused on traditional arts until 2006 when the institute formed a partnership with Disney ABC and started holding workshops and then started offering courses in film production. They developed a new Media Arts Department. In 2012 it was decided to focus solely on film production. He came on board. In 2013 we received accreditation to offer a BFA and AFA in Cinematic Arts and Technology. IAIA is also accredited by the National Association of Schools of Art and Design. So we are accredited by 2 bodies. He thinks we are starting to stand up pretty well to the other film programs in the state. His goal was to turn us into one of the best, if not the best, film program in the state. For 2 years running one of our students won everything in the film festival and he takes that as a measure of how we are stacking up. Now that we have been able, through a grant, to purchase a couple of red cameras we have been able to produce better quality film. He tells his students you can make a film look good, but you need to tell a meaningful story. To help him present he asked an instructor and a student to talk about IAIA from their perspectives.

Chair Lujan said Mark produced a film legacy which won best New Mexico short at the film festival. It won best documentary at the Women's Film Festival and in Denver it also won awards. Peter is starting a new project and will tell you about that.

Chair Lujan said a little over a year ago the Commission wrote a letter addressed to the President of IAIA asking about looking into the feasibility of building a sound stage on campus. Dr. Martin could not be here today, but wanted to put forth that he has not been able to make much progress on that because he would like to look to you for how he should begin. It is definitely something we can use. The Stagecoach Foundation offered us all the set decor from the Cohen brothers movie, but we had no place to store it. We have had other offers as well.

Mr. Kershaw said *Dark Places* is a new feature film project he is doing. We have committed students working with industry talent. The focus is on New Mexico talent and a New Mexico grown production. He is from England. He produced an entertainment program for prime time TV. He is now teaching here. Mark Lewis is one of the reasons he is standing here today. He is one of our outstanding students about to become seniors. Their short films are getting awards, but they need to do features. He went to an investor and asked for \$150,000 to start a film. He agreed to do that. We are working under the SAG ultra low budget agreement. There are 18 principals to produce a feature film model. They can be replicated. He is working on what are the 18 principals. He brought in Native Hope Media. Inclusion is one of the 18 rules. We will be bringing back alumni and the best students. We are in the soft run up period. Production will start in July. He has a really good range of key people involved. All of the money he has raised has come from outside the state. In July we will go into casting. We will be shooting in the fall. We are just going to do this film this year. We will be shooting in 6 blocks of 4. Production will be to the end of the year. Post production will be in the spring of 2019. He has an ask. We are good on sound and cameras. Sitting on the campus of SFUAD is a whole room of grip gear and lighting. Is there a way to get into that and use it. We are looking at September and October for filming. Next to paying people lighting costs are the highest costs of a film. It costs a fortune. This would be a chance for the City to be involved and a partner. The students will actually deliver the film. The investor said he just needs to know we are making a film that can produce a return.

Commissioner Paisner said all that equipment is worth a lot of money. Letting it sit there is not good.

Mr. Kershaw said it is grip house equipment.

Commissioner Zlotoff asked can the Commission take a vote in favor of this happening.

Mr. Brown said it is not necessary to vote. The City wants to make sure of everything we have. We took ownership of the real estate and all the assets left behind.

If it is here we own it. We got to keep the sound board for the music area.

Commissioner Jonas said that studio is perfect for scoring film.

Mr. Brown said send him a memo and he will get with Matt O'Rielly on the equipment.

Commissioner Gollin said we could make a general statement in support.

Commissioner Shaening-Pokrasso said it would be a great use of those assets.

Mr. Kershaw said the point is to cast actors from New Mexico. He is involved with New Mexico actors in the development of this. It is a fantasy love story. It is not purely Native, but it is inclusive. He already has Wes Studi and a number of actors like that as well. Maurice Reeves liked the story. He and Wes worked on *The Last of the Mohicans* together. They are good quality people.

Commissioner Gollin said lets put on the agenda for the next meeting for support.

Commissioner Zlotoff said one of the things we have started to do at the Network is go to local productions and do a behind the scenes kind of thing. If that is of interest to you we can talk about that.

Mr. Kershaw said let's talk on the 15<sup>th</sup>.

Commissioner Zlotoff said we are happy to do it.

Chair Lujan said Peter teaches our directing class. A lot of our award winning films come from that class. He a real asset to our program. We feel we can trust him with our first feature film project.

Mr. Kershaw said Dr. Martin is a massive supporter.

Mr. Lewis said he has 25 years of photography experience. He decided to go back to school 4 years ago for story telling purposes. He felt it would be more powerful for him to do that. He is working with Native Hope Media as an in house director there. It is based in South Dakota, but just made a transition to Santa Fe. From a student perspective the most valuable thing is access to locations. That is vital. That is the number one thing. From an academic environment, being able to be on set and have the ability to go into a room and access what he needs is an asset. Students have a gap there. There is a transition from academic and learning to professional. Any assistance we can get to find more locations would be appreciated.

Mr. Kershaw said we did partnership with Las Golondrinas to shoot locations there. A lot of students don't get an opportunity to deal with on set etiquette. In the run

up to shooting the feature we are trying to do a certain amount of training about being on set. Industry training.

Mr. Lewis said that is huge. The seriousness of the students. Professionalism.

Commissioner Acton said he was honored to be a judge for IAIA. He was overwhelming surprised at the level of quality of the work.

Commissioner Zlotoff said he knows you have had difficulty in getting students to submit things. If they submit to the Santa Fe Network we will put it on the Network. That could mean a lot down the road. We are happy to put them on.

Mr. Kershaw said he is thinking they might make that a requirement. To submit somewhere.

Mr. Lewis said he is a big advocate for that. A huge part of getting known is getting seen.

Commissioner Zlotoff said it has to be there. Someone may come to the Network looking for something else and find your thing.

Commissioner Paisner said he was there for the student showcase. You have really come a long way. Little Bear Sanchez's film was nicely directed.

Commissioner Acton said the topics were wide ranging.

Commissioner Jonas said it is important for us Commissioners to think about how we can work in collaboration with and support each other. One of the problems we have long faced here in Santa Fe is loss of talent. All those talented film makers leave Santa Fe. It makes our jobs much more difficult. We are building a healthy ecosystem so young film makers have somewhere in the community to go.

Chair Lujan said our students need career pathways so they can stay in the state.

Commissioner Zlotoff said the goal of the Network is to raise sufficient funds so that we can go to IAIA, UNM and the Community College and say come to us. We want to make short films, 5 to 10 minutes. We have resources, we need stories and want to offer opportunities for you guys to stay here and tell your stories. That is the goal. Your project is a great initiative. Congratulations.

Mr. Kershaw said the journey is important.

Mr. Lewis said he is an advocate for networking and going to events offered. Networking is critical. It opens doors. Thank you for having us.

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

IAIA support.

Promote the Above The Line event.

Emerging Media will make a presentation.

Commissioner Gollin said the idea of this one was very good.

Commissioner Shaening-Pokrasso said it is easier to be supportive of something that needs support.

Feed back on next steps for the sound stage on campus and the grip lights.

Commissioner Jonas suggested that they contact the Santa Fe Film office for locations.

Mr. Brown said please cc Eric Witt and him on what you send to Matt O'Rielly.

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

Commissioner Jonas said we are producing a piece engaging the audience that is 2 hours long at Site Santa Fe. It will be Emerging Media and local performers. It is on Saturday at 7:30 pm.

Commissioner Paisner said he wants to mention that Jon Cocteau and the Santa Fe Institute are partnering for Thursday. Jonah Nolan will be introducing *Forbidden Planet*.

Commissioner Zlotoff said he has been invited to give a talk at the Lensic on June 17<sup>th</sup>. It is a PBS special being filmed and is sponsored by Age Nation.com.

Alternate Commissioner Darrah said the Albuquerque Film and Music Experience is happening this week as well.

Alternate Commissioner Spitzmiller said *14 Cameras* will be showing at the Kimo tonight at 8:00 pm.

Commissioner Jonas asked when will we be able to see the Meow Wolf documentary.

Alternate Commissioner Darrah said maybe at the next meeting.

**15. QUESTIONS FROM VISITORS**

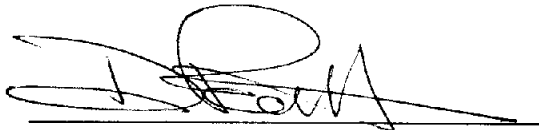
None.

**16. ADJOURN**

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

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

There being no further business before the Commission, the meeting adjourned at 11:36 am.



Deborah Potter, Chair



Elizabeth Martin, Stenographer