



Agenda

DATE 4/23/18 TIME 3:31

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Santa Fe Film and Digital Media Commission

May 1, 2018

10:00 – 11:45 AM

Santa Fe Convention Center, Nambe Room, second floor

Call to order , Deborah Potter	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Introduction of visitors	10:03
Update on airport from Randy Randall	10:05
Update from Eric Witt re productions	10:15
Update from Matt Brown re Tele-communications	10:25
Report on Emerging Media Development working group, Chris Jonas	10:35
Update, Santa Fe Media Network, Lee Zlotoff	10:50
Update on Midtown Campus Project, Jim Gollin, Matt Brown	10:56
Discussion on the future of the Santa Fe Above the Line event	11:05
Possible meeting date change, July 3rd to 10 th (August mtg. on the 7 th)	11:20
Goals for next meeting	11:25
Any other business or announcements	11:28
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, June 5, 10:00 – 11:45 AM, Peralta Room

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, MAY 1, 2018, 10:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF MINUTES	APPROVED	2
INTRODUCTION OF VISITORS	INFORMATION/DISCUSSION	2
UPDATE ON AIRPORT FROM RANDY RANDALL	INFORMATION/DISCUSSION	2-3
UPDATE FROM ERIC WITT	INFORMATION/DISCUSSION	3-4
UPDATE FROM MATT BROWN ON TELECOMMUNICATIONS	INFORMATION/DISCUSSION	4-5
REPORT ON EMERGING MEDIA DEVELOPMENT WORKING GROUP	INFORMATION/DISCUSSION	5-6
UPDATE ON THE SANTA FE MEDIA NETWORK	INFORMATION/DISCUSSION	6
UPDATE OF MIDTOWN CAMPUS PROJECT	INFORMATION/DISCUSSION	6-8
DISCUSSION ON THE FUTURE OF SANTA FE ABOVE THE LINE EVENT	APPROVED	8-11
POSSIBLE MEETING DATE CHANGE	APPROVED	11
GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	12
ANY OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	12-13

QUESTIONS FROM VISITORS	NONE	13
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ADJOURN	ADJOURNED	13
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, MAY 1, 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, May 1, 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
David Aubrey
Jacques Paisner
Doug Acton
Chris Jonas
Pamela Pierce
Frank Ragano
Anna Darrah, Alternate Commissioner

MEMBERS ABSENT

Michael Becker, Excused
Lee Zlotoff, Excused
Adam Shaening Pokrasso, Excused
David Manzanares
Jilann Spitzmiller, Alternate Commissioner, Excused
Elias Gallegos, Excused
Kirk Ellis, Excused
Andrea Meditch, Excused

OTHERS PRESENT

Matt Brown, Economic Development Director
Eric Witt, Santa Fe Film Office Director
Randy Randall, Tourism Director
Alysha Shaw
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

Commissioner Jonas introduced Alysha Shaw who is working with him on marketing for Emerging Media Month.

6. UPDATE ON AIRPORT FROM RANDY RANDALL

Mr. Randall reported that the Airport continues to move along. The first quarter funds given to American were substantially less than last year. This year was 197,000 versus \$240,000 last year. This has taken the Alliance up to its commitment. The question is how long American will operate the flight and will they make enough to make it worthwhile. Phoenix has always been an elusive market for Santa Fe. We broke through with Denver a few years ago. We will continue to market in Phoenix with or without the flight. Thomas Kelly suggested that through his business he has contacts to Alaska airlines. We set up a phone meeting for a week from Friday with them. The Airport Manager, the Mayor, and he will meet with the idea of an LA flight coming in maybe 3 times a week. If we could get that going it would be a good backdrop if the Phoenix flight goes away. He is not sure what they are going to do. An LA flight is high on the list for the Air Alliance and they will need something like that to keep it invigorated. We are fine with the support from the City. There is \$100,000 in the budget to help the Alliance next fiscal year. The County puts in \$50,000 and Los Alamos puts in \$50,000 so we have resources for a new flight. The Airport Manager position is hung up in the lottery we have with exempt positions. We don't know if Nick will continue in that role or if the Mayor will have another role for him. He went though resumes that came in for the Airport Manager position. There are at least 3 good, strong candidates with Airport experience in the United States. They have good potential. Quite a few people expressed interest. The solution is to expand the current Airport and put the idea of a \$35 million building on a shelf for the future and spend \$5 million to \$10 million on the Airport to make it more workable. There is a rumor out that is inaccurate. We can accept more flights with the current Airport if it is managed

correctly.

Chair Potter said thank you Randy for all the work you do.

Mr. Randall said occupancies increased through March and rates are up. We will have a good, strong summer even without a whole lot of film right now. That seems to be based more in Albuquerque right now.

7. UPDATE FROM ERIC WITT

Mr. Witt reported that film is down largely because of the cap issue. We are down for big tent productions. No big movies are here right now. We do have a very prominent TV series shooting here with Neil deGrasse Tyson. We have another science TV series shooting here soon. They just wrapped Roswell. There is a feature coming in to Garson Studios. *Midnight Texas* is back. It is based in Albuquerque, but there is a lot of shooting in Santa Fe. This past year we have had a lot of travel shows, cooking shows and photo shoots. What those do for us is they are all focused on Santa Fe. It is great exposure. There has been a good 5 or 6 hours of airtime on these shows in the last year. This weekend a travel show on PBS is airing the second of 3 episodes they filmed in Santa Fe. There are features looking at coming in over the summer. He wants to give a shout out to Jacques. There is a nice article in the paper today on your film festival getting international recognition. Congrats.

Commissioner Gollin asked can you give us details on the specific mechanism of how the film cap is depressing and driving down business.

Mr. Witt said he can't get a straight answer from the Film Office on the backlog. Film executives add up the \$1.2 billion in production which in theory means production over last 3 years has earned \$300 million in credit. At \$50 million a year appropriated in credits they are owed around \$150 million in back credits. That means under the current regime you have at least 2 years to wait before they even look at you to get paid. On the small productions there is not as much effect. On the big productions they are wondering when they get their money back. They want to come here and are excited about a new administration, but are saying lets see what you guys do in January. We are talking to interim committees about viable options now.

Commissioner Gollin asked in terms of meeting with interim committees and raising the cap and getting rid of the backlog what has been the response.

Mr. Witt said it has been good. Everyone looks at film as some kind of silver bullet to solve the State's economic woes. It is one element. There is tremendous support to do something about it. All 4 gubernatorial candidates are in support of film.

Chair Potter asked who is managing Greer Garson Studios.

Mr. Witt said Matt Brown and Matt O'Rielly are handling property management, but it will transition over to the City. There are a couple of tenants there. Productions are coming in that will begin when Laurette still has their lease, but will transition over. Utilities and security are the biggest things. Internet access and custodian services as well.

7. UPDATE FROM MATT BROWN ON TELECOMMUNICATIONS

Mr. Brown reported that next Wednesday, 5 telecommunication franchises will go before the Governing Body. They passed all of the Committees unanimously. They will then go up for public comment. He was asked by Council to draft a statement about our position relative to the health effects of electromagnetism and to make sure that it gets before the Mayor and the new Councilors so they are informed about how to respond. He does not foresee substantive issues, but there will be a handful of citizens coming down to speak about how we will kill birds, bees and humans. 4 of the franchise are underground or overhead. One is fixed wireless. One group, Contera, will connect all the public schools together. They will put extra capacity and a web across the entire City. They are doing over build and will then lease or rent out bandwidth on that system to providers. We are just a small build out from that to the worldwide web. Broadband Network doing fixed wireless in public rights of way. That will be in September and will be managed by the State. It will seamlessly transfer over. We wrote the contract that way. They are proposing 2 small 10 or 12 foot poles. It will be an antenna that talks to another antenna and underground are the wires connecting to the larger pipes. Large companies like Sprint can point at these antennas and that will drive up competition in price. They can reorient and point to a new fixed wireless location. We are making serious progress. There is more work to be done. This is a huge step forward. The franchises provide those companies with the authorization to build out their infrastructure. That does not mean they will actually do it. We know Contera is going to do it. They have contract. We are working with them to incentivize them to get their buildouts done. All of those still have to go through Land use and archeology. There are discreet constraints on what Land Use can do. As long as the franchisee comports with State requirements they are good.

Commissioner Gollin asked with all this when approximately can we expect better cell phone coverage.

Mr. Brown said he doesn't know. People have all kinds of promises. The school system will have great broadband and connectivity by the end of the year. We are negotiating with Verizon now. If that goes through we will have significantly better coverage. It is a separate negotiation.

Alternate Commissioner Darrah said this is City. What about the outlying areas.

Mr. Brown said these franchises have no effect directly on the County. All the meetings with providers have included the County and the public school system. Ed

from the County would be able to answer if they are trying to get additional franchises for the County. They are talking about it. It is all being discussed and we all are trying to figure it out. Everyone wants broadband and cell coverage. It is unsurprisingly complicated. Moving out to rural areas is tough. They are all businesses and they do buildouts based on demand. There is a Federal grant program to connect the rural community. Century Link has tapped into that in a couple of places. There are a bunch of technology issues facing us. Most of the last mile is copper. It erodes quickly. After a certain amount of feet it is useless.

8. REPORT ON EMERGING MEDIA DEVELOPMENT WORKING GROUP

Mr. Jonas said we are a month away from emerging media month in June. Our group is active and growing. It is exciting. We are moving forward with the marketing campaign. On June 14th at Currents there will be an event with an opening from the Mayor. It will be at 7:00 pm at El Museo. There will be a short series of speakers in Emerging Media then engagement events followed by networking and a party.

Commissioner Ragano said Currents is an annual media arts festival. We bring artists from all over the United States and a few from around the world. There is a lot of interactive, 3D printing, technologies, experimental documentary series, multi media performances and workshops. It opens from June 8th to the 24th of June. It is closed Mondays and Tuesdays. He thinks we will have between 9,000 and 10,000 visitors this year. The idea is for this to become an annual event with the Santa Fe Institute. The Santa Fe Institute has the interplanetary event on June 8th so we cross over. It should draw a good crowd. Others are involved as well.

Chair Potter said thank you.

Commissioner Jonas said our website is now populated and live. We will continue to grow over the course of the next 2 months as we have more aspects go live.

Ms. Shaw showed the website on her computer and said it is image based. She will be making final updates today before launching the social media campaign. It is a sophisticated social and digital marketing campaign. We have thousands of followers from 2 accounts given over to Emerging Media by Adam. She is following all the events happening in June and will have compelling stories to get people to come here. We are targeting ads to audiences who live in drive markets, Albuquerque, Denver, Houston and beyond. We are looking at this Commission membership to reach out to other markets as well. This week social media will be launched. Next week there will be press outreach to travel writers and local press and emerging media. Also Adam is creating a 1 minute long visual look book. Everything is very image based and visually compelling.

Commissioner Paisner said the Currents New Media Festival is one of the top events of its kind in the world.

Mr. Randall said you may want to include west Texas, Odessa, Austin, El Paso, Amarillo and Colorado Springs are all a must. That is a very important drive market for us.

Chair Potter said thank you Randy for all the help and advice you have given to Emerging Media.

Commissioner Rivera asked is there a facebook page.

Ms. Shaw said yes, Emerging Media.

Commissioner Aubrey asked are these sites Santa Fe Emerging Media Alliance.

Mr. Jonas said just Emerging Media. We are going to be asking all of you to help us and use your networks to get the word out about this campaign. Please do go on your facebook page and like the Emerging Media Alliance.

Mr. Randall said everything is in a name. Santa Fe Emerging Media would be better. If available you ought to get it and add that to branding. Santa Fe Emerging Media is far better than having to remember alliance. It could be co-branded. Drop alliance and put in Santa Fe. The word alliance complicates it.

Ms. Shaw said she was told we were setting this up to be a global media hub.

Commissioner Jonas said we are putting Santa Fe in the discussion of Emerging Media around the world. We are trying to imagine ourselves as being part of larger picture.

Mr. Brown said respectfully he totally disagrees. If the goal is as stated the brand name needs to match the goal if the goal to be known as a national brand.

Mr. Randall said just do the website to start with.

Commissioner Jonas said he will make sure to purchase Santa Fe Emerging Media. We are also beginning an informal fundraising campaign for the continued development of the Emerging Media Alliance for the event in June and continued development. If Commissioners have resources or people interested in the project please come forward with that and we can talk about it. Little Globe is the fiscal sponsor so contributions are tax deductible.

Chair Potter said this is all very exciting.

9. UPDATE ON THE SANTA FE MEDIA NETWORK

Alternate Commissioner Darrah said things are going well. Lee and Danny

Ruben created the web series *Our Own Devices*. The director of *Shrek* came in and directed it. It is in the midst of being edited as we speak.

Commissioner Aubrey said why bring in a director from LA. That is completely against all that we stand for regarding using local talent.

Alternate Commissioner Darrah said there is a lot to be said for advertising. It was about figuring out how to launch it. We will do a big marketing launch.

Alternate Commissioner Darrah said we are talking about ways the Network can evolve online and be a revenue generator which involves switching over to another platform which is expensive. We would actually be uploading content and hosting it and offering subscriptions. We are looking at how to develop that over time. We are working on creating Santa Fe Network Studios, a for profit arm, to raise investments to continue producing out to the Network brand.

Mr. Randall said Scott Hutton bought the TV screens that do ads around town. He has reached out to the Network for content for them. There are 30 now and he is expanding to 60. He wants to change the profile to not only do ads for local businesses, but Santa Fe content as well. He and Lee are talking about this. A nice collaboration is happening.

Chair Potter said thank you for that update.

10. UPDATE OF MIDTOWN CAMPUS PROJECT

Commissioner Gollin said the next step was a series of design projects. There were 5 teams who all developed big picture concepts with visuals. There were a number of places where the public could see them including a big session at GCC. He attended that one and there was really good attendance. He checked out all the plans and all of them include expanded rolls in film and digital media on the campus. None of them would create a concern for our interests.

Mr. Brown said that was the envisioning phase. We are now in the evaluation phase. We received 530 completed online surveys, 400 in person completed surveys and public comments, in person, at the events of 2,000 or more. Mr. Martin transcribed the ones taken in person. At 4:00 pm today somehow we will be moving to draft a set of guidelines to be adopted by the Mayor and City Council that will become the basis of the planning phase. We are looking at some different approaches for planning. He will provide to a panel of reviewers the key background information and hopefully a draft of the guidelines. They have a week and a half to review and give editorial feedback or any new or additional ideas. That will get captured for the planning phase. His goal is May 14th to have all of that compiled. He will share that internally and then will start going around with the Committee process and Council to get it adopted. His guess is

mid July. We will define the planning process between now and then. This has been big and he thinks we have done a great job. We still struggle with getting participation from the Spanish and Latino community. 6 of the 2,000 initial surveys were done in Spanish. Zero on the online survey. We did ads and more. The only successful thing is door to door. That is not economically feasible to do everything we want to do door to door. We did meet with a young, vibrant Pastor who moved here recently from Mexico. He thinks it would be possible to reach these communities through new churches being built. We will try that next time. Hopefully that will capture the communities instead of door to door.

Commissioner Aubrey asked is there a point person for getting into Garson.

Mr. Brown said Matt O'Rielly.

Mr. Brown said Chris Jonas is one of the reviewers.

Chair Potter said she is grateful that you are talking about the process to try to engage segments of the community that are hard to engage. That is an interesting question about how it is that we do talk across the entire community. Developing those mechanisms is something we should all be talking about. What are we imagining about how a project will be paid for.

Mr. Brown said that is the cart before the horse. We need a plan. A particular finance model has not been done. In internal conversations we are looking at all of the traditional financing structures and models. We have a robust list of options to consider as we go through the planning process. This will be a part of the planning. He is advocating for scenario planning looking at uses of the site in combination with partners and financing models so you can see the most viable options. He is confident that there is not just one option.

Commissioner Pierce said she really applauds your desire to be inclusive and to making those efforts to do that. One way is churches and schools and offer food.

Mr. Brown said we did use the schools and daycare too. We reached out. Chris was a huge help with a bunch of nonprofits who have relationships with these folks. Some stepped up and others did not. In one instance a community leader, Mary Schruben, who represents a neighborhood adjoining the campus, was furious that the City never listened to her community. Over time he built a relationship with her. She went all out and advocated for us. He offered to her 5 seats to each of the limited sessions to give specifically to people that are not normally heard to be heard in a community setting where others can hear them.

Commissioner Pierce asked how do we reach Matt O'Rielly.

Commissioner Pierce asked how do we reach Matt O’Rielly.

Mr. Brown said he is the Asset Manager for the City.

Commissioner Ragano said you did the Southside Library.

Mr. Brown said it was full.

11. DISCUSSION ON THE FUTURE OF SANTA FE ABOVE-THE-LINE EVENT

Chair Potter said she had a long talk with Fabian Trujillo and Geno Zamora. When we vote on this people involved with the Santa Fe Media Network may not vote and alternates may not vote. Those are the ground rules.

Alternate Commissioner Darrah read a statement from Adam.

Commissioner Aubrey said it occurs to him that with our festivals that would be similar to a lot of things that take place at some of the festivals. If we are trying to make it something else maybe through them it could carry on. He does not think much for it to stand on its own with a Commissioner available to take charge.

Alternate Commissioner Darrah said she disagrees. This is really different from what festivals have. We are asking Above-The-Line to be part of the decision making process. She thinks it is offering something not offered by festivals. The festivals do something else that is very important. This is discussing issues and coming up with solutions. We have gathered all this feedback and we want to tell them that it mattered. We want to put it on a website for access. We want to put up a community billboard for connections. SFN is a nonprofit and this fits into the criteria of what we are trying to accomplish as a community service. We are willing to manage this for the Commission. What it focuses on and on the website would still be under the Commission. We are still asking you for help and volunteers. It would just be managed by SFN.

Commissioner Ragano asked do you see making changes to format.

Alternate Commissioner Darrah said that is up to the Commission. SFN thinks it has been going well and we like that. There is safety in repeating something that has been working. What can change is what we are discussing. What does the City need to know from us.

Commissioner Ragano said the only reason Adam is moving on is it was too much to deal with.

Alternate Commissioner Darrah said and other needs for the website and community bulletin board. With the support of SFN surrounding him it breaks up the

responsibility a bit. We will still be bringing this to you for discussion and development.

Commissioner Gollin said he was very confused when this came up a month ago. He thinks he has it figured out now. He thinks Adam is happy to continue, but he is burned out on the amount of time he can give as a Commissioner for free in his life. The original idea was take it into SFN to be paid and support him. When that suggestion aired a month ago it provoked a reaction because this is a product of and creation of the Commission. It only works when the Commission is involved. The notion that it would still remain a project of the Commission and be managed by SFN seemed to be an elegant solution whereby things could remain the same in a good way, but with Adam's support.

Chair Potter said Geno said we own a concept, not a commodity. We can give it to the Network, but cannot use City funds for it, but funds could be raised in other ways.

MOTION A motion was made by Commissioner Acton, seconded by Commissioner Rivera, to move Above The Line to the Santa Fe Network.

DISCUSSION

Commissioner Aubrey said he does not have a problem, but have we discussed other possibilities. It seems premature. His suggestion is that this is something we can't turn over right away.

Alternate Commissioner Darrah said for us this is the 3rd meeting of discussion.

Councilor Rivera asked is your concern based off the fact that with all the things happening with City funds throughout the City this will be an investment.

Commissioner Aubrey said no, it is because he has never heard of moving this to the SFN. He can go along with that if this the only direction we see.

Chair Potter said we have put out the question asking if anyone else on the Commission wants to manger it. No one ever volunteers. Thank you for your concern.

Chair Potter said we did move quicky to a motion without discussion. Do we retain it and who will continue it if we do. It was very clear that no one has come forward. The solution after that was a feeling of sensitivity as well. She is grateful that we have done the research with the city. That was a concern about providing funds to another entity. If another solution is out there it would be something to entertain, but she does not hear anything coming forward. SFN is an interested party. It seems an equitable and reasonable approach.

Commissioner Pierce said she feels some discomfort. She wanted to hear at the last meeting if there was a need for another Above The Line and the goals of that and

topics to be discussed and then we would know if we need one. She thinks there is a conflict of interest when the Commission sends business to a Commissioner.

Chair Potter said there is no money involved. It is not fiscal business.

Commissioner Pierce asked do we want to pursue another Above The Line.

Commissioner Acton said the reason he made the motion was that he did get the answer to the question of can we legally do it. Now we have an answer. No one has been jumping up and down to take over for Adam. Hence the motion to pass it on and let them figure out if and how they do it. We can still get reports from SFN. Why are we wasting our time now on this. Let them do it.

Alternate Commission Darrah said we don't have ideas about what the next Above The Line will look like. What we do know is we did not follow through with the last one. That does not feel good. We have not gotten back to them with what they asked for. We are hoping with SFN behind it there will be a direct line with the City and we can apply those funds to completing the promises made. We may lay it down. We would come to the Commission and let you know the status. We would be getting your input. We are managing this for the Commission.

Chair Potter called for the question and requested a roll call vote.

VOTE The motion passed unanimously by roll call vote as follows:

Commissioner James Lujan, yes; Commissioner Jim Gollin, yes; Commissioner Nani Rivera, yes; Commissioner David Aubrey, yes; Commissioner Jacques Paisner, yes; Commissioner Doug Acton, yes; Commissioner Chris Jonas, yes; Commissioner Pamela Pierce, yes; Commissioner Frank Ragano, yes; Chair Potter, yes.

12. POSSIBLE MEETING DATE CHANGE

Chair Potter asked to move the July meeting to July 10th due to the 4th of July holiday.

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Acton, to move the July meeting to July 10th.

VOTE The motion passed unanimously by voice vote.

13. GOALS FOR NEXT MEETING

Chair Potter said we are going to shift to more of a different kind of content at the meetings. We are going to have different groups involved with our issues do presentations at our meeting to let us know what they doing and involved with and we can respond with how we can help. Next month will be James and IAIA. James will be here as Chair as well. In July it will be Chris and Frank.

Commissioner Aubrey said so this is a way for us to make more public what we do. He likes what you are talking about. At least then it goes out as information that we are doing this for other people.

Chair Potter said she will invite Tripp from the *New Mexican* to attend.

Mr. Randall said there is a new business editor and this is business related. He might be good.

Chair Potter said she will call him.

Commissioner Jonas said he wanted to acknowledge David's conversation about using outside talent for inside projects. That is something super relevant as to how we as a small town are operating on the world stage as producers of media. How it is that we populate our teams is important. Sometimes they are populated from out of town and that has been good. It is an important conversation to have.

Chair Potter said those questions are something to deal with in the new format. Please ask them.

14. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Alternate Commissioner Darrah said Jilann is editing the Meow Wolf documentary. She finishes this week and will be back next meeting.

Chair Potter said Michael Becker could not be here today because he has a new baby.

Commissioner Ragano said he won't be here next month. He has the installment going on. Go to Currents New Media on Facebook and like it.

Commissioner Lujan said we are having our end of the year screening of student films at Jon Cocteau on May 10th, at 6:30 pm. If you want to be a judge let him know. It will be 90 minutes worth of films. We will have the showing and then the awards.

Chair Potter said that is exciting.

Chair Potter and Commissioner Paisner said they would be happy to be judges.

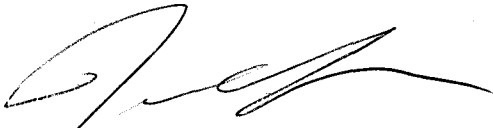
Commissioner Pierce said on May 23rd we will have the Silver Bullet event, Trail of Tears. It will be a live performance at the Lensic. Tickets are on sale now.

15. QUESTIONS FROM VISITORS


None.

16. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:30 am.



Chair Deborah Potter



Elizabeth Martin, Stenographer