



Agenda

DATE: 4/28/18 TIME: 1:10 PM
 BY: Jessica Sandoval
 APPROVED BY: [Signature]

Santa Fe Film and Digital Media Commission

July 10, 2018

10:00 – 11:45 AM

Santa Fe Convention Center, Nambe Room, 2nd 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
IAIA presentation follow-up, James Lujan	10:23
Report on Emerging Media Development working group, Chris Jonas	10:28
Update, Santa Fe Media Network and Above-the-Line, Lee Zlotoff	10:38
Update, Midtown Campus and film equipment, J. Gollin, M. Brown	10:48
What do you do and how we can help series: Currents and Littlelobe	11:05
Goals for next meeting	11:25
Any other business or announcements	11:28
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, August 7, 10:00 – 11:45 AM, Peralta Room

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

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, JULY 10, 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, July 10, 2018, at the Santa Fe Community Center, Nambe Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Nani Rivera
Lee Zlotoff
Michael Becker
David Aubrey
Jacques Paisner
Adam Shaening-Pokrasso
Doug Acton
Chris Jonas
Andrea Meditch
Elias Gallegos
Frank Ragano
Pamela Pierce
Anna Darrah, Alternate Commissioner

MEMBERS ABSENT

Jim Gollin, Excused
Jilann Spitzmiller, Alternate Commissioner
David Manzanares, Excused
Kirk Ellis, Excused

OTHERS PRESENT

Fabian Trujillo, Economic Development
Eric Witt, Santa Fe Film Office Director
Randy Randall, Tourism Director
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Jonas, seconded by Commissioner Meditch, 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 Pierce, seconded by Commissioner Zlotoff, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTIONS OF VISITORS

There were no visitors.

Chair Potter welcomed Fabian Trujillo and thanked him for attending the meeting.

6. UPDATE FROM RANDY RANDALL

Mr. Randall said we have a new Airport Manager, Mark Baca. Mark was the number two man and has worked at the Airport for years. He has a great passion for the Airport.

Chair Potter thanked Mr. Randall.

7. UPDATE FROM ERIC WITT

Mr. Witt reported that there are a lot of moving parts right now regarding stage facilities. Santa Fe Studios is working on building a huge stage facility and are trying to relocate Turquoise Trail Charter School there for production.

Mr. Witt reported that as of July 1st the City took possession of Midtown Campus and facilities. They also got ownership of equipment and facilities left there including camera packages, grip and lighting packages and a world class recording studio. It is easily one of the top recording studios in the southwest and is located 100 yards from Garson Studios. A Mason Prop and Costume House is starting there. You have stages and some packages of equipment, a prop house, a costume house, production office space, broadband hook ups and even golf carts. They are also considering build outs there for stage space. You may want to look at priorities. *Project X* is split between the stages at Santa Fe Studios and they have to mill and office in other places. We are trying to get the cave sets left behind from a production. *Project X* is going to use one of

the cave sets and we will store the other for the City. We are starting to accumulate all the elements of a production lot.

Mr. Witt said *Corporate Animal* is a full production feature film that is filming here. There are 3 Netflix projects filming close by. They are in Stanley and Cerrillos. Another feature film is ramping up to come to Garson Studios after *Corporate Animals*. They are anticipating a year production. Warner productions has made a major commitment for filming here including for *Project X* which has been renewed for additional episodes. That takes Santa Fe Studios off the market for stage space so we do need more stage space. Netflix has had a presence in Santa Fe for 3 years. He is talking to them about setting up offices in Santa Fe. They are interested, but waiting for the next election. The back log of credits owed is more than \$150 million. That is a big challenge for the next administration coming in. We have been meeting with both candidates. There is support on both sides for the industry. There are 3 movies produced here last year in the theaters, all with good reviews. *Ideal Home*, *Woman Walks Ahead* and *Sicario: Day of the Soldado* are showing now.

Chair Potter said thank you so much Eric.

8. UPDATE FROM MATT BROWN

Mr. Trujillo said the Ordinances were passed dealing with telecommunications. They are looking to put in 5G and micro cell technology. A State law was passed to make it easier to get micro cell technology into New Mexico communities. The City adopted that and franchises are operating under that law. We will start seeing more connectivity within 6 months to a year.

Chair Potter said thank you for all you do.

9. IAIA PRESENTATION FOLLOW UP

Commissioner Lujan said this Commission sent a letter to our college President asking him to look into building a sound stage on the campus. There has not been much movement related to that. He would like to be able to take back to the President some recommendations from this Commission as to what steps he should start taking to look into building a sound stage.

Commissioner Shaening-Pokrasso asked is there a need for greater definition of what that would look like.

Commissioner Lujan said he was thinking more toward how do we get financing and political or corporate support to start moving this forward.

Commissioner Meditch asked what would you need in order to make a case.

Commissioner Lujan said evidence of the need for another facility in town and what productions need space so we can show evidence that a facility like this can be sustainable.

Commissioner Zlotoff said recently he had lunch with a scientist entrepreneur. When he came here he had an airplane and needed a hanger at the Santa Fe Airport. He ended up building 27 hangers and then was going to do another big project there because larger hangers there are used by production companies. He talked to Santa Fe Studios about having a super stage on the Santa Fe Studios lot to accommodate bigger productions then he came to him to ask if there is enough activity to sustain that. He sent him to Eric. It seems to him rather than having isolated sound stages there will be a need along with a stage to have a place for wardrobe and make up and a place where sets are made. It is also all the things that go with it. It may make sense to combine forces and look for the best place to put a sound stage with the elements around it. If the goal is to have it on the campus we may have to lease it out to productions to make it sustainable and will they be interested in that if the ancillary support is not there.

Chair Potter asked do you think this is something the school would benefit from enough in order to go through the effort to do it.

Commissioner Lujan said educationally yes. Students and alumni would have access to a working stage and that is extremely valuable. It would also help the school increase enrollment and attention to what the Film Department has to offer. It may boost the opportunity for set building. We have a foundry and Performing Arts Department that would expand their costuming and make up efforts.

Commissioner Pierce said you just listed everything you need for your preliminary argument.

Commissioner Meditch said she agrees.

Mr. Trujillo said if you are looking to do anything having to do with capital expenses and you are creating jobs, profit or nonprofit, you should consider applying for the close to \$50 million in State and local LEDA funds. There are 2 qualifications. The company must be an economic based business, which film is. The sound stage and ancillary needs would qualify. The second qualification is job creation. You can access that by coming to talk to him and we will go together to the State. This is the type of stuff the money was set aside for. It would be great to see it go to the film industry. He can help prepare you and we can go make an ask and see what would work. We can consolidate our forces. Land, buildings and infrastructure are what the public money is allowed to be used for. It has to be approved by the Governing Body. The City and County could join forces.

Commissioner Lujan said he will set up an appointment to meet with Mr. Trujillo.

Commissioner Meditch said you made your framework for the case. Also it is a facility that could be named so that is something a donor might be interested in.

Chair Potter said thank you. You have some beginnings to start with.

Chair Potter thanked Commissioner Lujan for Chairing the meeting last month.

Mr. Witt asked is IAIA on Tribal land.

Commissioner Lujan said no.

Mr. Witt said if you want commercial production there make sure it is structured correctly. Nonprofits are not eligible for tax credits for film production.

10. REPORT OF EMERGING MEDIA DEVELOPMENT WORKING GROUP

Commissioner Jonas said we wrapped up Emerging Media Month of June. It was super successful. A huge thanks to OTAB and Tourism for their support. The total number people reached was \$1.5 million through social media and digital ads. That far exceeded our expectations. Social media engagement was 118,000. The video Adam produced was watched by 140,000 people. Our website had 14,000 visits during the campaign. For a little, local effort that was predominately volunteer driven it was very successful. We had people from surrounding states and the east coast in attendance. It was a wonderful bringing together of the emerging media community through Currents. The group is very excited to continue. We have a growing membership program including Matt Brown who has joined our group as an advisory. Our active partner/members include Currents, SFI, SITE SF, Form and Concept Gallery, Meow Wolf, Descartes Labs, Mindshare Labs, Simply Social, IAIA, NMSA, Art House/Thomas Foundation, MAKE SF, 12 FPS, LG, the City Economic Development Department and Hotel Santa Fe. We were delighted to have Commissioners there for the event itself. We now have 24 people on our Advisory Group and are meeting every 2 to 4 weeks to continue the development of the Alliance. We have working groups that run parts of the project. We will be working on visioning over the summer. There is a strong desire to become our own organization. He is working with Deborah Potter on that.

Chair Potter said fantastic job.

Everyone added their congratulations.

11. UPDATE, SANTA FE MEDIA NETWORK AND ABOVE THE LINE

Commissioner Zlotoff said we will be having the Above The Line event tomorrow night. He encouraged everyone to attend. We do need some volunteer help at the door.

Commissioner Shaening-Pokrasso said we will be continuing in the same fashion as what we have done before. We want to cultivate a culture of connections and build opportunities for people to work together and meet. We are taking this opportunity to talk about what can we do to achieve connections then and there. It will be a matchmaking event, live. We are inviting input and support from Commissioners. There will be food and 1 drink coupon per person. The Hotel Santa Fe is hosting the event, but the expense will be covered by Max Myers and New Mexico Bank and Trust which makes it sustainable for the hotel and us. It will be a nice, high quality event. We would like to ask Deborah Potter to speak about the Commission and what we have been doing and are planning to do.

Chair Potter said she will do whatever you need her to do

Commissioner Shaening-Pokrasso described the evening plans including a needs and resources available exercise. The goal is to build an online resource site and that is still in place. This will help to populate that. We need Commissioners to be there and help us stimulate this activity and support the exercise. It will be at the Hotel Santa Fe, from 5:30 pm - 7:30 pm.

Alternate Commissioner Darrah said the Above The Line community is an open door inclusive event. You do need to RSVP. If you have people you want to invite please send the invitation to them.

Commissioners Gallegos and Acton volunteered to help at the door of the event.

Commissioner Zlotoff said this is an exciting time for Network. There will be a party following the event. It is the one year anniversary of the Network and we are going to premier our new web series called *Our Own Devices*. We will hold a raffle to push the button to launch the web series. We will premier the first 4 episodes at the party. Our goal is to get as many people to see this as humanly possible to increase awareness of the Network and to lay the ground work for potential investors in the Santa Fe Network Studios which is a for profit that we have formed. The nonprofit will continue to be active. We have achieved 501c3 status. The purpose of the studios is to attract investors to create content here. We will be working with Chris Jonas and others to blast this out there. We will send out the link to Commissioners. The goal is to make something go viral. Hopefully this will be the first of what will be many productions.

Alternate Commissioner Darrah said the playing of the first 4 episodes will take about 3 ½ minutes.

Commissioner Zlotoff said the episodes are very short. We can see 4 in 5 minutes. There are 12 total episodes. 20 minutes total. Come join the party. We are going to release 3 episodes every week thereafter. The party will be from 7:30 pm on.

Chair Potter said fantastic.

Alternate Commissioner Darrah said please invite the public to join you.

Commissioner Aubrey asked is there any press on this.

Alternate Commissioner Darrah said there are 2 articles coming out tomorrow.

Commissioner Shaening-Pokrasso said there are some national press leads as well.

Commissioner Zlotoff said we are starting to see some national press contacting us. *Make Magazine* expressed interest and *Wired Magazine*.

12. UPDATE MIDTOWN CAMPUS AND FILM EQUIPMENT

This item was reported on earlier in the meeting.

13. WHAT DO YOU DO AND HOW CAN WE HELP SERIES CURRENTS AND LITTLEGLOBE

Chair Potter said we have a double bill, Littleglobe and Currents.

Commissioner Ragano said Currents New Media Festival was held June 8th through June 24 th. It was a great success. We were really pleased with the feedback. Opening night we had 3,000 visitors go through El Museo. We had 4,200 for the weekend and 8,850 for the run of the show. It is a media arts festival which is an evolving form. We show a gambit of art work installations involving technology, interactive installations, robotics, 3 D printing, virtual reality, augmented reality and mixed reality. Mixed reality is where you are seeing the environment you are in at the same time as seeing the virtual world. That is the next big trend. We also had a performance series, artist talks and a workshop on weaving and coding. Looking at the demographics we get all of them, from families to very sophisticated art folks. We gave tours to 300 children and teens around the City Summer Camp Program and Boys and Girls Clubs. All together 104 artists were involved and 70 works of art. The nature of media art is very collaborative. We got 580 submissions and narrowed them down to 70. We brought in 40 artists and paid for their travel and hotel and shipping and equipment. One thing artists tell us is they think we are one of the best media arts festivals in the world. They commented that they are treated better here and experienced more professional staff here. We also have an internship program. We got 75 applications from all over the United States. We took 7 interns. We had 8 high school interns that we paid minimum wage to for 40 hours. We heard from the college level interns that this was a life alternating event. We rented them 2 houses where we housed them and gave them a stipend. They loved it. The audience response was over

the top. We had a visitor approach us who was a documentary film maker and said it was the best thing he had seen. He is trying to put together the effort to bring part of Currents to Boulder. There is also a group who wants to bring part of this show to Portland. That has been our dream. 60% of the attendees were from Santa Fe and the rest from out of state and international.

Commissioner Ragano said the main thing we need your help with is money. Our current staff is Mariana and he and a half time person. The organization is at a tipping point. We are hoping to find permanent space. He has his eye on a particular building on the campus. We are at a point where we have gotten so large and internationally known that we need to go the next step. We also need volunteers for the show itself. The show used to be free, but now we have a \$5 suggested donation for anyone over 20.

Commissioner Meditch said congratulations. This year there was an idea to bring Currents together with SFI to make June an open idea of creation. Is that a path that makes sense for getting you on the international map.

Commissioner Ragano said it is a good beginning and was a good idea. When you lump a bunch of things together you have a bigger chance of bringing in more people where people can move from one event to another. SFI did okay this year. We are not sure that it worked out as well as it could have. The idea of having a focused month is a good thing for us and for Santa Fe. The Santa Fe brand has to be enhanced and expanded. Santa Fe should be promoted and branded as "we have the whole thing here." We have authentic ancient tradition to the latest in technology, cutting edge. When you combine the latest in new media and activities outdoors that attracts the young people.

Commissioner Zlotoff asked what were the numbers for the Interplanetary event.

Commissioner Ragano said they say 5,000. He is not sure. He heard the talks were very good but the actual displays were so, so. They did it on Thursday and Friday and that is a terrible time to have an event. They are going to have a different kind of set up next year.

Commissioner Zlotoff asked what is your annual budget and what are you looking for it to be.

Commissioner Ragano said it is \$250,000 right now. We need to raise another \$100,000 in order to form a staff and get some equipment we need.

Commissioner Zlotoff asked is there enough video content of this past show that it could be cut into some sort of promotional video.

Commissioner Ragano said yes, 2 to 3 hours.

Commissioner Zlotoff said if you did that we would be happy to show them on the Network.

Commissioner Ragano said we are looking at doing a 1 minute, 3 minutes and 20 minute video.

Commissioner Meditch said it seems like this is a moment in time to begin to expand the definition of what Santa Fe is. Are you continuing a dialogue with Site or SFI. The Commission could support this idea of an expanded definition and in June have a larger event. What can we do to help you get what you need.

Commissioner Ragano said spreading the word and expressing support that this makes sense and is needed for the City. We would like to spread this out throughout the year with a one month focus. Meow Wolf woke people up. People are seeing new media as something they want to see and be involved in. This is not about taking anything away from traditional arts.

Alternate Commissioner Darrah asked how did the ask at the door go.

Commissioner Ragano said we did other fundraising as well during this time. At the door we took in \$16,000. We raised close to \$30,000 total during that time.

Alternate Commissioner Darrah asked what if we did a Currents line with some of your artists videos.

Commissioner Ragano said we would need artist approval, but he is sure they would love for their work to be seen.

Alternate Commissioner Darrah said maybe we could do that. We will work together to do that.

Chair Potter asked do you have a patrons package to raise money.

Commissioner Ragano said we have a sponsorship packet. Descartes Labs and Meow Wolf support us.

Chair Potter said she will talk to him after the meeting about that.

Commissioner Ragano said we need to reach out of Santa Fe for funds as well.

Chair Potter said she is talking about individuals.

Commissioner Pierce asked is it your goal to have a year round program with a focus on June.

Commissioner Ragano said yes. We would like to have a permanent space with smaller rotating exhibits and a place for residencies and talks and staff.

Chair Potter said thank you so much and congratulations on your success.

Commissioner Jonas said Littlelobe incorporated in New Mexico in 2005. We started here in 1999. He is the Executive Director. He did not come up with idea so he can represent it with no shame. Molly Sturgis was asked to come up with a program for women dealing with cancer. She thought of putting together a collaboration of artists to work with these women to tell their stories. That became Littlelobe. We take the intimate moments of who we are, tell the story and carry it to a larger audience. An example is the isolation of cancer. We have worked in rest homes, incarceration facilities and communities in conflict such as Cuba. We facilitated and filmed the Navajo Nation and the Village of Cuba working together. We also have a film maker and began making our own films. Film making, radio production and trans media are part of what we do. The youth film project joined us 3 years ago and participate in our multi discipline programs. We have worked with a lot of students. We are in some ways documentarians. We are in large part a non fiction group. We create works with our subjects. We create pieces together about salient, important issues of our times with people telling their own stories. We are multi generational. We have high school students, junior film makers, college age film makers and senior film makers working together as a team. We also are training people. Our fellowship is funded by the NEA to train young people from Youth Works who are in the first steps of learning how to be successful in the work force. We put them in as members of our teams. It is a very important model and one of the hardest things to fund. We don't necessarily fit into the molds. We are very focused. We spend 4 months with one person. The City would like to see bigger numbers. The consequence is that we are not terribly competitive for City funding. If you know of any resources or can suggest any avenues for support for a program like this let us know.

Commissioner Jonas said we have done 2 PBS features. One was about a student's experience in education across New Mexico and the one following was a few months in the life of a Tribal student from Santa Ana Pueblo walking in 2 worlds. We produce around 30 films a year from 30 seconds to 30 minutes.

Commissioner Meditch asked what is your typical distribution. How are these getting seen.

Commissioner Jonas said that is an important part of the model. We are a partnership organization. We partner with statewide organizations like PBS and the LANL Foundation. The films are seen through their distributions. Sometimes they are web based. Every project is different.

Commissioner Zlotoff said he wants to congratulate Chris and say publically how much he admires Chris and Littlelobe and the extradinoary work they do. As with IAIA

and Chris the goal for the Santa Fe Network is as we start creating more productions that we go to you and IAIA and the Film Schools and say that we now have an opportunity for people to come work on fiction productions for their resumes and experience. There was an article in last Thursdays *New Mexican*. It was rather alarming if not depressing. Apparently from 2011 to 2016 New Mexico lost 42,000 people. In the last 5 years we lost 17,500 people with bachelors degrees who left the State because there were not enough career paths here. The article talked about a young film maker from Farmington who now lives in Los Angeles because not enough was happening in New Mexico to build a career. It is so crucial for us to all work together to turn this around. If not, it becomes a vicious cycle. It becomes harder and harder to get people and keep people. It is something to keep in mind. If we don't all pull together and pull that perception together we are fighting a losing battle.

Commissioner Paisner asked have you reached out to the Buckaroo Ball for funding.

Commissioner Jonas said he is thinking we did, but it would be worth investigating again.

Commissioner Paisner said lets talk soon. The Santa Fe Film Institute could do something. Lets get together.

Commissioner Meditch asked have you thought about actually writing up your model. The Womens International Study Center gives space for people to showcase that kind of thing. Since you were started by a woman and they do great work around similar things it might be a way to access bigger funding. You could show how this has been successful.

Commissioner Jonas said he would love to learn more about that. Conflict navigation is an important aspect of our model. Rehumanizing the conversation. We have a project going on right now called *Presidente*, which brings to the surface stories about place and history. We are in production on that right now. It addressees how we talk about who we are.

Chair Potter said congratulations on your successes. This is all fantastic.

14. GOALS FOR NEXT MEETING

Chair Potter said we would like to have Commissioner Pierce and Silver Bullet as the presenter for next month.

Commissioner Pierce said that would be great.

Commissioner Jonas said there was some talk about the visioning process of this

Body.

Chair Potter said we have a long range planning committee that meets. The upshot of our last meeting was this format. She met with the Mayor and he loves what we doing.

Commissioner Acton said he would like more updates on the campus.

15. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Commissioner Paisner said on July 14th we will be having a free screening of *Cry Baby* at the Railyard parking lot at 8:00 pm.

16. QUESTIONS FROM VISITORS

Linda Carfagno introduced herself as a still photographer. She does a lot of events that you all participate in. She is also a documentary film maker who is award winning. She is working on a project now on production design from the silent era to current. It can be a struggle as a woman. Coming to something like this is a pleasure to hear what you are saying and what this about. Thank you.

Chair Potter said thank you and you are welcome to attend any time.

**17. NEXT MEETING
AUGUST 7, 1018**


18. ADJOURN

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

VOTE The motion passed unanimously by voice vote.

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


Deborah Potter, Chair


Elizabeth Martin, Stenographer