



# Agenda

## Santa Fe Film and Digital Media Commission

August 7, 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
Message from Doug Acton read by Deborah Potter	10:05
Update from Randy Randall	10:07
Update from Eric Witt re productions	10:11
Update from Matt Brown re Tele-communications	10:20
Update, Midtown Campus and equipment, J. Gollin, M. Brown, E. Witt	10:25
Report on Emerging Media working group, Chris Jonas	10:45
Update, Santa Fe Media Network and Above-the-Line, Lee Zlotoff	10:55
What do you do and how we can help series: Silver Bullet Productions	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, September 4, 10:00 – 11:45 AM, Peralta Room**

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: 8/30/2018

TIME: 12:55 PM

**SUMMARY OF ACTION  
 SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
 SANTA FE CONVENTION CENTER, PERALTA ROOM  
 TUESDAY, AUGUST 7, 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	1-2
APPROVAL OF MINUTES	APPROVED	2
MESSAGE FROM DOUG ACTON	INFORMATION/DISCUSSION	2
UPDATE FROM RANDY RANDALL	INFORMATION/DISCUSSION	2
UPDATE FROM ERIC WITT	INFORMATION/DISCUSSION	2-3
UPDATE FROM MATT BROWN TELECOMMUNICATIONS	INFORMATION/DISCUSSION	3
UPDATE MIDTOWN CAMPUS	APPROVAL	3-7
REPORT OF EMERGING MEDIA WORKING GROUP	INFORMATION/DISCUSSION	7
UPDATE SANTA FE MEDIA NETWORK	INFORMATION/DISCUSSION	8
SILVER BULLET PRODUCTIONS WHAT DO YOU DO AND HOW CAN WE HELP SERIES	INFORMATION/DISCUSSION	8-10
GOALS FOR THE NEXT MEETING	INFORMATION/DISCUSSION	10-11
ANY OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	11
QUESTIONS FROM VISITORS	NONE	11

**ADJOURN**

**ADJOURNED**

**11**

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
SANTA FE CONVENTION CENTER, PERALTA ROOM  
TUESDAY, AUGUST 7, 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, August 7, 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  
Jim Gollin  
Michael Becker  
David Aubrey  
Jacques Paisner  
Adam Shaening-Pokrasso  
Chris Jonas  
Andrea Meditch  
Elias Gallegos  
Frank Ragano  
Pamela Pierce  
Anna Darrah, Alternate Commissioner

**MEMBERS ABSENT**

Doug Acton, Excused  
Jilann Spitzmiller, Alternate Commissioner  
David Manzanares, Excused  
Kirk Ellis, Excused

**OTHERS PRESENT**

Matt Brown, 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 Gollin, 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 Jonas, seconded by Commissioner Zlotoff, to approve the minutes as presented.

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

#### **5. MESSAGE FROM DOUG ACTON**

Chair Potter read a message from Commissioner Acton which is incorporated herewith into these minutes as Exhibit "1".

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

Mr. Randall reported that the Air Alliance is operating with a new consultation company that is more proactive and aggressive. We will see some growth or the Air Alliance will fade away. He is encouraged.

Commissioner Zlotoff asked what are the overall tourism numbers this year versus the last couple of years.

Mr. Randall said we don't know about summer yet. The numbers come in 18 days after the end of the month. June was a record breaker. July appears to be good. The most accurate numbers are from lodgers and they are 45 days after the end of month. At fiscal year end the lodgers tax was up 7.5% including short term rentals and hotels.

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

Mr. Witt said congratulations Randy on tourism. He can tell the numbers are up. Production is busy. A couple of shows are filming here including *Roswell*. Two Netflix feature films are here. One is at Garson and the other one is filming southwest of town. We have a lot of scouts coming in. Santa Fe is hot. Mexican film and media is here. Travel log shows and catalog shoots have been happening on a regular basis. The bigger news is the Emmy nominations were announced since your last meeting and all told 15 entirely Santa Fe based projects were nominated productions and 23 for productions with ties to Santa Fe. 38 direct or Santa Fe related Emmy nominations.

Commissioner Meditch said she talked to a Mexican producer and they have a

lot of money to spend in productions. She is happy to connect you with her. They are being very aggressive with cross border opportunities.

Mr. Witt said that would be great.

Commissioner Zlotoff said he might have something they would be interested in.

Chair Potter said thank you for all the information.

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

Mr. Brown said we have received one new franchise application and another commitment which would bring the number to 7 this year. They are all moving forward. The issue is it has been a little slow with Land Use to get the permitting going. We are looking at moving all that permitting over to Public Works. We have learned about a new technology that will be coming through. They have a fiber optic tape that has 5 to 24 strands in it. You can lay it on concrete. A couple of pilots are being proposed for the County looking at laying it down along bike paths. We will support that. Anywhere you go downtown trenching is a disaster and there is very little overhead left. We are very excited about the application of this. It will also be great for disadvantaged communities. We are looking at laying that as dark fiber and renting it back to Comcast or bringing the tech to them and seeing if they will do it.

Commissioner Gallegos asked are any cities using it currently.

Mr. Brown said we would be one of the first 5 prototypes. This came through the County Economic Development Director who saw the technology at an event. They wanted different climates to play around with so we are a good pilot for them.

## **9. UPDATE MIDTOWN CAMPUS**

Mr. Brown said the Greer Garson facility is open and running. There is access to the music studio. If you have a production you want to do there go to Eric or Matt O'Rielly. \$140,000 damage done out there with flood.

Mr. Witt said within a 10 acre footprint out there we have the Stagecoach Foundation renting space, sets are stored there, we have wardrobe that was left behind, and as far as gear there is a grip and lighting bare bones package with some cameras that are low end. Overall the City is moving pretty slowly and deliberately on purpose for the overall plan for that campus. Everyone has agreed to keep the Garson facilities up and running. It is revenue generating. There is one Netflix production there now. In their film, *Walk, Ride Rodeo*, they are shooting around the campus so they had a bit of difficulty. They used the stage as a cover set while it was raining. Claudio Ruben is the on site property manager day to day.

Mr. Brown said a lot of different buildings are rented or are going to be rented. The strategy is to do short term leases of a year or less. Things are going on. We opened up some dorm rooms for people who needed them during the storm and for Red Cross as well. Matt O'Rielly is working on 24/7 security on site. We have had a couple of incidents already. Police are there during the day.

Commissioner Zlotoff said Peter Kershaw came and asked about using some of the equipment. Did that happen.

Commissioner Lujan said Peter has been in touch with Matt O'Rielly and that is happening.

Chair Potter asked who does she call if she wants to rent something.

Mr. Brown said Matt O'Rielly at City Hall. The Office of Asset Development.

Chair Potter asked can we advertise through the industry where people can call.

Mr. Witt said he sends people to Matt O'Rielly. We are still trying to figure out how that is going to work out as to if the City will take responsibility for running the whole thing.

Commissioner Meditch asked is the conversation connected with the conversation of how to develop St. Michaels.

Mr. Brown said yes it is. The Mid Town Link. An Ordinance was passed on that 2 years ago. The geographic location is from around the corner of Cerrillos down St. Michaels to St. Frances. The campus is inside that. The land owners down St. Michaels are waiting to see what we will do with the campus before they decide what they will do. We have to take our time to do this right. We know one adjacent landowner has submitted a letter to put up affordable housing on their property. He suspects there will be more. We were able to secure 5 opportunity zones in the City. 2 of them contain both the north and south end of the Mid Town Link. That provides a financial incentive for investment to come into that area. Opportunity zones bring money into undeserved areas

Commissioner Paisner said he visited the set of *Corporate Animals* on the campus and met with Patrick Brice. It was impressive.

Mr. Witt said we were able to acquire one of the main sets that became part of the City inventory. The huge cave. One section has been rented out for the *Roswell* production. To the degree we can we need to find a place to put all the donated and purchased sets. That is an effort of ours.

Commissioner Zlotoff said the question he has is should the Film Commission start looking into the issue of acquiring entertainment infrastructure and a place to store it. The incentive is a wonderful thing to bring productions here. The savings the studios get through the incentive goes to build their infrastructure, not our infrastructure. At the Hall of Fame event George RR Martin said we need a castle set up. That is what we need. We need other types of sets. We have western towns. We don't have a methodology or infrastructure to acquire that stuff and store it so we can rent it out.

Chair Potter asked is that something we are already looking into.

Mr. Witt said we have always wanted to do that. The question is where to put it and who maintains the inventory and rents it out. It becomes an entire operation. What Lee says is right. In this case it would have cost *Corporate Animals* \$50,000 to cart that set and store it.

Chair Potter asked are the City or County in any way working on this.

Mr. Witt said he has a request in to the County and will request to the City on an ad hoc basis. Netflix built a \$17 million western set that they left for us. Paramount re-did the State Pen and donated all that. It is something we should really do. There have been some efforts, but space and money to staff the operation are the constraints.

Chair Potter asked how can we help you.

Mr. Witt said we are working with partners on this. Let him think about it and what this Body can do. It is something we need to do.

Commissioner Zlotoff said given that the mission of the Commission is to say how do we make this an ongoing economic machine for the City, this is one way to do that. More often than not this water goes away because we do not have an economic plan.

Chair Potter said Eric will get back to us.

Commissioner Jonas said he wants, as a member of the Commission, to find some means to bring all this into one domain. As a member of the Commission, people constantly approach him. He directs them. There is all this enterprise thinking and talking going on. It seems with all this activity there is not a single point of connection. The people charged with the recording studio have been talking to him about music people and a place to record sound tracks. They can't figure out how to make it work. They are in conversations with Matt O'Rielly and are trying to start a new enterprise. To sign a one year lease is complicated for them. We have these assets and don't know how to connect them. Is it the Film Office that would be charged with that or is it a viable idea. How do we connect the dots.



Commissioner Gollin said last year, when everything was in question, we passed a statement as a Commission and did a letter signed by Chair Potter and Vice Chair Lujan providing our input into the campus and the process. We had 4 main points. He reviewed the statement. Since last November there has been an extensive process quarterbacked by Matt Brown. There is the concept phase, the planning phase and the implementation phase. The concept phase is complete and will be presented to the City Council tomorrow night when they accept the concept plans. He wanted to be sure everyone knows that the concept plan is almost word for word what we requested. Indeed they have paid attention and film is up there. It is his sense that in the concept plan there are no significant disagreements. There are some questions about process. Councilor Villarreal thinks there should have been more involvement in disadvantaged communities. What seems to be emerging is a compromise that going forward there will be more consultation with community based groups. He thinks Economic Development did an outstanding job with communication. Someone with something positive to say at Council would be great.

Mr. Brown said it is on the City Council agenda for the 7:00 pm portion of the meeting and is second on the agenda.

Commissioner Gollin said you can also contact City Councilors.

Chair Potter said do that as individual Commissioners, not for the Commission.

Commissioner Gollin said we could create another statement, but it would have to be right now.

Commissioner Meditch asked if the Commission takes that step are you thinking the statement would be in support of passage.

Commissioner Gollin said yes. He is very satisfied that they will take our recommendation. His read is that it will pass. The question is about going forward to have ever better community outreach.

Mr. Brown said he anticipates it will pass. The Resolution proposes 3 things. It accepts the report we wrote, adopts the planning guidelines and directs the City Manger and staff to begin the planning process to issue RFPs to help the City do that work. The goal is to develop a Land Use Plan. It will be a stripped down master plan with an economic development analysis and other analysis such as environmental and sustainable. The fourth option is you can come or write something that supports the entire planning guidelines.

Chair Potter asked if it doesn't pass does it just delay things.

Mr. Brown said it is unpredictable what would happen if it is not passed. He

thinks the real issue is that Councilor Villarreal offered some amendment language and that has caused some friction with other Councilors. Will they come together around language or not we don't know. We hope the vote is unanimous.

Chair Potter asked if we did a letter on behalf of the Commission what would we be endorsing.

Mr. Brown said the passage of the Resolution to do the 3 things he mentioned.

**MOTION** A motion was made by Commissioner Zlotoff, seconded by Commissioner Meditch, directing the Chair and Commissioner Gollin to write a letter in support of the planning guidelines to be signed by the Chair and Vice Chair and given to Mr. Brown by 4:00 PM tomorrow for presentation to the City Council.

Commissioner Jonas said it would be useful for him to understand Councilor Villarreal's suggested amendment. Would it change the letter.

Commissioner Gallegos left the meeting.

Mr. Brown said the nature of the amendments are identifying that affordable housing is a big need and that a prior Resolution adopted by City Council included a Residents Bill of Rights. The amendment says this exists so we need to do our work in accordance with that and that we could do a better job of engaging with community based organizations. That is in the whereas section. In the Resolution section there are 2 parts. The first is for the City Manger to adopt and expand on community participation. The second is that the City Manger is directed to prepare, as appropriate, RFQs and RFPs for consulting ser vices with community based organizations that can help with the design and implementation of the community outreach. It does not change what we would have done anyway, but Councilor Villarreal wants to be explicit that what we said we would do, we do. He does not think you need to mention that variable.

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

## **10. REPORT OF EMERGING MEDIA WORKING GROUP**

Commissioner Jonas reported they are moving forward. We are in the midst of doing our vision process. We are looking at the next stage of the entity. There is a lot of conversation around that. We are looking at having another event in November with partners. It will be a 2 part event with an emersive dinner as an event to demonstrate how we, as an entity, can bump up the experience as a fund raiser. We are involved with a story lab multi media project as well. The second half will be a dance party. The first phase is to raise sustainable funding for the Emerging Media Alliance. The ranks of our team are growing and diversifying. There is a lot of new activity and people, energy

and excitement. We presented our reports to OTAB. Things are great.

## 11. UPDATE SATNA FE MEDIA NETWORK

Commissioner Zlotoff said the Above The Line event was very successful. We had 80 to 90 people. There was a high level of engagement. We are moving forward with the goal of creating a website as a resource for the Above The Line community and ultimately for all of New Mexico.

Alternate Commissioner Darrah said we applied for a LANL grant for \$15,000 for the Above The Line website.

Commissioner Zlotoff said New Mexico Bank and Trust was generous enough to underwrite the event. He gets the impression that they may be willing to do that on an ongoing bases. He is having lunch with Max Meyers tomorrow. Sometime in the fall we will have another event. If you have any thoughts don't hesitate to tell him, Anna or Adam about them.

Commissioner Zlotoff said the Network production, *Our Own Devices*, has not blown up yet, but is moving in the right direction. It got 400 visits in one day. There is expanding interest from other programers and political networks to pick it up. All the signs are good. We have gotten really good feedback.

Chair Potter said that is wonderful.

Commissioner Paisner said congratulations on the episodes. They are really funny.

Commissioner Jonas said he echos that. He feels like people are not getting to the videos. He would love to know how we can support this. It is funny and beautifully produced.

Commissioner Meditch said you got great press.

Commissioner Zlotoff said the way we are doing it is with push ads on Facebook. We have all 12 episodes up on the Santa Fe Network. You go to the first one and it lets you know there are 11 more. We are interested in getting as many eyeballs on it as possible.

Commissioner Ragano asked have you been doing sponsored ads on Facebook.

Commissioner Zlotoff said yes.

Chair Potter said fantastic.

## 12. SILVER BULLET PRODUCTIONS - WHAT DO YOU DO AND HOW CAN WE HELP SERIES

Commissioner Pierce said thank you for this opportunity. Silver Bullet Productions is a nonprofit educational film company. She is the founder and CEO. She started it in 2005. At that time she was the Director of the Charter School Network for the State. She met with Native American leaders and they were concerned that the schools were not relevant to their causes and culture. She felt using film was the answer. Relevant learning through teaching workshops and creating usable materials is the mission. By giving film making skills to those communities they were able to produce their material to tell their stories. Santa Clara was our last project. We had help from David and Eric was an advisor. The film was about the spirit of the warrior.

Commissioner Pierce said for the workshops we start by talking to the community and schools after getting permission from Tribal Council and Governors. We have done 18 of these workshops on Tribal land. We have done over 40 projects. Total educational sovereignty has to be preserved. What do they want. We take their direction. We stay for 4 days and teach everything from interview skills, camera skills, editing skills and how they are going to use their film after it is completed. It is their call. Santa Clara wanted to capture the history of their school and tell that story. We leave the cameras behind along with computers and software so that after we go they can continue to tell stories that should not be seen by outsiders. The other part of relevance is creating good teaching materials. We create documentaries guided by 15 Tribal historians so that it is authentic, accurate and moving. She does not do this alone. She is surrounded by many people. *Defending the Fire* is being shown at Jean Cocteau during Indian market. Our annual budget is about \$90,000 and is project driven with money earmarked. We do a documentary every 2 years. Our operating budget is \$15,000. None of it is used for salaries or offices. We have advisors and a Board of passionate people. Some of our films are on PBS and are used by museums. Every film has a curriculum that is designed for it. It is written by Native American students and teachers. The films are in 25 states and are requested internationally. We do not have the right to follow up with where those students are now due to education sovereignty. The biggest thing you can do is tell people about us so people know what we do. We also do fundraising. You can help us bring in a celebrity for our January event at La Fonda. The next theme is Actions Matter. Spread the word. We want your involvement, not money from you. Help us raise money. Our last event was at the Lensic. Our hope is to grow the industry through education. We want the films to be authentic.

Commissioner Zlotoff said since the Network is nonprofit and we do outreach into the Native American and Hispanic community here what you are doing is important to us. He would like to sit down with you and talk about how the Network can be involved. If we could find a way to create something about what you are doing in those communities we could put it on the Network. This a natural place for these things to go.

Commissioner Pierce said that is a great offer. She appreciates that and she welcomes sitting down with him.

Commissioner Lujan said if you need an intern to create a promotional video he has them.

Commissioner Zlotoff said great.

Commissioner Jonas said he is sensitive to the difficulties of running a passion driven organization and he is cognizant of what it takes for a Board to run things without a staff. Do you envision having a staff.

Commissioner Pierce said we have to. We will have to replace her at some point. We have been so fortunate to have quality Board members. Our Board is half Native American. Getting staff is grant driven.

Chair Potter said thank you.

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

Chair Potter said our next meeting is in September the day after Labor Day. Vice Chair Lujan will Chair the meeting.

Chair Potter said we will put on the agenda an update from Eric about what we asked him to look into and an update of how the City Council meeting went.

Mr. Brown said he will not be able to be in attendance.

Chair Potter said we will follow up with Pam. IATSE will be the presentation.

Commissioner Paisner said he liked what Lee said about infrastructure. He would like to talk about what it is and how we can get it. Infrastructure as a whole. What George has talked about such as a \$4 million studio that Marvel Studios can use and beyond that should be discussed. We can identify what we would like to have and how to get it.

Commissioner Zlotoff said the question he thinks at some point is looking at those infrastructure components that it would take to get to the next level in terms of providing resources for people here and making this area more attractive to production companies.

Mr. Brown said inclusion of the whole State should be the conversation and not

get stuck on Santa Fe. The State is too small to have things competitive. Figure out what is our part of a larger structure.

Chair Potter said that could be in October so we can devote time to that. Thank you.

Commissioner Zlotoff said the difference between us and Georgia is we give you a rebate on every dollar you spend here. Georgia does it on every dollar spent.

Commissioner Jonas said we should be ready for a proposal to bring to the table for consideration.

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

Commissioner Ragano said Santa Fe Tourism commissioned SW Marketing Research to do an economic impact survey on Currents. It turns out that our contribution to the Santa Fe economy including our expenses and visitors was \$1.5 million so we were impressed with that. 40% of our visitors come from outside Santa Fe and stayed here. Of those, 80% of the attendees indicate that Currents was the primary or one of their reasons for visiting Santa Fe. We had 8,000 to 9,000 people.

Chair Potter said that is wonderful.

Commissioner Rivera announced that Music Week begins August 23<sup>rd</sup>.

Commissioner Lujan said if you have opportunities for interns send him job descriptions and if it is to be paid or unpaid and who the student needs to contact for an interview. August 24<sup>th</sup> is the deadline for the fall semester. Please get information to him in next couple of days if you are interested.

#### **14. QUESTIONS FROM VISITORS**

None.

#### **15. ADJOURN**

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



Deborah Potter, Chair



Elizabeth Martin, Stenographer

Statement from Doug Acton, e-mailed to Deborah Potter on July 28, 2017

I am sorry to miss this meeting. But I am required to attend our National Board meeting in New York August 5-10.

Jon Hendry did resign March 18th as Local 480 Business Agent. The Local's Executive Board unambiguously voted to place me as Interim Business Agent. I appointed Elizabeth "Liz" Pecos as Interim President. I then created a committee to deal with Policies and Procedures involving Bullying, Discrimination and Harassment. The E-Board and Members from this committee just completed a training program that I scheduled in May, taught by an instructor from The Screen Actors Fund. This was completed July 21<sup>st</sup>, in Albuquerque.

I can't make any statements dealing with the current lawsuit against IATSE Local 480 or IATSE International.

Thank you for understanding.

**EXHIBIT** \_\_\_\_\_