



Agenda

Santa Fe Film and Digital Media Commission

December 4, 2018

10:00 – 11:45 AM

Peralta Room, Convention Center, ground floor

Call to order, Deborah Potter, Commission Chair	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Introduction of visitors	10:03
Update: Randy Randall, Tourism Santa Fe, rrandall@santafenm.gov , 955-6209	10:04
Update: Eric Witt, Executive Director, Santa Fe Film Office, ewitt@sffo.film , 986-6353	10:07
Update: Matt Brown, Director, Office of Economic Development, mpbrown@santafenm.gov , 955-6915, re Tele-communications	10:17
Update, Midtown Campus: Commissioner Jim Gollin, Matt Brown, Eric Witt	10:22
Update, Santa Fe Media Network and Above-the-Line: Commissioner Lee Zlotoff	10:30
Report on Emerging Media Alliance working group: Commissioner Chris Jonas	10:35
Group discussion regarding possible State film industry programs, Eric Witt	10:45
What do you do, how we can help series: SF Independent Film Festival: Commissioner Jacques Paisner and guests	10:55
Goals and date for next meeting (Jan. 1 is a Tuesday, there's space on the 2 nd and 8th)	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: January ?, 10:00 – 11:45 AM, Peralta Room, Convention Center

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: 11/28/2018

TIME: 11:18 AM

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, PERALTA ROOM
TUESDAY, DECEMBER 4, 2018, 10:00 AM**

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, PERALTA ROOM
TUESDAY, DECEMBER 4, 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, December 4, 2018, at the Convention Center, Nambe Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Jacques Paisner
Jim Gollin
Michael Becker
Doug Acton
Adam Shaening-Pokrasso
David Aubrey
Lee Zlotoff
Chris Jonas
Nani Rivera

MEMBERS ABSENT

David Manzanares
Andrea Meditch, Excused
Jilann Spitzmiller
Anna Darrah, Excused
Kirk Ellis
Elias Gallegos, Excused
Frank Ragano, Excused
Pamela Pierce, Excused

OTHERS PRESENT

Fabian Trujillo, Economic Development
Jennifer Barr, Santa Fe Film Office
Greg Lujan
Milton Riess
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 Jonas, seconded by Commissioner Zlotoff, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

Mr. Greg Lujan and Mr. Milton Riess introduced themselves.

6. UPDATE TOURISM SANTA

Chair Potter said Randy Randall was not able to be here today.

7. UPDATE SANTA FE FILM OFFICE

Ms. Barr said Eric sends his regrets. He is out of town. We are super busy with three productions going on in town. We have done a soft launch with our new on-line permitting system. Productions love it. The County system is now working. We have started on the City which is phase two. Location managers love it. It can be done from your phone. She and Eric have done a lot of outreach the last month or two. We have been speaking to groups such as leadership groups and hospitality and lodgers groups. We are getting ready for the Session to start up and we are getting ready to work with the new administration. We are already talking with them and it is very positive. We attended the New Mexico Film Conference in Albuquerque which was well attended and had great speakers

Chair Potter said thank you.

Commissioner Jonas asked what is conversation going on in your office in terms of changes in the film world with changes in the Legislature, a new Governor and Netflix. We are going to see more above the line talent maybe living here. How is that going to come together or change our world.

Ms. Barr said the Netflix announcement was great. It gives a message to the

industry that they have confidence in New Mexico, but Netflix has already been here a lot. With them setting up shop here others may follow. In terms of above the line coming in and housing, the housing market is limited. We are definitely putting out the welcome mat.

8. UPDATE OFFICE OF ECONOMIC DEVELOPMENT

Mr. Trujillo said our office is really busy. There are a lot of things going on in different areas. The big LEDA project going through Committees now is Marty's Meals which is a manufacturing project. Post production companies visit with us who are interested in setting up shop here. They are coming back again so hopefully they will locate here. We are working on a lot of policy stuff in the Department and are working on neighborhood or business districts particularly on Guadalupe Street and Airport is next. The economy is picking up. A lot of businesses are growing and looking at things. Telecommunications is on track.

9. UPDATE MIDTOWN CAMPUS

Mr. Trujillo said the issue of security has improved since last month with 24/7 private security on site. The Manager has not been hired yet. We are waiting on the paperwork and then he will be on site. There is lots of interest in the property, but nothing has been committed to.

Mr. Gollin said he checked in with Matt Brown.

Mr. Trujillo said a lot of people are interested in building in parts of the campus or renting. Until the Implementation Plan is passed everything is temporary. Leases are for about a year right now. We are still looking at a big college to rent a large amount of space.

Chair Potter thanked Fabian and Jim.

10. UPDATE SANTA FE MEDIA NETWORK AND ABOVE-THE-LINE

Commissioner Zlotoff said we have a lot going on. We submitted a proposal to OTAB to do a 3 month pilot project called "Hey Santa Fe". It will be Native American, Hispanic and Anglo hosts reporting from various sites about the events happening over the summer and a weekly blog post. We will shoot it in April and release it in June, July and August. We will market it through as many channels as we can. The goal is to see how well it goes over those three months then look at year round. We have worked it out with the New Mexico Film Office to do an on-set education program. We did one for *The Kid* and *Our Own Devices*. We have worked out with the Film Office to have colleges and kids participate. IAIA and Santa Fe Community College are signed on. CNM is on board as well. The NM Film Office considers this as an educational process

that can be done. The productions would get one of these things made by students. The production puts some money in an education pot at the NM Film Office. Students get paid and have the experience for their resume. Productions will own the production. We have the right to keep it posted on our website. We are looking forward to getting this up and running.

Chair Potter said fantastic. Have you approached the New Mexico School for the Arts.

Commissioner Zlotoff said not yet. That is a high school and the students are under 18. We have a plan to do something with that age. He has been approached by Stanford University who is interested in doing projects in New Mexico taking disparate groups and finding ways to produce content. Part of that will be high school students. We are in conversations with them now to make that work through the NM Film Network.

Commissioner Zlotoff said Commissioner Gollin and he met with Mayor Keller and staff. They are eager to work with us. An RFP to manage the public access stations in Albuquerque was published, but the restrictions were severe and it was a 75 page application. We decided not to apply. We discussed that with him and he said they could change that. They have invited us to apply for the new RFP. There is lots of opportunity in developing our relationship with Albuquerque.

Commissioner Gollin asked for the on-set who will be doing the adult supervision as this expands.

Commissioner Zlotoff said initially he will be managing the program. We have a production that contracts with us to do it. We put it out to the schools involved with the dates and roles we need filled. The heads of Film Departments at the schools nominate candidates. We interview them. We are hoping some of the kids will become graduates and be able to direct some of this. We will hire them back annually to do that as a manager. We could get a full time employee who runs the whole program.

Commissioner Zlotoff said this has the opportunity to scale wonderfully.

Commissioner Zlotoff said maybe some of the school's teachers want to be some of the on set supervisors. Everyone is insured. We will purchase insurance so no schools are at risk.

Commissioner Gollin asked have you contacted UNM.

Commissioner Zlotoff said yes. They don't have as much below the line stuff. We are going to get a list of all the schools and will offer it to everybody. Students will meet students from other institutions which starts to build that production community here.

Commissioner Zlotoff said NM Bank and Trust is prepared to fund another above the line event. We will do it in January. Also we are going to do one in Albuquerque.

Chair Potter said great.

11. REPORT ON EMERGING MEDIA ALLIANCE WORKING GROUP

Commissioner Jonas said we are in kind of in maintenance mode for the time being. We had an event at Hotel Santa Fe. It was a small but devoted gathering of people. It is the challenge of having an Alliance of super busy entities. We are waiting until January to access next steps and see where the energy is and will let you know.

Chair Potter said you established a network of all those people and that is a fantastic achievement.

Commissioner Jonas said since our huge June event it has been hard to find the people. Our focus is internally for the time being. Santa Fe is changing quickly as we all know.

12. GROUP DISCUSSION REGARDING POSSIBLE STATE FILM INDUSTRY PROGRAMS

This item was postponed to the next meeting.

13. WHAT DO YOU DO, HOW CAN WE HELP SERIES SANTA FE INDEPENDENT FILM FESTIVAL

Commissioner Paisner introduced Jena Braziel and Liesette Paisner Bailey who will give the presentation.

Ms. Bailey and Ms. Braziel's presentations are herewith attached to these minutes as Exhibit "1".

Chair Potter said great job.

Commissioner Gollin asked how do you see the future of the festival.

Ms. Bailey said very bright. We are doubling in size similar to the Telluride Festival and really competing with the other film festivals in our region. We are able to have a strong regional festival. It is a must see festival on the circuit. With the LA festival ending it opens up an opportunity for our festival.

Ms. Braziel said it has not stopped growing.

Chair Potter asked what do you wish you had other than money.

Ms. Bailey said more hotel rooms. Santa Fe can handle a lot of people coming in, but we need more. Also the ease of traveling. We need a flight from LA to Santa Fe. That would be the cherry on top.

Chair Potter asked when is your festival.

Ms. Bailey said it is a week after Balloon Fiesta.

Commissioner Jonas asked what are the demographics of people who attend the festival.

Ms. Baily said email us and she will provide that information to you directly.

Chair Potter asked are you going to start selling tickets on line.

Ms. Bailey said yes, we are working on doing that and getting our volunteer base trained and ready. We do need more volunteers, always.

Mr. Riess asked when do you need volunteers.

Ms. Bailey said we can take interns in the spring and summer.

Mr. Riess said he would love for them to come speak to his classes about that.

Ms. Bailey said she would love to do that.

Commissioner Zlotoff said on his list of things to do is to coordinate with them for the Network. Anything that is in the festival we should approach them and put on the Santa Fe Network if they want. If they want to charge we have a way to do that as well.

Commissioner Paisner said we are in constant talks with the Network.

Commissioner Zlotoff said you can't necessarily have something being disrupted when you are on the festival circuit. After it would be great to have it live somewhere and possible get income from it.

Chair Potter said and people can direct their friends to see it there.

14. GOALS FOR NEXT MEETING

The discussion on film and digital media programs.

15. DATE FOR NEXT MEETING

It was decided that since the next regular meeting date for the Commission would be January 1st they will move the meeting to January 8th.

MOTION A motion was made by Commissioner Aubrey, seconded by Commissioner Gollin, to move the January meeting date to January 8th.

VOTE The motion passed unanimously by voice vote.

Commissioner Gollin said he will be out of the country for the January meeting.

16. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Chair Potter said all the things we asked for got into the Legislative Resolution for the City.

Alternate Commissioner Darrah said she is back in distribution of licensing films for the Spiritual Film Circle. She has to license three shorts a month so send them her way. She went to AFM and talked to people about the Santa Fe Network. People were interested and excited about New Mexico.

Mr. Riess said you mentioned the convention in Albuquerque. He was a member off the education summit. We got a huge amount accomplished. We got to know each other, communication. We started working together on what we can do as colleges and universities in the state on providing needed crews. There really are only three schools that still have the FETP program. We are one. We realized a lot of the schools in northern New Mexico can come to Santa Fe and learn the crafts they are interested in. We are in the process of working out short term workshop classes that give them the training they want. It gives us enrollment and them credits. He is in the process of lobbying the college administration to up our game as far as below the line. That is our strength. The college has not said no to my requests, but they have not said yes. He has hope. We have a documentary on Veterans and Horses for Heros that one of our students did. He is a film student. The documentary is fantastic and uplifting. We are going to be focusing on working with Vets.

Chair Potter said fantastic.

Commissioner Zlotoff asked how many different institutions were represented at that meeting.

Mr. Reiss said ten or eleven. Amy at NMSU runs the film program down there. You may want to reach out to her. Peter runs the one in Roswell, Eastern.

Commissioner Zlotoff asked that Mr. Reiss send those to him.

17. QUESTIONS FROM VISITORS

Mr. Lujan said he was just interested in sitting in. He is interested the in industry and participating. He would love to come again.

Chair Potter said please do.

Commissioner Jonas asked is there anything to share on IATSE.

Commissioner Acton said our elections are coming up. We will see where that brings us. There are six shows here that below the line Union workers are working on. Over 800 people are working. We have over 1,400 members. Membership is on an upward trend. We supply the union workforce and are working on gearing up for Netflix.

Commissioner Gollin asked as we are looking at incentives expansion hopefully and having the backlog paid off, how are you and the Union looking at that for expansion.

Commissioner Acton said we realize the Union has to expand and the buildings and stages need to expand. He told the schools they needed to get in the same room at the same time and have the same goals and they did that at the conference. We are the pipeline, they feed the pipeline.

Commissioner Zlotoff asked when is Netflix taking possession of the studio.

Commissioner Acton said they already have productions at the facility. They are renting space. He is assuming they are going to bring their product in as well.


Chair Potter asked how is everything at Meow Wolf.

Commissioner Becker said busy. The documentary came out. We revamped our website with content and the ability to stream the documentary. We are gearing up now for Las Vegas on December 1, 2019. We have four hundred employees now. All of them are Santa Fe employees.

18. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:10 am.



Deborah Potter, Chair

Elizabeth Martin, Stenographer

Madam Chair, Members of the Commission,

I am Liesette Paisner Bailey and I already know most of you, since the Santa Fe Independent film festival has touched almost everybody in this room, Pam Pierce's films *Defending the Fire*, and *A Thousand Voices* have played at the fest, we've had films by David Aubrey, Andrea Meditch documentaries *The Cage Fighter* and *The Sensitives* screened in 2017, and Michael Becker screened his short film in 2016.

Jill Anne and Anna recently had the *Meow Wolf Doc* at the 2018 Festival in October. Kirk Ellis moderates panels and masters discussions the entire week of the festival each year, and serves on our advisory board. Lee and Eric have participated in discussions, James has worked with the festival with the use of IAIA's 360 digital dome and many of IAIA students films have played at the festival, and Randy Randall has supported the fest in various ways through creative marketing in tourism.

Now what we do is fun and exciting and expands Santa Fe as a creative center for filmmaking. The fest shows the latest foreign films, American independents, local shorts and features, and even Studio Films, giving Santa Feans unique chances to see films they would otherwise have to wait for, for maybe 3 or 6 months or maybe never have a chance to see in the theater. At the 2018 fest in October you got to see Bill Plympton receive a lifetime achievement Award at the Lensic, the NM Made feature *The Long Dumb Road*, the Palme d'or *Shoplifters*, and some of the hottest foreign films of the year including Brazil's *Loveling*, S. Korea's *Burning*, and *Q and A's* with director Laura Terusso for the second showing ever of *Good Girls Get High*. We also welcomed Alexandria Bombach following a sold out screening of *On Her Shoulders*. *On her Shoulders* is an international story, but has deep roots in Santa Fe since Alexandria Bombach grew up and lives here in Santa Fe, and her last project *Frame By Frame* was awarded at our 2014 Festival. Her latest film *On Her Shoulders* won the top the Documentary prize at Sundance, then the subject of the film Nadia Murad was awarded a Nobel Peace prize for her efforts against human trafficking. SFIFF also presented *The Front Runner* directed by Jason Reitman and starring Hugh Jackman and Vera Farmiga. We presented an impressive indigenous program with *The Blessing* a beautiful documentary about the Navajo nation, *Indian Horse* a film about the horrors of Indian boarding schools in Canada starring Forest Goodluck, and an indigenous shorts program with both international shorts and local shorts by Robert Mesa, Forrest Goodluck, Shaandiin Tome, and Jason Asanep. We presented critically acclaimed documentaries *The Silence of Others*, *America*, *The Shakedown*, locally made documentary *The Providers*, and *This Changes Everything* about gender disparity in Hollywood. We also screened the hottest American Independent films including *Wild Nights* with Emily starring Molly Shannon, *Mountain Rest* starring stranger things Natalia Dyer, and *White Rabbit* written by and starring Vivian Bang.

Our New Mexico program featured a variety of different film ranging in style, subject, and budget. We were particularly proud of the beautiful, experimental, and daring film *I AM THAT* that was shot in New Mexico with a micro budget by Joy Marzec. These are just some examples of the unique films and directors we highlight at the festival.

In addition to filmmakers enjoying the festival while in Santa Fe, some use their free time to scout for their next film. SFIFF's 2017 Lifetime Achievement Awardees John Salyes and Maggie Renzi stayed an extra week following the festival to scout their newest project, which just received funding and will begin shooting soon. This helps further our mission of showcasing Santa Fe as a creative center for independent film. The festival welcomes over 10,000 attendees every October. The festival brought over 3 million in economic development to the State of New Mexico in 2018 and over 8 million in the past 3 years. The ABQ Journal called us *The Next Sundance* and *Filmmaker Magazine* called us an all-inclusive resort for cinephiles.

EXHIBIT 1

Jena:

Hi, I'm Jena,

Brazil

I'm the Guest Services Director, so if you've had a film in the fest, you've probably corresponded directly with me. Throughout the year I handle submissions and leading up to the fest and during the fest I do Guest Services. This means I work directly with visiting talent, which is mostly delightful, however it can be challenging when you have filmmakers, movie stars, producers, and guest speakers all in town for one week. My job is to make sure they each have a fabulous experience and receive quite a bit of hands-on care, whether it is a particular seat on a flight, making sure their passes and gift bags are waiting for the guest in their hotel room, or a production meeting for their next film, I make all those things happen, and provide personalized assistance. I have worked with Jacqueline Bisset, Gena Rowlands, John Sayles, John Waters, Robert Redford, and Jay Roach.

I began with the fest as an intern in 2012, and it has not only shaped me professionally, but has shaped the City of Santa Fe. It has been a really positive experience creatively, but really in the relationships that you make with people along the way, and introducing artists from all over the world to Santa Fe as someone who grew up here and chooses to live here too. I also travel to Telluride Film Fest and Sundance to represent the Fest.

Liesette: now here's how you can help:

You can be a sponsor a donor or a member, you can volunteer, your organization can collaborate with us creatively, but the easiest way to help is to attend the fest, grab a friend or loved one and head to a festival film or party. You can sign up for all of this at our website [www.santafe.org](#) You can email me too. Thank you for your time.