



# Agenda

## **Santa Fe Film and Digital Media Commission**

**February 5, 2019**

**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, <a href="mailto:rrandall@santafenm.gov">rrandall@santafenm.gov</a> , 955-6209	10:04
Update: Eric Witt, Executive Director, Santa Fe Film Office, re: current and upcoming productions <a href="mailto:ewitt@sffo.film">ewitt@sffo.film</a> , 986-6353	10:10
Update: Matt Brown, Director, Office of Economic Development, <a href="mailto:mpbrown@santafenm.gov">mpbrown@santafenm.gov</a> , 955-6915, re Tele-communications	10:15
Update on Legislature and possible State film industry programs, Eric Witt	10:20
Update, Midtown Campus: Commissioner Jim Gollin, Matt Brown, Eric Witt	10:35
Update, Santa Fe Media Network and Above-the-Line: Commissioner Lee Zlotoff	10:50
Report on Emerging Media Alliance working group: Commissioner Chris Jonas	11:05
Goals and date for next meeting	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: March 5, 10:00 – 11:45 AM, Peralta Room, Convention Center**

**RECEIVED AT THE CITY CLERK'S OFFICE**

**DATE: January 29, 2019**

**TIME: 10:10 AM**

**SUMMARY OF ACTION  
SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
CONVENTION CENTER, PERALTA ROOM  
TUESDAY, FEBRUARY 5, 2019, 10:00 AM**

<b><u>ITEM</u></b>	<b><u>ACTION</u></b>	<b><u>PAGE</u></b>
<b>CALL TO ORDER</b>		<b>1</b>
<b>ROLL CALL</b>	<b>QUORUM</b>	<b>1-2</b>
<b>APPROVAL OF AGENDA</b>	<b>APPROVED</b>	<b>2</b>
<b>APPROVAL OF MINUTES</b>	<b>APPROVED</b>	<b>2</b>
<b>INTRODUCTION OF VISITORS</b>	<b>INFORMATION/DISCUSSION</b>	<b>2</b>
<b>UPDATE RANDY RANDALL</b>	<b>INFORMATION/DISCUSSION</b>	<b>2-3</b>
<b>UPDATE ERIC WITT</b>	<b>NONE</b>	<b>3</b>
<b>UPDATE FABIAN TRUJILLO</b>	<b>INFORMATION/DISCUSSION</b>	<b>3</b>
<b>UPDATE ON LEGISLATURE AND POSSIBLE STATE FILM INDUSTRY PROGRAMS</b>	<b>INFORMATION/DISCUSSION</b>	<b>3-6</b>
<b>UPDATE MIDTOWN CAMPUS</b>	<b>TABLED</b>	<b>6</b>
<b>UPDATE SANTA FE MEDIA NETWORK AND ABOVE THE LINE</b>	<b>INFORMATION/DISCUSSION</b>	<b>6-9</b>
<b>PRESENTATION: ALEXANDRIA BEMBACK</b>	<b>INFORMATION/DISCUSSION</b>	<b>8-9</b>
<b>REPORT ON EMERGING MEDIA ALLIANCE WORKING GROUP</b>	<b>NONE</b>	<b>9</b>
<b>GOALS AND DATE FOR NEXT MEETING</b>	<b>INFORMATION/DISCUSSION</b>	<b>9-10</b>
<b>ANY OTHER BUSINESS OR</b>	<b>NONE</b>	<b>10</b>

**ANNOUNCEMENTS**

<b>QUESTIONS FROM VISITORS</b>	<b>NONE</b>	<b>10</b>
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<b>ADJOURN</b>	<b>ADJOURNED</b>	<b>10</b>
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
CONVENTION CENTER, PERALTA ROOM  
TUESDAY, FEBRUARY 5, 2019, 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, February 5, 2019, at the Convention Center, Peralta Room, Santa Fe, New Mexico.

**2. ROLL CALL**

**MEMBERS PRESENT**

Deborah Potter, Chair  
James Lujan, Vice Chair  
Jacques Paisner  
Michael Becker  
David Aubrey  
Lee Zlotoff  
Jim Gollin  
Elias Gallegos  
Frank Ragano  
David Manzanares  
Milton Riess, Alternate Commission  
Anna Darrah, Alternate Commissioner  
Jilann Spitzmiller, Alternate Commissioner

**MEMBERS ABSENT**

Andrea Meditch, Excused  
Adam Shaening-Pokrasso, Excused  
Kirk Ellis, Excused  
Chris Jonas, Excused  
Pamela Pierce, Excused  
Doug Acton, Excused  
Nani Rivera, Excused

**OTHERS PRESENT**

Fabian Trujillo, Economic Development  
Eric Witt, Santa Fe Film Office Director  
Randy Randall, Tourism Santa Fe  
Dr. Elizabeth Stahmer, Stagecoach Foundation

Alexandria Bemback, Local Film Maker  
Steve Graham, Local Film Maker  
Elizabeth Martin, Stenographer

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

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

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

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

Dr. Stahmer, Ms. Bemback and Mr. Graham introduced themselves.

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

Mr. Randall said the major thing for him right now is that Deborah Garcia y Griego was appointed Secretary of Cultural Affairs for the State of New Mexico. That opens up an opportunity for us to take a good hard look at the Arts Commission and ask is it really performing and accomplishing what it needs to accomplish. We are doing what we have been doing for 35 years. We are taking it from the approach of if we were just creating this what would it be and where would its benefits go. How would we allocate resources. If anyone has any input feel free to reach out to him. Call him.

Commissioner Zlotoff asked do we have a new Arts Commission Director.

Mr. Randall said we have a couple of vacancies on the Arts Commission. As to the Director he wants to go through this exercise to see what we think it should be. If we are going to keep it the same then we need a Deborah 2.0, but if it will be different we need more of a change agent to accomplish moving it in a new direction. We have to be careful that any of the current beneficiaries from the funding program of the Arts Commission only gain from any modifications. No losers.

Mr. Ragano said he would like to emphasis that your focus is tourism and how that does not change that only 50% is to be used as promotional funds. It is important to have that buffer there so that the other 50% goes to program.

Mr. Randall said he is all in favor of protecting programming for organizations providing it does not become a line item in their organization. If a program can't stand on its own at some point that is a problem. He personally thinks it is difficult for an organization to receive \$5,000 to market and show any return. They can't do much.

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

Mr. Witt was not present.

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

Mr. Trujillo said there is not much change from the last meeting. There is a new bill at the Legislature for a tax deduction for telecom equipment. It passed its first committee. The City is supporting it. It supports the implementation of broadband in New Mexico.

#### **9. UPDATE ON LEGISLATURE AND POSSIBLE STATE FILM INDUSTRY PROGRAMS**

Chair Potter said there is a bill in Senate, Senate Bill 2, that is asking for just about what we want. Senator Wirth gave her an outline of what we can do in support of this bill and others.

The outline is incorporated herewith into these minutes as Exhibit "1"

Mr. Trujillo suggested that the Commissioners have coordinated taking points.

Mr. Witt arrived at the meeting.

Mr. Witt said the Senate Bill 2 is a 32 page bill. It removes the cap entirely, eliminates the tiered pay out system so it is a true pay as you go program and it screws down on loopholes for non-resident crews and vendors. It takes out the 5% uplift for feature films. The payoff of the back log will be in a separate bill. If the cap is eliminated the back log will be paid off over two years. If they just increase the cap we will need a separate piece of Legislation to pay off the back log. The bill is assigned to the Senate Corporations Committee and the Senate Judiciary Committee and is not scheduled yet. Another bill introduced by the Chair of Senate Corporations keeps a \$50 million cap and makes it a hard cap. This would cap even earning credits. That is a problem. Senator Clemente Sanchez is the sponsor. This is all about opening negotiations. SB 2 is sponsored by Senator Nancy Rodriguez.

Alternate Commissioner Darrah asked the screw down on loopholes for non-residents, what is that.

Mr. Witt said the definition of a local vendor gets tightened up. They have to have at least one full time resident of Santa Fe in the company and they have to have a brick and mortar presence in Santa Fe. For crew, Taxation and Revenue will get proof of residency or the intent to reside and will follow up with that. If someone is caught not doing the right thing they will be prohibited from receiving any incentives for 2 years.

Mr. Witt said this bill will go to the Senate Finance Committee. In the Corporations Committee their options will be they amend the bill, they negotiate to combine elements of the Corporations Committee Chair's bill and move that version and table the first version, they can introduce a Committee substitute bill, they can pass it or give it a Do Not Pass. There are a lot of different plays the Legislators have. The Executive is taking the lead. It is a Governor's bill.

Commissioner Gollin said it is the hope of this Commission that in the future the film industry here becomes more integrated and home grown as opposed to just Hollywood films coming here. Is there anything in the bill to support that.

Mr. Witt said not in the bill per se. What is built into the bill is New Mexico resident above the line talent is not scored against the \$5 million per film. That is a financial incentive. It maintains what is already a significant encouragement of using resident above the line talent.

Mr. Gollin asked are there other bills that might restore some of the other training programs for film.

Mr. Witt said yes in HB2, the general appropriations bill which includes funding for all the government agencies. It is in the Economic Development Department budget request under the Film Office Division. There is a lot of retooling going on statewide. That "extra" billion will get spent quickly.

Mr. Trujillo said take each Committee one at a time and send correspondence or emails to the Legislators. The emails they pay the most attention to are not form emails. They pay attention to them more if they have who the email is from and the contact information. Go testify.

Mr. Witt said Bill Finder under nmlegis.gov will give you information bill by bill. This is not a party line issue. Some of our biggest challenges are Democrats and some of our biggest supporters are Republican.

Mr. Trujillo said we could have more issues with rural Legislators. There is a lot of support.

Mr. Witt said the rural Legislators who feel this is just financially good for Albuquerque and Santa Fe and does not help rural areas of the State is not factually

true. That is the perception, but it is not accurate.

Commissioner Zlotoff said it is not the case. This is the New Mexico State Film Office. Doesn't everyone in the state benefit from this.

Mr. Witt said yes, but these are individual Legislators opinions.

Commissioner Manzanares said we had some success two years ago at the Legislature using a lot of testimonials and history and getting one-on-one with the Legislators and in front of the Committee. It was about rural shooting and that all that economic impact hit those areas. Answering follow-up questions seemed to help as well.

Mr. Witt said 100%.

Commissioner Manzanares said he is willing to do that again this year.

Mr. Sanchez said there are a lot of new Legislators that haven't heard that testimony. All of what you said is very powerful, but you have to keep re-educating them.

Mr. Witt said what you say David is much more effective than what he says.

Mr. Manzanares said he has something to share that was effective. He had a diagram with a fisherman and on the fishing line the counterbalance was the rebate, but he could only get so many fish. The bigger fish were deeper than it could go so the counterbalance (rebate) had to be larger to get the bigger fish. That went over really well. He will email that to everyone.

Chair Potter asked what is best to do. Go to Committee meetings or reach the people on the Committee.

Mr. Witt said both are accessible. Legislators are very accessible.

Mr. Witt said it is difficult to attract capital investment in this state. 95% of what we attract is from out of state. Even if we give back 25% of that 75% stays here. It is new money coming in that would not otherwise have been here.

Alternate Commissioner Darrah asked can we go back to Jim's question about above the line incentives. Can you repeat that.

Mr. Witt repeated his statement.

Mr. Witt said Georgia and Louisiana do not have caps on above the line talent. It caused the Louisiana program to crater. A Tom Cruise movie was filmed there. Tom



Cruise usually takes his salary when the movie releases, but this time he demanded his salary up front. His salary was \$60 million. It broke the Louisiana program and caused a storm. Our program is so much more focused on resident talent and crew. That is why our program pays for itself.

Chair Potter asked how many groups represented here have employees, Board members or students. Please get your groups to the legislature. You guys are the group leaders in Santa Fe. That is why we are on the Commission. Everyone needs to be willing to take that leadership.

Alternate Commissioner Reiss said he is not familiar with who to speak with. How does he find out.

Mr. Witt said go to the website and look for the Committee members. They are all there with their background and profession. It also shows what bills they are introducing. Sometimes there are connections with other bills.

Commissioner Paisner said there was *Only The Brave* and *Hostiles* which were big films in 2017 and they used rural parts of the State to shoot. That was when the former Governor said funds should not go to Hollywood they should go to students.

Chair Potter said thank you Eric for all you do.

#### **10. UPDATE MIDTOWN CAMPUS**

This item was tabled until the next meeting.

#### **11. UPDATE SANTA FE MEDIA NETWORK AND ABOVE THE LINE**

Commissioner Zlotoff reported that the Above-The-Line event was very successful and had attendance of 180 to 200 people. Bill McCamley, Secretary of Workforce Solutions, was there. The State Film Office and Netflix were represented. We talked about if you want these things to happen for Above The Line there needs to be a lobbying group. There was lots of interest. We now have a list of names. We talked about things we can do to help. Netflix has bought a studio here and will spend over a billion dollars in the next 10 years. They are a low hanging fruit target to help the above the line community. He wrote an email to Netflix production people and thanked them for allowing Nick to come. He got an email back this morning saying they look forward to working with you in future. He submitted to Nick several opportunities we could work together on. It makes it easier to go to other production companies saying we have this relationship with Netflix. He is grateful to New Mexico Bank and Trust for sponsoring the event. We had a surprising amount of people from Albuquerque who want us to do an event in Albuquerque. We are going to do that in April or May.

Mr. Gollin said he echos all that Lee said and he thanks him and the others who put a lot of work in this to make it a success. He wants to raise an issue. It is that along with all the good vibes and cheers there was an undercurrent of anger about the thought that all this is just helping below the line. What about above the line. It was puzzling. A raising tide raises all boats. Everyone here is trying. Is there any insight into the frustration and anger.

Alternate Commissioner Darrah said there is a perception with the above the line community that over the last 25 years all the energy efforts for film that have been pursued have been for the below the line agenda in such a way that they have benefitted from everything over that time. No one is representing anyone above the line. They have been griping about this for 25 years, but have not been organized. They are angry because of 25 years of support of below the line.

Commissioner Zlotoff said when New Mexico established their incentive program they specifically choose not to create as part of that program requirements for above the line as for instance Canada did. After a certain percentage of production you have to hire a certain amount of Canadian content. Writers, producers, cinematographers and cast. They want us to help them build a local film community there. New Mexico elected not to institute that in their fundamental film program. So consequently nothing is done for above the line. He has an understanding for the anger, but that is pointless. Now is the time to take advantage of the situation and do something. Anger does not get you anything. It is a process. We have to do an education process where we can build an above the line industry here. Here are the steps to do that. There is an enormous opportunity with Netflix because they are going to be here and are invested in the State. We need to start building some structures with them and build it into legislation.

Alternate Commissioner Darrah said we need to be really careful with what our message is. New Mexicans have been working hard. To say to them you are not going to get a hand out is not the right thing to say. Say now there is an opportunity.

Mr. Trujillo said he recommends that you figure out what you want to do and start working with the Governor's office and the new Film Commissioner and start on a State level. Get something introduced at the next Legislative session. Talk about it at the interim meetings of the Legislature. Get support from them. It is the Governor's call what goes on the next 30 day session agenda. She has said she wants to double production during her term of office. You should work with her.

Commissioner Zlotoff said he completely agrees. It is on his calendar to meet with Ms. Keys. Bill McCamley said lets have lunch after the session. The question if the Governor is wanting local direction what does that look like. What form does that take.

Mr. Trujillo said the Governor probably does not know. Work with Keyes, John Bingaman, Chief of Staff and Victor Reyes, Legislative Liaison. They both are working with the Governor on Legislation.

Commissioner Zlotoff said he already had a meeting with John Bingaman. He said after this session we can get into this more deeply. At Above-The-Line we asked for ideas for programs. We are sorting through that now. We are going to take 3 or 4 of those and see if we can try those. We are the above the line community. Another benefit of the event was for the panel to see how many people showed up and that we have a lobbying group. All these people could show up at your office. We have to be specific in what we want.

Chair Potter said the points that were handed out can be done now for this session and the next session.

Commissioner Zlotoff asked that they be emailed to him.

Mr. Trujillo suggested that the Commissioners put their information out to social media experts.

Commissioner Paisner said the film *Green Book* was made in Louisiana. It has been nominated for a couple of Oscars. Something like that for New Mexico would be really great.

Commissioner Manzanares said that was a story that took place in Louisiana. Are you suggesting a period piece.

Commissioner Paisner said just a big picture shot almost totally here.

Commissioner Manzanares said if that is the direction we want to go in it all starts with the story. We have to keep our eyes and hearts open to find that story and get money behind that. That was what happened with that picture and Universal.

Alternate Commissioner Riess said he lived in Washington State and they had a Film Commission that put together a screen play competition focused on Washington State writers and stories about Washington State. That might be a way to develop that. Is that a possibility. It was sponsored by the Washington State Film Office. It was a screenplay festival by local writers about statewide content.

Chair Potter said we will put that on the next agenda for discussion.

Commissioner Manzanares asked were they shorts.

Alternate Commissioner Riess said feature films.

Chair Potter said Alexandria Bemback and her short film received critical acclaim.

Ms. Bemback said we were profiled at the Independent Film Festival. *On Her Shoulders* won the director award at Sundance in 2018. It is so exciting to hear all of you talk. She is writing her first script and is looking for local photographers, cinematographers etc.

Commissioner Manzanares asked is it the Abiquiu story.

Ms. Bemback said it is. It is about Georgia O'Keefe. Netflix is excited about it. She is holding everyone back until she has a solid script. It is a narrative. She wants to have a bigger story that represents the work she was doing.

Commissioner Manzanares said he and his family are from Abiquiu. He knew Georgia O'Keefe personally. We will talk after the meeting.

Commissioner Paisner said the subject of Alexandria's film, Nadia Murad, was awarded the Nobel Peace Prize. Alexandria won \$25,000 and gave it to Nadia Murad

Ms. Bemback said she is working on starting a film making residency in Santa Fe. She is looking for Board members and an Advisory Board to get that started. It is something in the works.

Alternate Commissioner Riess and Commissioners Gallegos, Aubrey, Lujan and Manzanares offered to help.

Chair Potter thanked Ms. Bemback and congratulated her on her honors.

## **12. REPORT ON EMERGING MEDIA ALLIANCE WORKING GROUP**

This item was tabled to the next meeting.

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

Chair Potter said we will discuss the writers contest.

Commissioner Zlotoff said he will have some specific proposals to present to the Commission on somethings we are thinking of doing. He would like to get feedback and who wants to help.

Commissioner Gollin said March 5<sup>th</sup> is the next meeting. That is just before the end of the Legislature. Many things happen in the last few days. It should be on our

agenda again.

Chair Potter said Doug will be here to talk what IATSE is doing at the Legislature.

There was discussion around notification of the Commissioners as to movement of bills they are interested in.

It was noted that emails from a Commissioner to all the other Commissioners constitutes a rolling quorum. Notifications should be sent to the Staff Liaison for distribution to the Commissioners.

Mr. Trujillo said send it to Matt and copy Jessica Sandoval and she will send it out to the Commissioners.

Chair Potter said Stagecoach will be our presenter next month.

Mr. Graham said he has been in Santa Fe for five months. He want to do more here and be involved in the Commission and in the community. If you have any recommendations please let him know.

Mr. Trujillo said at the Legislature there are a lot of economic development bills in addition to the Governor's request for \$75 million for LEDA funds. And \$12 million in job training programs.

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

None.

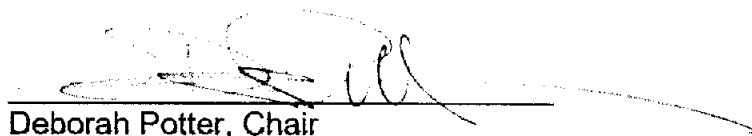
#### **15. QUESTIONS FROM VISITORS**

None.

#### **16. ADJOURN**

Chair Potter thanked everyone for attending.

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



Deborah Potter, Chair



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Elizabeth Martin, Stenographer

## **How you can help**

Here are some ways to advocate for or against bills:

1. Contact legislators on the committees where the bill is referred to indicate your position on legislation.
2. Work with other groups supporting or opposing a bill. While everyone has the absolute right to engage in the process, a coordinated effort is usually more effective.
3. Attend committee hearings and testify during public comment.
4. Write a letter to the editor of your local paper.

**EXHIBIT**

1