



Agenda

Santa Fe Film and Digital Media Commission

March 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, rrandall@santafenm.gov , 955-6209	10:04
Update: Eric Witt, Executive Director, Santa Fe Film Office, re: current and upcoming Productions, plus Legislature ewitt@sffo.film , 986-6353	10:10
Update: Matt Brown, Director, Office of Economic Development, mpbrown@santafenm.gov , 955-6915, re Tele-communications	10:25
Update, Midtown Campus: Commissioner Jim Gollin, Matt Brown, Eric Witt	10:30
Update, Santa Fe Media Network and Above-the-Line: Alternate Commissioner Darrah And Commissioner Shaening-Pokrasso	10:45
Report on Emerging Media Alliance working group: Commissioner Chris Jonas	11:00
Discussion about a possible screenplay contest: Commissioner Riess	11:10
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: April 2, 10:00 – 11:45 AM, Peralta Room, Convention Center

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: February 27, 2019

TIME: 8:56 AM

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

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1-2
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF MINUTES	APPROVED	2
INTRODUCTIONS OF VISITORS	INFORMATION/DISCUSSION	2
UPDATE FROM RANDY RANDALL	INFORMATION/DISCUSSION	2-3
UPDATE ERIC WITT	INFORMATION/DISCUSSION	3-4
UPDATE MATT BROWN	INFORMATION/DISCUSSION	4
UPDATE MIDTOWN CAMPUS	INFORMATION/DISCUSSION	4-5
UPDATE SANTA FE MEDIA NETWORK AND ABOVE THE LINE	INFORMATION/DISCUSSION	5-6
REPORT OF EMERGING MEDIA ALLIANCE WORKING GROUP	INFORMATION/DISCUSSION	6
DISCUSSION ABOUT A POSSIBLE SCREENPLAY CONTEST	INFORMATION/DISCUSSION	6-7
GOALS AND DATE FOR NEXT MEETING	INFORMATION/DISCUSSION	7
ANY OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	7
QUESTIONS FROM VISITORS	INFORMATION/DISCUSSION	7-8
ADJOURN	ADJOURNED	8

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, PERALTA ROOM
TUESDAY, MARCH 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, March 5, 2019, at the Convention Center, Peralta Room, Santa Fe, New Mexico.

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Jacques Paisner
Michael Becker
David Aubrey
Andrea Meditch, telephonically
Jim Gollin
Chris Jonas
Pamela Pierce
David Manzanares
Doug Acton
Nani Rivera
Frank Ragano, Alternate Commissioner
Milton Riess, Alternate Commissioner

MEMBERS ABSENT

Adam Shaening-Pokrasso
Kirk Ellis, Excused
Lee Zlotoff Excused
Elias Gallegos, Excused
Anna Darrah, Alternate Commissioner
Jilann Spitzmiller, Alternate Commissioner

OTHERS PRESENT

Matt Brown, Economic Development
Eric Witt, Santa Fe Film Office Director
Randy Randall, Tourism Santa Fe
Alexandra Bemback
Sarah Spengler

Steve Graham
Jennifer La Barr
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTIONS OF VISITORS

The following guests introduced themselves: Alexandra Bemback, Steve Graham, Jennifer La Barr and Sarah Spengler.

6. UPDATE FROM RANDY RANDALL

Mr. Randall said the OTAB Board funded the Santa Fe Network project, *Hey Santa Fe* which is a good project and gives the Santa Fe Network a chance to try and test this. It will then stand on its own or fall apart. Regarding the Airport, the Mayor reported that the City had put in a request for \$14 million for work out there and it appears that our local Legislative group feels that getting \$9 million is very possible. The Mayor met with the Governor and there is support for that. The tourism numbers are terrific. Lodgers tax last year ended up 10% up from the prior year. The report that just came out that suggested that 45% of the new tourism generated in New Mexico is due to film. He thinks that is a bit of a stretch, but it is a huge contributor. Our Secretary of Tourism is interested in providing support to film more than previous Secretary did. She is more of a broad thinker and thinks there are many other facets of tourism that need to be supported. We have re-booked David Manzanares again for Wine and Chili.

Commissioner Manzanares asked will *Hey Santa Fe* create any confusion with the public schools slogan that is *Hey Santa Fe*.

Commissioner Becker said he will check with Lee about that.

Mr. Randall said that is good to know about. The concept is much the same

conversation. Maybe there is a way to bring in the schools to benefit as well.

Commissioner Acton left the meeting.

7. UPDATE ERIC WITT

Mr. Witt arrived later in the meeting. Jennifer La Barr gave his report.

Ms. La Barr said Senate Bill 2 is on the Corporations Committee agenda for tomorrow afternoon.

Ms. La Barr reported that they had two scouts come in the last two weeks. Netflix and Amazon are coming in. Two independent films with good size budgets will be filming here this summer and fall. A commercial is being filmed here next week. We are super busy. Photo shoots are starting to pick up for summer and fall. Travel shows and music videos are being shot here. Descartes Labs filmed their commercial here last week.

Commissioner Paisner asked do you have any information on the upcoming *Breaking Bad* film and the John Sales picture.

Ms. La Barr said the John Sales picture people were here and a lot of their planned locations were on BLM land. The Federal shut down was going on so they were unable to get the permits they needed. They left, but are coming back. We don't know when, but it is still in the works. We don't know anything about the *Breaking Bad* film.

Chair Potter said call your Legislators and the members of the Corporations Committee. Leave phone messages. Emails and phone calls are important. Get your organizations together to call.

Alternate Commissioner Ragano asked do we have a brief talking point statement we can use.

Commissioner Acton said there are some good ones he can share.

Commissioner Pierce said she called and give Senator Sanchez specific areas where we have taught in his district. She will be more specific in her next calls.

Mr. Brown asked are union members reaching out.

Commissioner Acton said yes, our members in those districts of the Committee members are calling.

Commissioner Jonas asked what is going on with the new studio in Santa Fe.

Commissioner Rivera said they had their opening and an open house during the festival. They are ready to roll and have a green screen and crew.

8. UPDATE MATT BROWN

Mr. Brown reported on telecommunications there are a couple of more franchises. Sean working with them. Sean's last day of work on telecommunications is March 15th. We will have him on retainer to keep him on a bit longer. Sean is the new Asset Manager for the City. We are doing the final interview for that position next week. He has proposed in his budget to have a full time employee to head up telecommunications on behalf of the City. We expect that to go through. We are in preliminary conversations with the County regarding the possibility of having a joint office for telecommunications. It is exploratory at this point.

9. UPDATE MIDTOWN CAMPUS

Mr. Brown reported that the studios at Midtown are full and continue to be. They are using other parts of the campus as well. Regarding actual redevelopment work we are about to issue the first of two RFPs within next two weeks. The first one is the smaller of the two and is focused on economic analysis and yield analysis and design guidelines. The second one will come out for the use of the property. It is being drafted now and is a month out. It will be very flexible and written in a way that accommodates many different types of respondents. Large and small developers. They can submit proposals as well as people who want to provide services and be tenants. We will be doing workshops for potential tenants and developers to help them coordinate if possible and refine their responses to us. The RFP will ask for governance models such as how we want to govern and use the property. It will be a public/private partnership. On the maintenance side the Governing Body just approved \$970,000 for maintenance and facilities. A lot of that money is being deployed to fix things and keep things from happening. We have decommissioned 4 buildings in order to secure them and prevent calamitous failures. We have CIP money. The team is doing a final analysis on the barracks. It is most likely that we will demolish them. That is part of site prep for the property. We have some interesting potential users and tenants for the property that are not in the film industry. We are in negotiations around that.

Mr. Brown said funds have been approved for security and it is up and running. We have not had any reported incidents lately.

Commissioner Paisner asked did the City hire a consultant to lease the property.

Mr. Brown said yes, Daniel Hernandez. He is a really great addition to the team.

Commissioner Gollin said he is hearing nothing but good things about him. He had some conversations with a number of people about what might happen there. He was touring the project with Jamie from the Santa Fe Art Institute who has some ideas she would like to run by him.

Mr. Brown said Daniel is here one third of the month and he is in the process of moving here. Jamie Blosser and a couple of others are pulling together a coalition to respond to the RFP. There are other groups as well. For the second RFP we will be doing active recruiting and national advertising for that. It will be open for 90 days to respond. Our goal is to have the very best local and national participants to help us realize our dreams for the property.

Commissioner Jonas asked do the studios pay rent. Does it help to defray some of the expenses.

Mr. Brown said the studios don't pay rent, but the production companies do and that passes through to the City. This fiscal year total amount from that will be around \$600,000. Our debt finance is \$2.2 million and maintenance and security are \$2 million so we are still under water on that.

Commissioner Jonas asked on the RFPs is the previous paradigm still operating.

Mr. Brown said yes, the phases are still in place. The caveat is there may be a part of the implementation that happens before the entire planning is completed. We have been requested by the City Council to bring forth offers to let them say yes to if they want. If that happens the planning process will adapt to that new feature. We are hoping to have the second RFP issued and the developing planning done by the end of this calendar year. If there is something larger it will probably flow into next year.

Commissioner Jonas said he knows there was a community engagement in the phase 2 as well. Is that underway.

Mr. Brown said it will be part of the second RFP. In the second one there could be multiple winning respondents. It could be that one or many get contracts from the City.

Chair Potter said thank you Matt.

10. UPDATE SANTA FE MEDIA NETWORK AND ABOVE THE LINE

Commissioner Becker said we received funding from Randy to create *Hey Santa Fe* which will be a newsy look at what is going on in Santa Fe. It will be aimed at tourists, locals and people who might move here. Lee is on that and is renting a production office. We have had a previous discussion about using students on sets to

do behind the scenes interviews. The first on they did was on *The Kid*. That is coming out on Friday. It creates interest in the movie.

11. REPORT OF EMERGING MEDIA ALLIANCE WORKING GROUP

Commissioner Jonas said we are moving along. There is enthusiasm and people at meetings. We had a meeting a few weeks back and the group determined that they want to do another networking event probably at IAIA and participate in Emerging Media Month in June. We received \$1,000 to help coordinate those things. We are continuing our conversations about becoming our own entity. Sarah Spengler is helping by doing coordination which takes it off his plate and is a much more stable situation. It is very exciting.

12. DISCUSSION ABOUT A POSSIBLE SCREENPLAY CONTEST

Alternate Commissioner Riess said this idea comes from Washington State who had screen play contests aimed at getting local talent as far as writers and developers. They provided other entities involvement and ad space to promote the top three winners. The top one got optioned due to the support of the Film Office there. There was a lot of participation. He would like to talk about creating local content here. The winners do not get financial support, but they do get notoriety. He would like to see the New Mexico Film office get behind a project like that.

Chair Potter said our task is for the City of Santa Fe and Santa Fe County. Would you like to start a working group on that and serve as Chair.

Alternate Commissioner Riess said okay.

Mr. Randall said that is a fantastic idea. We would like to see that in Santa Fe, not statewide. We are trying to increase our video content and if we can help sponsor that he would be happy to try to find the funding for it. This could be much more creative. It could be about Santa Fe and the content filmed here. If you put a group together let him know what you need from us. We could put some money into it. We have the PR offices through the Santa Fe Film Office to push the result out. Any way we can help with that we will.

Chair Potter said for the working group you just cannot have a quorum of the Commission as members.

Commissioner Lujan and Commissioner Manzanares volunteered to join Chair Potter and Commissioner Riess on the working group.

Alternate Commissioner Riess asked if he can have members outside of the Commission.

Chair Potter said yes, we welcome that.

Mr. Randall said we have office space we would let you use as well.

Commissioner Manzanares said he is volunteering his wife. She is a producer. This is the kind of stuff she likes to get involved in.

Commissioner Paisner said Jocelyn Jensen has a similar event.

Alternate Commissioner Riess said her's is focused on "girls make movies". She would be fantastic on the working group.

Chair Potter said thank you Milton for taking this on and being Chair.

13. GOALS AND DATE FOR NEXT MEETING

Chair Potter said the next meeting will be the first Tuesday in April. What are your ideas for goals for that meeting.

Ideas were as follows:

- Report on the new working group.
- Report on the Legislature.
- Presentation on the Emerging Media Working Group becoming its own entity.

14. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Chair Potter said the Mayor has written a beautiful letter to Nani thanking her for her service. This is her last meeting. Thank you so much. Her term has expired.

Commissioner Rivera said it has been an honor.

Everyone thanked Commissioner Rivera for her participation.

Commissioner Gollin asked as people cycle off and on with Nani off is someone else cycling on.

Chair Potter said she needs to consult with the Mayor.

15. QUESTIONS FROM VISITORS

Mr. Graham asked if Senate Bill 2 dies does the incentive sunset.

Chair Potter said no.

Ms. Bemback asked to be added to the mailing list so that she can get meeting notices.

Alternate Commissioner Ragano announced that for the eighth year in a row Parallel Studios and the festival received an endowment for the arts.

Chair Potter said that is wonderful.

Commissioner Jonas said he is seeking a junior film maker for our team. If you know of someone let him know. It will be for two months.

Alternate Commissioner Riess said he may have a couple of possibilities.

Alternate Commissioner Riess said the Community College is in the process of interviewing for a new President. He will keep the Commission informed. The new President will start in July.

Commissioner Meditch said her film is premiering at the South by Southwest Film Festival in Austin.


Chair Potter said congratulations. That is great.

16. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:15 pm.



Deborah Potter, Chair



Elizabeth Martin, Stenographer