



Agenda

Santa Fe Film and Digital Media Commission

Tuesday, May 7, 2019

10:00 – 11:45 AM

Peralta Room, Convention Center, ground floor

Call to order, James Lujan, Commission Vice-Chair	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:03
Introduction of visitors	10:04
Report: Randy Randall, Tourism Santa Fe, rrandall@santafenm.gov , 955-6209	10:05
Report: Eric Witt, Executive Director, Santa Fe Film Office, re: current and upcoming productions, ewitt@sffo.film , 986-6353	10:10
Update: Matt Brown, Director, Office of Economic Development, mpbrown@santafenm.gov , 955-6915, re Tele-communications	10:20
Report, Midtown Campus: Commissioner Jim Gollin, Matt Brown, Eric Witt	10:25
Report, Santa Fe Media Network and Above-the-Line: Commissioner Lee Zlotof, Commissioner Adam Shaening-Pokrasso, Alternate Commissioner Anna Darrah	10:35
Report, Emerging Media Alliance working group: Commissioner Chris Jonas	10:45
Report: Screenplay contest working group: Commissioner Milton Riess	10:55
What do you do, how can we help series: NM Girls Make Movies, Jocelyn Jansons	11:05
Goals for next meeting	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: June 4, 10:00 – 11:45 AM, Peralta Room, Convention Center

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: May 1, 2019

TIME: 11:19 AM

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, MAY 7, 2019, 10:00 AM**

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, MAY 7, 2019, 10:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order by James Lujan, Vice Chair, at 10:00 am on Tuesday, May 7, 2019, at the Convention Center, Peralta Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

James Lujan, Vice Chair
Jacques Paisner
Michael Becker
David Aubrey
Lee Zlotoff
Adam Shaening-Pokrasso
Jim Gollin
Chris Jonas
Pamela Pierce
Elias Gallegos
Doug Acton
Anna Darrah, Alternate Commissioner
Jilann Spitzmiller, Alternate Commissioner
Frank Ragano, Alternate Commissioner
Milton Riess, Alternate Commissioner

MEMBERS ABSENT

Deborah Potter, Chair, Excused
David Manzanares, Excused
Kirk Ellis, Excused

OTHERS PRESENT

Matt Brown, Economic Development
Fabian Trujillo, Economic Development
Randy Randall, Tourism Santa Fe
Alexandria Bombach
Carlos Medina
Jade Begay

Amy Violet
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

Mr. Brown announced that he is leaving the City. He let the Mayor know last week and senior staff an hour ago. It is bittersweet. His team has done great work and he is feeling optimistic. He was recruited. He is going to be the CEO of an organization called Centro who is working on a business improvement district who will be overlaying all of downtown San Antonio. He is keeping his home here in Santa Fe and will be coming back frequently. He will be finding select initiatives like Midtown to stay involved in. He has a professional and personal interest in those things. He will be around for a couple of weeks and always in some ways. He will give his contact information to Elizabeth Martin if it is needed. He has made some good friendships around this table. He appreciates everything you have helped him and his team achieve. A heartfelt thank you to everyone here.

Commissioner Gallegos said congratulations.

Commissioner Gollin asked how long will you be around.

Mr. Brown said the 24th is his last day of work. He is here this week and next. The third week he will be in Kansas City with the Kauffman Foundation project around the food sector. He met with Secretary Keyes about it and she loved the idea. She has a mandate around the food industry.

Mr. Brown said his goal and the Mayor's goal is to post his job before he leaves. Fabian will take the seat here until further notice.

Vice Chair Lujan said he appreciates all he has done for the Commission and he

wants to acknowledge that on behalf of the Commission. We definitely appreciate it.

6. REPORT: RANDY RANDALL, TOURISM SANTA FE

Mr. Randall reported that a new flight is coming in for Phoenix. It is a 90 passenger plane. They will be converting the other flight to a 90 passenger as well. American is committed to keeping Phoenix as a major hub. The Airport is reporting with this flight they are at capacity. He doesn't think they will add more flights for 18 months to 2 years while they are using the \$9.5 million to expand the Airport. It will not be the grand scheme of the new terminal. It is an expansion of the existing terminal. There is plenty of money through the Federal government for runways. They fund 80% to 90% of runway work. You could land a 737 on the runways we have now, but they would wear out. His opinion is go ahead and wear it out so we can get the runways we want. To put it in perspective, Taos has supported the Taos Air's effort to do 13 weeks of a 30 passenger plane into Taos from Dallas and Austin. They are underwriting it with \$450,000. The \$600,000 investment we made in daily Phoenix flights was an investment over a two year period. Taos Air came to Santa Fe and asked if we were interested in using some of the other days and we told them no. They are expecting a 60% load on that airplane. That is maybe ten room nights. We can't underwrite that. The good news is that film is doing a great job. He has been told that all the studio space in the State is booked and being used. How good is that. Keep up the great effort. From Tourism's standpoint we love it. We are seeing short terms rentals become very viable. He met with a group that will have 70 units they are going to operate. They are going to have check in service and a concierge. We need to support it.

Commissioner Zlotoff asked is any of the \$9.5 million going to underwrite a flight to LA.

Mr. Randall said we cannot do that. It has to be used totally for infrastructure. He doesn't think it can even be used for the road coming in, which he believes is an overblown need. We need to support a real Airport out there. We need the infrastructure to bring in more flights. Once we get that we will have a flight into southern California as well as others.

Commissioner Paisner asked is some for parking.

Mr. Randall said there is money for parking that they have received from a grant.

Commissioner Gollin asked the virtual hotels like Air B&B, are there fees paid to the City for regulation and how does that compare from 100 new Air B&Bs to 100 rooms at a hotel.

Mr. Randall said he would need to look into that. He would rather have a hotel

and more visibility. The short term rentals run between 50% to 55% occupancy. Hotels downtown run 74% occupancy. Hotels hire more people. A hotel is a better economic development addition. It is more difficult to find a place to build a 100 room hotel downtown.

Mr. Randall said we are going to have bathrooms at the Water Street parking. We got \$550,000 from the State to do that. We are trying to build it so it is as unintrusive as possible. They have been talking about developing that parking lot for 25 years. If an economic development project came in for the Water Street parking lot the bathrooms will not deter it. Construction will begin this fall.

7. REPORT: ERIC WITT, SANTA FE FILM OFFICE

There was no report as Mr. Witt was not present.

8. UPDATE: MATT BROWN, ECONOMIC DEVELOPMENT

Mr. Brown said we are advertising for a full time employee for telecom tomorrow. They will get things going. Another franchise has come through the door. The City Manger and County Manger are having conversations to create a joint City/County telecom office modeled after the Film Office.

9. REPORT: MIDTOWN CAMPUS

Mr. Brown reported we had over 100 parties respond to the first RFP for the question and answer sessions. That is a big number. As far as we can tell every single premier national organization on our list was there. That window closes in two weeks. The second RFP is around community engagement is in procurement and out of legal. The third one is the large one for the use, disposition and redevelopment. It is in drafting. We will get the first draft tomorrow. Our goal is to have it out before June 30th. We are on track for that. The conversations we have been having around higher education keep moving forward in a positive direction. Tim Castillo is the key person at UNM. We have met with the President and incoming Provost from the University of Michigan and they both support it. We have a lot of momentum and are making good solid progress toward a bright future for higher education at the property. Liz will take on the education side. Kevin Kelloggue started two weeks ago as Asset Manager under Economic Development. Now the assets reside inside of Economic Development including the Railyard and the Midtown property. It is easy coordination now. We are working on a preliminary strategy. We have some horsepower there too which is great.

Commissioner Gollin asked have we had discussions about opportunity zone tax benefits. Under Trump there is a tax cut all around the county for designated opportunity zones with extremely good tax incentives especially if you build something and hold on to it for ten years.

Mr. Brown said it is one of our priorities and responsibilities. There were only seven possible sites in Santa Fe and we got five designated. None are in the County. Two are contiguous.

Commissioner Gollin said they include the Midtown area, the Meow Wolf area and the Siler/Rufina area. For people thinking of doing real estate based on a ten year business investment in the development of real estate there are pretty incredible tax incentives. He is pleased to see a lot of areas we talk about are included.

Mr. Brown said Rich Brown is the lead for the opportunity zones for the City and his Department. He has done a good job of bringing in developers and others. All of the information is on our website. Regulations keep coming out and Rich updates the site. It is very current. Rich is all over it.

Mr. Brown left the meeting.

10. REPORT: SANTA FE MEDIA NETWORK AND ABOVE THE LINE

Commissioner Zlotoff said we just finished shooting the *Hey Santa Fe* series. Carlos Medina is one of our hosts. It went well. Our social media person on the first day of shooting started releasing photos for *The Making Of* and we have already gotten 12,000 hits. We will promote this throughout the summer. We have three hosts. In addition to Carlos we have Winona Winters who is Native American and Albuquerque actress Gracie Clark. They played themselves. He was able to raise \$11,000 to do this from hotels and festivals. That is our marketing budget. Apparently our marketing person researched it. Santa Fe has had nothing new on YouTube for eight years so we think this is an interesting opportunity to reintroduce Santa Fe with some young faces. We were hoping to do an Albuquerque Above The Line this month, but we did not have the bandwidth to do it. We are looking at June or July in Albuquerque and at the end of summer here. We are still trying to connect with Netflix about what if anything they are prepared to do in the State. We are going to meet with Stagecoach who has had conversations with them. We have a new office at the intersection of St. Michaels and Cerrillos. There is an opportunity there for a lighted sign visible from St. Michaels and Cerrillos. We are looking at those costs. It is a freebie that came with the office. If you have an organization like Frank's send us your video for a piece on the show. We need that content to cut away to.

11. REPORT: EMERGING MEDIA ALLIANCE

Commissioner Jonas said we are moving along. Sarah Spengler is now his co-chair. Michael Garfield is a young Santa Fe Institute student who is our new coordinator and is paid for by the Santa Fe Institute to help us to gear up to the June Emerging Media Month. We are going to be doing a series of conversations about the developing world of Emerging Media in Santa Fe. We are still a fairly small group of people, but are

active with regular meetings every two to four weeks. 10 to 15 people attend. It is primarily networking. Also it is a way for us to begin the conversation about the role of Emerging Media.

Alternate Commissioner Ragano said we will be open from June 7th through June 23rd. We have the Torma Foundation Art House and the Peters Project. We have new space on Canyon Road that will be open and the Form and Concept Gallery. A shuttle bus will be running between all the sites. This is the first time we have tried that. Also on Sunday we will have a speaker from the National Endowment for the Arts speaking on their funding stream for media arts. There will be lots of performances and artist talks. Please come. The Currents website has the schedules.

Commissioner Jonas said *Trend Magazine* wrote a feature on the Emerging Media Alliance. They are having a party in June as well to celebrate the release of that.

Commissioner Zlotoff asked that they send him the next meeting dates for the Alliance.

Commissioner Paisner said the Currents New Media Festival is one of the best events of its kind in the world. He is looking forward to it.

12. REPORT: SCREENPLAY CONTEST WORKING GROUP

Alternate Commissioner Riess said there is not much to report. The semester is coming to an end and we are in Union negotiations so he has not had time. His hope is to start the process after May 18th.

13. WHAT DO YOU DO AND HOW CAN WE HELP SERIES NM GIRLS MAKE MOVIES, JOCELYN JANSONS

Ms. Jansons introduced her producer Barbara O'Dell. Thank you for having us. New Mexico Girls Make Movies was founded in 2016 with a New Mexico Film Foundation George RR Martin grant she won for a film called *Wolf*. We discovered that is an enormous demand from young women in New Mexico to find access in New Mexico film and TV. We have run two statewide film writing competitions. We mentored young girls this year to help them screen write. We did education and training. Our age group is 12 to 25. These girls have already tried regular means such as Facebook pages and Film Offices and have not been able to find access. Most of them are very orientated and really want jobs. In the fall we started PA training and a public academy for the performing arts. We trained ten young people. They got to work on set with the skills they had learned the day before. It was a success. We made a PSA for Enlace. We just did another one. For set work they have to be 18 and older. We placed five on the set of Disney's *Star Girl*. They hired them as PAs. We do feel there has to be some wonderful way of interfacing people we are educating in the State and getting them on

to sets and jobs. She stared on camera at 12 and at 18 as a PA. The numbers of young women on set are still the same as back then. The set of *Star Girl* with a woman Director was not 50%. The young women are incredible. They are all writing and making their own films. One just got into USC and Columbia Film School. We have one tiny grant that funds our own program. She and Barbara are volunteers. We have a difficult time fundraising. We have enthusiasm, but finances for personnel is something we are not seeing much. We need help from the community. The biggest thing for help is we would really love to have access to the big productions coming in. We would like to see that they are all told about NM Girls Make Movies. Maybe do fundraising to meet 50% of their salaries. If they could all hire at least two PAs it would be wonderful. The Director on *Star Girls* was very impressed with them.

Commissioner Zlotoff said we as Film Commissioners have very little to do with the big productions. It is the Film Office for Santa Fe and the State that have contact with them. Eric Witt, Rochelle or Lisa would be your best contacts for the big productions. You have to get them to be the advocates for this or go directly to the Director or Producer. They are very wary of being advocates for specific organizations. Eric and Jennifer might be easier to work with. His other suggestion is at the Santa Fe Network we are trying to do very small web series things. We could talk about encouraging young girls to write web series rather than screen plays. Finding money to shoot screen plays is a considerable mountain to climb. If we are talking about short web series and we are in a position to get a bit of money so a girl can make her web series and put it on the Santa Fe Network. He has already been approached by venture capitalists looking at doing short content. We made *Our Own Devices*.

Commissioner Zlotoff said an Amazon employee in entertainment was one of the people who contacted him and wants to sit down with he and Danny Ruben to do more because of their product, Alexis. It is a perfect opportunity. He feels together we could find bits of money to give them opportunities to actually make something.

Alternate Commissioner Riess said our summer enrollment is lower than normal. We will have studio space we can offer for free for your use. We have plenty of equipment and have capital outlay money to increase that. He can also check into dual credits the State has for education. High school students can take college classes and maybe some younger students may want to take advantage of that. It is free if they go for dual credit. Most of our courses are dual credit approved. Next year we will have a whole new list of classes for dual credit. We have 159 dual credit students in the Film Department right now, mostly from Santa Fe High. We can meet later and figure that out.

Ms. Jansons said we just started a new initiative that is a film education scholarship fund for young women who want to study film in the State for whatever school they choose. We want to fund it for education in New Mexico and keep our talent here.

Alternate Commissioner Riess said Lisa Lucan is starting a women's film course at the Community College now.

Alternate Commissioner Ragano said every year we bring in high school and college interns. This year we got 106 applications from the college. It is always a majority of women who submit and are picked. We pay them minimum wage.

Commissioner Aubrey said he had needs. He does not see people coming around or answering the calls he has. His interest is post production.

Ms. Jansons said we are a resource for any production in the State. We will send them. Just let us know.

Vice Chair Lujan said thank you for coming.

14. GOALS FOR NEXT MEETING

Commissioner Zlotoff said Randy said we are completely booked for all facilities and at capacity. Doug, in terms of your membership where is the employment level.

Commissioner Acton said Santa Fe Studio is locked down for the *Roswell* series. They were picked up and start this summer. Garson Studios is still up in the air. All of Netflix if full. Albuquerque studios is full. In Las Cruces the old Coke building has been used for shooting down there. Nothing is shooting in Las Cruces right now. The membership is 70% to 75% working right now.

Commissioner Acton asked do you ever get to 100%.

Commissioner Acton said we never get to 100%. It depends on the craft you are looking at. Some of our electricians and technicians are in New York. Some members don't want to work full time.

Commissioner Gollin asked so peak employment is 80% to 85%.

Commissioner Acton said we could cover Garson if someone came in there. We can cover all studios in New Mexico except Las Cruces at this time. We only have 15 members in Las Cruces. We don't have the crew base. We are hoping to incentivize a show to go down there to help with getting a crew base established.

Commissioner Zlotoff said he would like to raise for the next meeting an issue that came from a working group around how do we potentially amend or revise the current legislation to begin the process of encouraging or requiring Hollywood to start using more New Mexico content in their productions. When New Mexico first

conceived of the incentive program they did not require any kind of content use. There was not that much here. That is no longer the case. We want to start attracting more of that kind of talent to come here and have an opportunity for them. He thinks the role of the Commission should be, now that we raised the cap and are paying off the backlog, to start building a system to use the money coming through here to build a community and infrastructure here so we are getting our own content on a sustainable basis. He volunteers to be Chair. He would like to have that conversation at the next meeting. Legislation for the above the line working group.

Commissioner Gollin said there is some in the details of the current incentive structure, but not as much as the Canadian model.

Commissioner Zlotoff said the first step would be exploring what others have done and adapting models for our use. Then synthesize and then go through the process of the legislation.

Alternate Commissioner Ragano asked how does it usually work as to requirements for the incentive.

Commissioner Zlotoff said it could be both. In Vancouver they started with an incentive and dollar difference. Then they moved to start employing more Canadian content. For instance if a show has 12 episodes 4 have to be written by Canadians and so many roles have to be Canadian actors. Vancouver build it's own film business by requiring Hollywood to include Canadian content and talent and over time to keep increasing it. Hollywood helped them develop that and now there are resources there and it is working big time. It is doable. The way to think about it is "is the gain worth the pain" and build it from there. Research needs to be done. He thinks we are in the position to do it now especially with Netflix who is committed to be here for ten years.

Commissioner Paisner said he agrees that the Canadian model is the right one to follow. It is very exciting. Finally we have a Governor who has expressed the idea of hiring and creating jobs locally.

Commissioner Zlotoff said in all his conversations so far he has not heard a plan to do that, but they are supportive of it. If we come to them with a specific doable plan they will go with it.

Commissioner Jonas said it would also be good to engage the State Film Office. The programs that have been mothballed for years, bring the successful ones forward.. There are opportunities there for above the line to build an entire ecosystem for local talent here. Marry the two worlds with that and talent coming here. The Netflix guy at the Above the Line event said they bring all their talent from outside the state. It is a complicated issue.

Commissioner Zlotoff said he has been talking to the Film Office about *Hey Santa Fe*. When they changed the legislation they did not put any additional money in for the Film Office. They are beyond swamped and have no new Director yet. Their backs are against the wall. Until they get more resources and a Director there is nothing to talk to them about. They are getting more inquiries now that it has been worked out to pay off the backlog and the cap has more than doubled. They are slammed. That is his impression. They do have to be part of the conversation, but they need a Director before building something new.

Mr. Trujillo said all of State government is really short handed. There are 2,000 positions open and more created in the last session. From what he understands the Governor is looking to properly staff State government this year. They have to follow the process.

Commissioner Zlotoff said his hope is we have some construct of legislation to float in the next session. It may take a year after that to get it passed. The first step is to change the story. It may take a year or two before it is fully embraced. We can use this time to come up with a plan and prepare.

Commissioner Paisner said the more comprehensive it is the more likely they will adopt it.

Vice Chair Lujan said we will put this on the agenda for the next meeting.

Commissioner Shaening-Pokras said thanks for the idea. For clarification is the intent to provide something that can be adopted and that we as a Commission, in addition to formulating the legislation, will work to push it along.

Commissioner Aubrey said develop a lobbying effort.

Councilor Zlotoff said there was a fairly robust lobbying effort from this group for the last legislation. We put our shoulder to the wheel on that one. We made a difference. If those same people can show up again he thinks this will be considered. It is part of our responsibility to think about these kind of things. They see us putting in time and energy and that we have the expertise to work on this. Eric was very important in the effort. We can conceivably do both. We have nothing to lose by trying.

Alternate Commissioner Ragano said from the beginning we need to have a sympathetic member of the Legislature on board and keep them informed to present something at some point.

Commissioner Zlotoff said the Governor is sympathetic to this as is Brian Egoff. They will be the ones to say this is the best person to do this. They know that world better than we do. His hope is they will help guide us through the process to

accomplish this. The Governor stated this was something she wanted. Step one was the cap and step 2 is how to really turn this into a New Mexico based sustainable engine and serve people in New Mexico and attract people to New Mexico because they see those opportunities.

Vice Chair Lujan said this will be an agenda item for the next meeting. Come prepared.

Commissioner Paisner said *Movie Maker Magazine* named the Santa Fe Independent Film Festival as one of 50 to come to.

Alternate Commissioner Spitzmiller said the Meow Wolf documentary is going on sale on iTunes tomorrow.


Vice Chair Lujan said we are having the final screening for the semester on May 15th at 6:00 pm. It is a 90 minute program. We have half documentaries and half narratives. It costs \$5.00 to come.

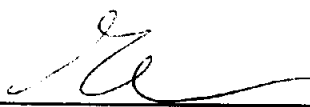
15. QUESTIONS FROM VISITORS

None.

16. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:25 pm.



James Lujan, Vice Chair

Elizabeth Martin, Stenographer