



Agenda

Santa Fe Film and Digital Media Commission

Tuesday, June 4, 2019

10:00 – 11:45 AM

Peralta Room, Convention Center, ground floor

Call to order, Deborah Potter, 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
Report: Fabian Trujillo, Office of Economic Development, frujillo@santafenm.gov , 955-6912, re Tele-communications	10:15
Report, Midtown Campus: Commissioner Jim Gollin, Fabian Trujillo, Eric Witt	10:20
Report, Santa Fe Media Network and Above-the-Line: Commissioner Lee Zlotof, Commissioner Adam Shaening-Pokrasso, Alternate Commissioner Anna Darrah	10:25
Report, Emerging Media Alliance working group: Commissioner Chris Jonas	10:35
Report: Screenplay contest working group: Commissioner Milton Riess	10:45
Above-the-line incentives, Lee Zlotoff	10:50
Discussion about our next steps, Commissioner Chris Jonas	10:55
Goals for next meeting	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: July 2, 10:00 – 11:45 AM, Peralta Room, Convention Center

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: May 29, 2019

TIME: 10:54 AM

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE COMMUNITY CONVENTION CENTER
PERALTA ROOM
TUESDAY, JUNE 4, 2019, 10:00 AM**

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE COMMUNITY CONVENTION CENTER
PERALTA ROOM
TUESDAY, JUNE 4, 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, June 4, 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
Chris Jonas
Pamela Pierce
Doug Acton
Andrea Meditch, Telephonically
Jilann Spitzmiller, Alternate Commissioner
Alexandria Bombach, Alternate Commissioner

MEMBERS ABSENT

Adam Shaening-Pokrasso
Elias Gallegos, Excused
David Manzanares, Excused
Anna Darrah, Alternate Commissioner, Excused
Milton Riess, Alternate Commissioner
Frank Ragano, Alternate Commissioner, Excused
Kirk Ellis, Excused

OTHERS PRESENT

Fabian Trujillo, Economic Development
Eric Witt, Santa Fe Film Office
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

Commissioner Jonas introduced Ed Radteke who is a film maker and teaches at UNM.

6. REPORT: TOURISM SANTA FE Randy Randall

Mr. Randall was not present.

7. REPORT: SANTA FE FILM OFFICE Eric Witt

Mr. Witt reported that production is going well. *Roswell* was picked up for a second season. *Better Call Saul* is shooting this week. TV production for the travel season is really picking up. Guy Fieri was here last week. Commercials are going on. We are working with the State Film Office and Taxation and Revenue and the State Department of Finance and Administration on the new incentive. We are also working with the Governors Office. It is a very complex bill they passed. They are still figuring out a bunch of it.

Commissioner Acton said there is nothing in Garson right now.

Mr. Witt said right now there is not anyone there, but there is going to be. We are getting a lot of competitors shooting themselves in the foot. The recent laws passed in Georgia and LA are sending a big chill factor down the spines of film makers and TV. We anticipate a big uptick in production in the State of New Mexico. Stage space is our biggest concern. He thinks the bigger chill point will be with space rather than crew. The definition on what is a qualified production facility has been greatly reduced so a lot of people are looking at converting warehouse or manufacturing facilities to stages. We

need to get that going. He got a call for 100,000 square feet of space looking to relocate from Georgia.

Mr. Trujillo said if they need any permanent relocation space call him.

Mr. Witt said we are in focus by the film industry right now.

Mr. Jonas said because we are seeing growth in the area are you seeing opportunities for local film makers and local content. Are producers coming to you and asking about home grown products in New Mexico.

Mr. Witt said yes. The change in incentives has not had an impact on that sector.

Mr. Jonas asked are we helping to facilitate local productions.

Mr. Witt said everyone is treated the same. For our office it does not matter if they are shooting a fifteen minute iPhone film or a 150 millimeter production.

Mr. Zlotoff said he met with Lisa Lucas last week and she said financiers are coming to the state now and saying they will listen to pitches. They want to make stuff in New Mexico due to the incentive.

Mr. Witt said they have not engaged his office, but that would not surprise him.

Chair Potter said you are doing an amazing job.

8. REPORT: OFFICE OF ECONOMIC DEVELOPMENT Fabian Trujillo

Mr. Trujillo said the City and County are working together to potentially open a joint telecommunications broadband office. The City manager and County Manager are working together. He will keep you informed.

9. REPORT: MIDTOWN CAMPUS

Mr. Trujillo said David has sent out three RFPs and has received proposals.

Alternate Commissioner Meditch asked how long is the review time.

Mr. Trujillo said five months.

Mr. Trujillo said he can send out a report.

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

Mr. Zlotoff said we launched the first episode of *Hey, Santa Fe*. The response was significantly greater than we anticipated. We had 1,000 followers on the Santa Fe Facebook page. New Mexico True has 300 times more followers and we got a significantly better response. We were very excited. He hopes we can continue to build that through the summer.. There are 14 Saturdays from June 1st to August 23 rd. We filmed 12 episodes. Toward the end we will do live internet things on some Saturdays to keep the momentum going. Our social media team is working on this. Randy's office is very excited. We will meet with him next week.

Commissioner Pierce said congratulations. She watched it and it was highly entertaining and well produced.

11. REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP

Mr. Jonas said we are in Emerging Media Month. The interplanetary Festival is going on. Michael Garfield, who is paid for by Santa Fe Institute, is working on the social media campaign. We are seeing a lot of new young attendees. We are moving forward. We talked about six months ago about forming our own 501c3, but for the time being we are sitting comfortably within the Commission. He is hoping the younger new group of leaders will help us move forward.

12. REPORT: SCREENPLAY CONTEST WORKING GROUP

Alternate Commissioner Milton Riess was not present.

13. ABOVE THE LINE INCENTIVES

Commissioner Zlotoff said there was some discussion at the last meeting about this. He proposed a working group to start looking at revising the incentive program to further incentivize New Mexico Above the Line content. Eric and Jim wanted to be on the group. It is up to the Commission. He thinks it is important. A goal of the Commission is to make, increase and encourage more local production and attract more talent here for production.

Chair Potter said we are a City Commission. She handed out the Commission enabling legislation.

The handout is herewith attached to these minutes as Exhibit "1".

Mr. Trujillo said there are a couple of processes you could do. As part of the Commission you would have to have a Resolution that comes here and goes to the Governing Body to pass. The advantage of that is you get buy in from City Council as something the Santa Fe Film Commission supports. There are advantages in working with Legislators. Then you work with the Film Office and get with Legislators and work on developing legislation. His recommendation is to work in the interim committee process with the Legislators. Tax legislation is difficult to get passed. It can take three to five years. It has to be approved by Senate Finance and the Legislative House Tax and Finance Committee. It is difficult to get through that process, but not impossible. The other way is to form a working group and go straight to the Film Office.

Commissioner Zlotoff said we want to form a working group and decide how we want to move forward.

Commissioner Paisner suggested they go directly to the Governor.

Chair Potter asked a working group is what you are asking for.

Commissioner Zlotoff said correct.

MOTION A motion was made by Commissioner Paisner, seconded by Commissioner Jonas, to form a working group to deal with above the line incentives.

VOTE The motion passed unanimously by voice vote.

Commissioner Zlotoff said Alternate Commissioner Bombach, Commissioner Lujan, Commissioner Aubrey, Commissioner Gollin and Eric Witt wanted to be on the working group.

Commissioner Zlotoff said he has informed Speaker Egoff and he is interested in hearing our ideas. He would like to get back with him.

Chair Potter said go ahead and do that.

14. DISCUSSION ABOUT NEXT STEPS

Commissioner Jonas handed out the Commission's duties and responsibilities.

Alternate Commissioner Bombach read them into the record.

The duties and responsibilities are herewith attached to these minutes as Exhibit "2".

Chair Potter said Commissioner Jonas will lead this discussion.

Commissioner Jonas said we will go around the table and everyone can speak for more voices. The intent is to evaluate where we are as a Commission and where we are going. This is to maximize this amazing group of people towards working together to advance their priorities and responsibilities. What do you think should be the top priority for this Commission's work in the coming year and what tools do we have to move ahead with that priority and what is the feasibility of doing it.

Commissioner Zlotoff said our single biggest priority should be helping to direct and influence the development of the Midtown Campus. It is a golden opportunity. He thinks it should be turned into a full scale production facility, two more sound stages, mill and prop construction and storage so producers around the state can say they can do it all in one place and spend more money in New Mexico and get more rebates. It becomes more efficient. Over time we will be able to basically create our own backlog of sets and costumes that we can rent to other productions. At the same time, we can put in an educational institution to create an opportunity for all film students in New Mexico to come work on actual productions. So then we have students to work on the productions getting real world experience. Productions there would be paying tuition for the students. They can help maintain and man the other facilities. It seems a win win. There are 65 acres there and potential housing for crew. The more attractive you make that space to producers coming into the state the more they will come and help us build our own film industry here. Do cost deals on all of it. Home grown production here. We could have an enormous impact. We helped with the passage of incentive changes. This could be a City/State combo project.

Commissioner Jonas asked what tools do we have as a Commission to do this.

Commissioner Zlotoff said the fact that we have been around for a while and are established as a Commission, that does things. The personal relationships of members with people making decisions to do that are very helpful.

Mr. Witt said everything you said City has already received in over 15 proposals for process and development from California who has done a lot of these developments. Your being an official City entity is a big tool for you. Everything you said is part of five or six of the proposals. Clearly you are an asset for the City. The process is formalized and robust in the structure of City government.

Commissioner Aubrey said the RFPs have been structured with a diverse use rather than just a film studio. He thinks next steps are outreach on our part. We have had some good events, but a number of people working day to day that have no clue there is a Film Commission.

Chair Potter said she will get the New Mexican to do some publicity there.

Commissioner Aubrey said maybe we do in meetings more of “what can we do for you.”

Chair Potter said we have had a lot of groups come to us too. The City has resources in that regard with the City public relations mechanism.

Alternate Commissioner Spitzmiller said we originally talked about the development of above the line talent. That should still be a major priority. We did not get very far on that. Retool the New Mexico film programs with money from the State. She would love to see the entire campus be a film studio.

Commissioner Zlotoff said if a torrent of money is coming through New Mexico it seems it behooves us to find ways to take the best advantage of that so we have a self sustaining, functioning film industry here instead of totally depending on the outside.

Alternate Commissioner Meditch said she agrees with both of you. She likes the idea of creating a pitch forum with funders and above the line talent in state or those coming to the State. Create those kinds of tools to focus on above the line talent as well.

Commissioner Jonas asked what do we have in regarding a New Mexico film makers incentive.

Ms. Trujillo said you could get a City Councilor to sponsor a Resolution to put money into the project.

Commissioner Jonas said we just want the top level of recommendations.

Alternate Commissioner Spitzmiller said we have been brainstorming this from the first year of the Commission.

Commissioner Lujan said this Commission has had the most meaningful impact in addressing above the line areas. Film schools and students and creating jobs. Writers and directors. Creative input. On a State level and private level address Lee's proposal. Local investments and private equity and investment in local talent. The problem with the State is it is at the whim of the Legislature. Look to stimulating and encouraging home ground investment for above the line talent.

Commissioner Zlotoff said he agrees. Build it up and the more we are out there and the more they see us do, the more likely it is that the local community will see what the Commission is doing and the impact of that work and the more likely we are to get private or corporate resources to continue to expand that work. They have to know we are here and what we doing and we have to do things that make an impression so people say, “oh maybe I will give some money to that.” To give money to random productions, that is hard to raise for.

Commissioner Lujan said at the State Educators Conference we talked about working from the end. Hiring sales agents to sell the product and know what people are buying to protect the investments. Then call for that sort of content.

Commissioner Jonas asked what can we, as a Commission, do to help connect the investors.

Commissioner Lujan said continue with the events we having. Invite press to every Commission meeting we have. Let people know we are here and what we want to accomplish.

Commissioner Pierce said a lot of good points have already been said. Most significant is grow the business with education. People on the Commission are doing it. We don't promote that enough. Not just support necessarily a specific project but the whole vision. We want communities to be involved in this. They have stories to tell and their students have the skills to tell them. She would like to see us do more of that and invite the press to come to this meeting. We are people not in it for ourselves and she would love that to be known. She is really proud of everyone in this group. They look at the big picture and not just at self promotion.

Mr. Witt said he has to leave. If you think you are under represented, he gets calls from the press after meetings and they comb through the minutes every time.

Chair Potter said she will find the appropriate reporter.

Mr. Witt said they all call him about what we talking about. He invites them to the meeting.

Alternate Commissioner Bombach said it seems like the above the line is super interesting and to hear suggestions for pitch forums is incredible and the Midtown Campus is so exciting and important for investors. Programs like Catalyst at Sundance brings investors together. High caliber people at the table is a major tool and how experienced this table is.

Alternate Commissioner Meditch said here, here.

Commissioner Acton said he agrees with Lee about the Campus. We need to figure out how to establish a partner to go in and take over part of the Campus. There are people coming in as partners with assets to take part of the incentives. We need partners who will agree to stay in New Mexico for ten years or more. For presentations we need bullet points with our number one priorities. We don't have a lot of stuff here. If we could enhance Garson and Santa Fe Studios by stages. We have doubled our production possibilities here.

Chair Potter asked how do we do that.

Alternate Commissioner Meditch said the how keeps coming up.

Alternate Commissioner Meditch said we changed our name at the beginning and in addition to being a feeder for film and studios keep in mind we want to support the southside and digital story telling work. Is there a way, in terms of how, that the Commission can participate in input as the review process goes forward.

Chair Potter said Jim Gollin is very active in the Midtown Campus.

Alternate Commissioner Spitzmiller said we are in the position to articulate what it is we see as a possible process forward in terms of structure and mission and goals including diverse voices and gender equality and look at what companies can do in working with New Mexico residents.

Commissioner Acton said they have to pay into a training program. They use up to the 15% training fund. It is \$20,000 to \$30,000 for a good size production. There are some holes in Senate Bill 2.

Alternate Commissioner Spitzmiller said if we had a good partner a percent of their resources could be allocated to above the line development.

There was a discussion about the best way to have input into the RFPs and proposals for the Midtown Campus.

Chair Potter said she will ask the Mayor.

Chair Potter said she appreciates the discussion. She agrees with everyone.

Mr. Trujillo said he likes a lot of what you are saying. Working with the City to influence the Midtown Campus is a good idea. Your best tools are yourselves. You are very influential. There is a lot of connection with the community and you are well regarded. He thinks people will listen to you. It appears to him from listening to you that we need more infrastructure here and building career pathways from public schools to the Community College.

Commissioner Paisner said he agrees with the sentiments of the Commissioners. In a creative industry the most important thing is making big movies with successful releases. The TV shows disappear and movies with B list actors don't help us. They are counterproductive. The tools are a lot of support from government, the community and the Commission.

Commissioner Jonas said one thing we have not talked about is the issue of funding. Streams available through a variety of sources. One question he always has is that it requires bodies and staff. We as volunteers can only do so much. He is curious what our relationship is to the Santa Fe Film Office. Would we have the capacity to have

staff at the Film Office to promote these things.

Chair Potter said that is what they are doing. The staff there supports outside productions and bringing in productions.

Chair Potter said we have gone over the time we allotted for this discussion. So many of you are concerned that the meeting end on time. She strives to accomplish that at every meeting.

15. GOALS FOR THE NEXT MEETING

Goals for the next meeting were:

- Report on the Chair's meeting with the Mayor.
- Report of the new working group.
- Recap of the discussion today and connecting of the dots.

Chair Potter said we can do that on an ongoing basis and build on that.

16. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Chair Potter handed out the membership list with categories and terms to the Commission. This list is attached to these minutes as Exhibit "3".

Chair Potter said there are likely to be more openings on the Commission due to terms ending. She would like each of us to look at the criteria of replacing ourselves. We have three term limits. Send her an email of people who will fit this criteria. Industry leaders. We have alternates who do not fit the criteria and she hates that.

17. QUESTIONS FROM VISITORS

Commissioner Acton said we have a new Director of the New Mexico Film Office, Todd Christianson.

Commissioner Lujan said he has job opportunities. We are looking for adjunct instructors for fall for sound and post production classes. Also to teach a director class and one full time position to teach computer gaming. If you know of anyone send them his way. This is also on the IAIA website.

Mr. Radteke said he would love to be on the working group. He has Good West Productions and has optioned two locally written screen plays. Financing and investors

are his biggest issues. Connecting these people with film makers is a huge part of keeping above the line people here.

Chair Potter said Greer Garson is a model for that.

Mr. Radteke said he found this conversation fascinating and extremely relevant.

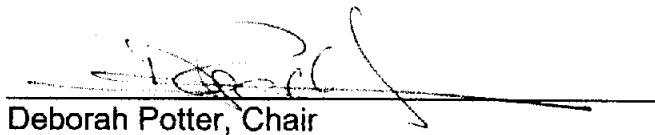
Commissioner Zlotoff said the idea of having a public hearing and live streaming it so there is greater awareness that we are here is a good idea.

18. ADJOURN

MOTION A motion was made by Commissioner Acton, seconded by Commissioner Zlotoff, to adjourn.

VOTE The motion passed unanimously by voice vote.

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



Deborah Potter, Chair



Elizabeth Martin, Stenographer

- Recruiting a greater number of productions to Santa Fe and Northern New Mexico
- Facilitating the development of homegrown productions
- Facilitating improved crew training, apprenticeship and internships
- Increasing production spending at local businesses
- Diversifying the industry by fostering digital application development, gaming, post production and other complementary segments of the industry.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF SANTA FE that the Santa Fe Film Commission is hereby created.

Section 1. NAME: the commission shall be called the Santa Fe Film Commission ("SFFC").

Section 2. PURPOSE: The Santa Fe Film Commission shall review and make recommendations to the Governing Body and City staff as it relates to film production in and around the City of Santa Fe.

Section 3: DUTIES AND RESPONSIBILITIES: The Santa Fe Film Commission shall establish priorities in its operation that work towards the following goals:

- Enhance recognition as a desirable filmmaking destination, and increase production in Santa Fe.
- Increase post-production and other digital media business as a sustainable industry in Santa Fe
- Foster a sustainable year-round industry, that employs a skilled workforce in high-wage jobs.
- Facilitate increased production spending at local businesses.

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3 **Section 4: MEMBERSHIP; OFFICERS:**

4 A. *Membership.* The Commission is comprised of the following membership
5 appointed by the mayor with the approval of the Governing Body:

- 6 • Four local industry leaders
- 7 • Two film crew representatives
- 8 • Three representatives from educational institutions with programs producing
9 talent in the industry
- 10 • Two representatives from digital media businesses (video game development and
11 production, alternative/virtual reality, post production, etc.)
- 12 • Two representatives from non-profits working in the industry
- 13 • One representative from the County of Santa Fe as chosen by the Santa Fe
14 County Commission
- 15 • Two at-large members

16 B. *Officers.* The mayor shall select the chairperson from the appointed members.
17 The chairperson shall designate the vice chairperson.

18 **Section 5. TERMS:**

19 A. *Chair.* Upon being named by the mayor, the chairperson shall serve for a
20 period of one year. Following one year of service, the mayor shall appoint (or re-
21 appoint) the Chair.

22 B. *Members.* Of the initial appointments, eight of the members shall be appointed
23 for one year terms and the rest shall be appointed for two year terms. Subsequent
24 terms shall be for two years to maintain staggering of terms. Members may serve a

- Evaluate potential areas of investment and resource allocation and make recommendations on priorities.

Section 4: MEMBERSHIP; OFFICERS:

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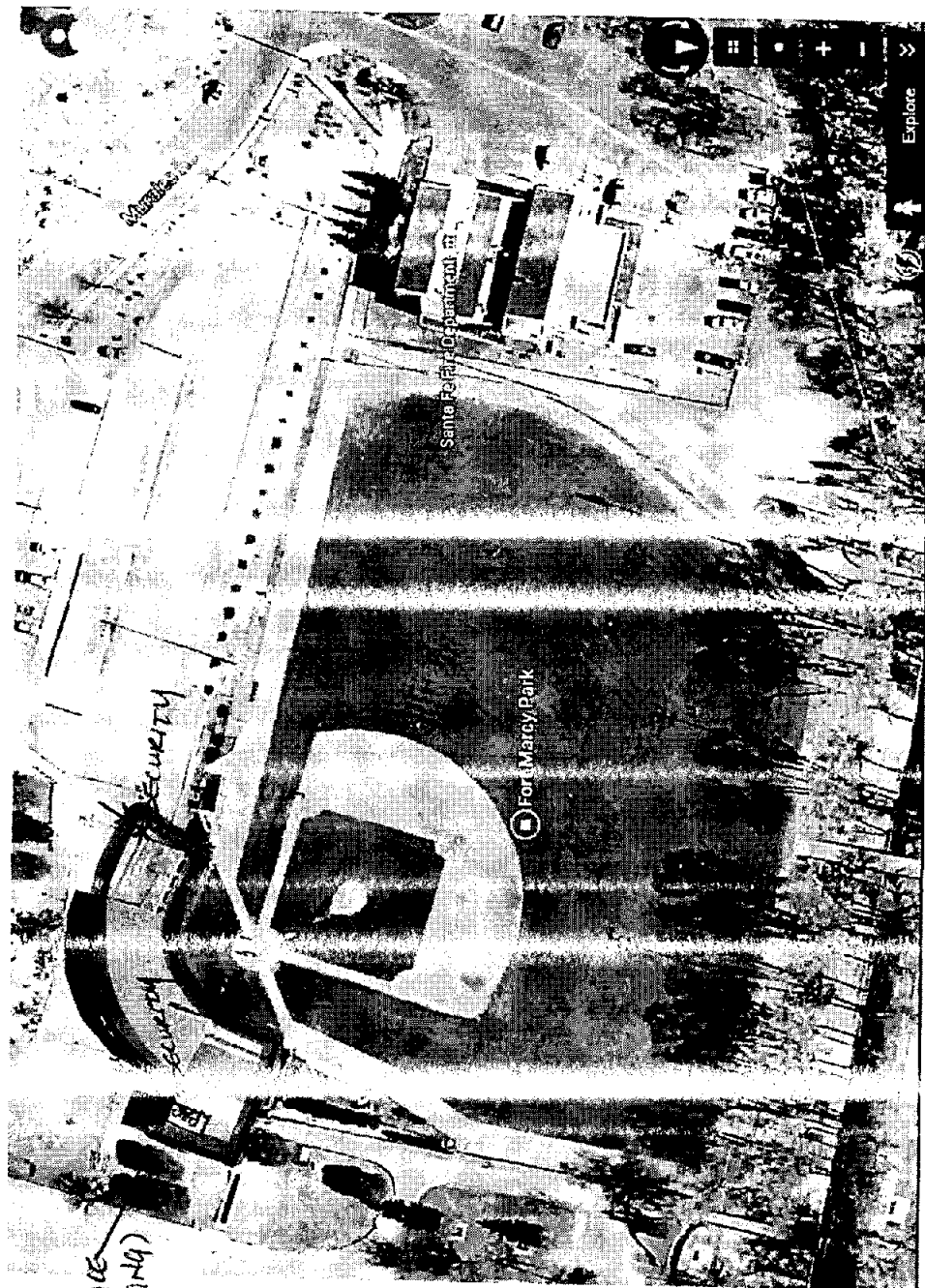
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MAIN
ENTRANCE
(TICKETING)

SERVER:

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Exhibit "2"

Santa Fe Film and Digital Media Commission Members, as of 5/30/19

Chair: Deborah Potter, member-at-large

Former Los Angeles talent agent, Santa Fe business owner. (3-20-21)

Vice Chair: James Lujan, Educational Inst. member, IAIA Film Dept. Chair (3-20-20)

Local Industry Leader, Michael Becker, (Meow Wolf producer) (3-20-21)

Local Industry Leader: Kirk Ellis, writer/producer (3-20-20)

Local Industry Leader: Chris Jonas, Littlelobe, Emerging Media Alliance (3-20-21)

Local Industry Leader: Elias Gallegos, actor, Stagecoach Foundation (3-20-20)

Member-at-large: Jim Gollin, philanthropist and organizer (3-20-21)

Film crew: David Manzanares, location manager, composer, IATSE (3-30-20)

Film crew: Doug Acton, location services coordinator, IATSE leader (3-20-21)

Educational Inst.: Andrea Meditch, producer, educator, Sundance Inst. (3-20-20)

Educational Inst.: Milton Reiss, SF Community College Film Dept. Chair (3-30-21)

Digital Media: David Aubrey, digital media pro and editor (3-20-20)

Digital Media: Adam Shaening-Pokasso, digital media producer (3-20-20)

Non-Profit member: Pam Pierce, Silver Bullet Productions (3-20-20)

Non-Profit member: Jacques Paisner, SF Independent Film Festival (3-20-21)

County representative: Lee Zlotoff, SF Network chair (3-20-20)

**Alternates: Anna Darrah (3-20), Frank Ragano (3-21), Jillan Spitzmiller, (3-20),
Alexandria Bomback (3-21) (one opening)**

Exhibit "3"