



# Agenda

## Santa Fe Film and Digital Media Commission

**Tuesday, September 3, 2019**

**10:00 – 11:45 AM**

**Peralta Room, Convention Center, ground floor**

Call to order, Commissioner James Lujan, Vice Chair	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Introduction of visitors	10:03
Report: Randy Randall, Director, Tourism Santa Fe, 955-6209, <a href="mailto:rrandall@santafenm.gov">rrandall@santafenm.gov</a>	10:04
Report: Jennifer LaBar-Tapia, Acting Executive Director, Santa Fe Film Office re current and upcoming productions <a href="mailto:jlabar@sffo.film">jlabar@sffo.film</a> , 505-986-6293	10:10
Report: Fabian Trujillo, Office of Economic Development, re tele-communications <a href="mailto:fttrujillo@ci.santa-fe.nm.us">fttrujillo@ci.santa-fe.nm.us</a> 955-6912	10:20
Possible resource list, Commissioner Elias Gallegos	10:25
Report, Emerging Media Alliance working group: Commissioner Chris Jonas	10:40
Report: Education projects, contest, etc.: Commissioner Milton Riess	10:50
Visit plus q and a, Linda McDill, NM Women in Film	11:00
Goals for next meeting	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: Tuesday, October 1, 10:00 – 11:45 AM, Peralta Room, Convention Center**

**PERSONS WITH DISABILITIES IN NEED OF ACCOMMODATIONS, CONTACT THE CITY CLERK'S OFFICE AT 955-6520, FIVE (5) WORKING DAYS PRIOR TO MEETING DATE.**

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

**DATE: August 26, 2019**

**TIME: 4:22 PM**

**SUMMARY OF ACTION  
SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
CONVENTION CENTER, PERALTA ROOM  
TUESDAY, SEPTEMBER 3, 2019, 10:00 AM**

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REPORT: RANDY RANDALL, TOURISM SANTA FE	INFORMATION/DISCUSSION	2
REPORT: JENNIFER LABAR-TAPIA, SANTA FE FILM OFFICE	INFORMATION/DISCUSSION	2
REPORT: FABIAN TRUJILLO, TELECOMMUNICATIONS	INFORMATION/DISCUSSION	2-3
POSSIBLE RESOURCE LIST	APPROVED	3
REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP	INFORMATION/DISCUSSION	3-4
REPORT: EDUCATION, PROJECTS, CONTEST	NONE	
VISIT PLUS Q AND A WITH LINDA MCDILL, WOMEN IN FILM	INFORMATION/DISCUSSION	4-6
GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	6
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**NEXT MEETING**

**OCTOBER 1, 2019**

**7**

**ADJOURN**

**ADJOURNED**

**7**

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
CONVENTION CENTER, PERALTA ROOM  
TUESDAY, SEPTEMBER 3, 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, September 3, 2019, at the Convention Center, Peralta Room, Santa Fe, New Mexico.

**2. ROLL CALL**

**MEMBERS PRESENT**

James Lujan, Vice Chair  
Jacques Paisner  
Jim Gollin  
Michael Becker  
David Aubrey  
Adam Shaening-Pokrasso  
Chris Jonas  
Pamela Pierce  
Doug Acton  
Andrea Meditch  
Jilann Spitzmiller, Alternate Commissioner  
Anna Darrah, Alternate Commissioner  
Alexandria Bombach, Alternate Commissioner  
Frank Ragano, Alternate Commissioner

**MEMBERS ABSENT**

Deborah Potter, Chair, Excused  
Lee Zlotoff, Excused  
Elias Gallegos, Excused  
David Manzanares, Excused  
Kirk Ellis, Excused  
Milton Riess, Alternate Commissioner, Excused

**OTHERS PRESENT**

Rich Brown, Economic Development  
Randy Randall, Tourism Department Director  
Linda McDill, New Mexico Women in Film  
Elizabeth Martin, Stenographer

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

**MOTION** A motion was made by Commissioner Jonas, seconded by Commissioner Meditch, to approve the agenda as presented.

**VOTE** The motion was approved unanimously by voice vote.

### **4. APPROVAL OF MINUTES**

**MOTION** A motion was made by Commissioner Meditch, seconded by Commissioner Gollin, to approve the minutes.

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

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

Linda McDill, President of New Mexico Women in Film.

### **6. REPORT: RANDY RANDALL, TOURISM SANTA FE**

Mr. Randall said it has been a good strong summer. June is up a bit, July is flat compared to last year. August will be up a bit he thinks.

Mr. Randall said the application time for our OTAB grants is September 15<sup>th</sup> to November 15<sup>th</sup>. The maximum that is awarded for a first year initiative is \$30,000. Funding for a second year project is half of the first year and the third year is half of that. This will be funding for 2020. The decision will be made in early December. The initiatives that apply have to bring tourism into Santa Fe.

### **7. REPORT: JENNIFER LABAR-TAPIA, SANTA FE FILM OFFICE**

Mr. Randall reported that Jennifer is out of town. She emailed him a report. He read the report into the record.

Ms. Lebar-Tapia's report is herewith attached to these minutes as Exhibit "1".

### **8. REPORT: FABIAN TRUJILLO, TELECOMMUNICATIONS**

Mr. Brown said he was there for Mr. Trujillo who was unable to attend.

Mr. Brown reported that there were no updates on telecommunications. On Midtown, we have three RFPs out. Economic analysis, community engagement and

RFEI, which is an expression of interest. RFP announcements were sent to 300 developers around the country. They have until October 31<sup>st</sup> to respond to the RFEI. This Friday and Monday we are doing a tour of the campus and will talk about the history of the campus, the process, opportunity zones and we will take questions. There will also be a food truck there. It will be from 8:00 am to 1:00 pm.

Commissioner Jonas asked regarding the community engagement RFP, what is the status of that.

Mr. Brown said it is being looked at again.

Mr. Randall said we are changing from calling Midtown a campus to calling it Santa Fe Midtown.

Mr. Brown said we are launching website for the Midtown District in one month. Liz Camacho is working on that.

Alternate Commissioner Spitzmiller asked where is the meeting point on campus.

Mr. Brown said he will send the information out to all the Commissioners.

## **9. POSSIBLE RESOURCE LIST**

Commissioner Meditch said Dick Norris has a functioning above the line list. He has offered it to the Commission before. The Commission may want to take a look at that as a foundation for their resource list.

Alternate Commissioner Bombach reported that the working group has not met yet.

**MOTION** A motion was made by Commissioner Meditch, seconded by Commissioner Gollin, to make Alternate Commissioner Bombach a co-chair, along with Elias Gallegos, of the Resource List Working Group.

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

## **10. REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP**

Commissioner Jonas said we are continuing a slow burn. We have a meet up group who meets every two weeks. It is a networking event. September 11<sup>th</sup> is the next one. It is being driven by Michael Garfield and Sarah Spangler. He is guiding the group. If anyone on the Commission is interested in participating in a more active way

this is a huge opportunity. Emerging media continues to be active and growing in Santa Fe.

Commissioner Meditch congratulated Chris and Frank and Currents for the wonderful coverage they received in an article in *Trends*. It was a great article. Santa Fe is becoming recognized as a digital story telling power house.

#### **11. REPORT: EDUCATION, PROJECTS, CONTEST**

There was no report.

#### **12. VISIT PLUS Q AND A WITH LINDA MCDILL, WOMEN IN FILM**

##### **Linda McDill**

Ms. McDill said thank you for asking New Mexico Women in Film to attend your meeting. We are a United States State Chapter of an international group. We are an international group of women in film and TV. There are 98 chapters around the world. We have a little over 100 members in our chapter. It has really been an exciting thing for her to be President for four years. She was on the international board for a term. She wants to bring what she learned on the international board to the State and options and the resources of these women all over the world. It is amazing. We have members all over the State and are starting a group in Las Cruces and looking to start one in Farmington. We have been going to their film festivals and doing panels and talking with them. We have men members as well. New Mexico Women in Film and the men who love to work with them. We have monthly meetings on a specific topic that appeals to group. We have screen writing groups all over the state now. The one in Santa Fe has been in existence 12 years now. We do a newsletter and give the Sage Award to honor a person dedicated to the greater feminine. Shirley Maclean was an awardee. We give scholarships and are working on some grants. We work with the New Mexico Film Foundation on a close basis to do events. She is excited to see what ideas you have in ways we could work together to further women an film and media in the State. The international started producing public service announcements. We have done 12 so far on different topics. We have the crew and we can have a variety of mentorship programs going on during filming. Last year we partnered with New Mexico Girls Make Media and had girls crewing and mentors backing them up. We have a mentor mania event every year. It is a speed dating style mentor event. We get mentors like a casting director etc and you go through speaking with each one like speed dating. You have five or six minutes to tell your story of what you need or want or to ask questions and then let the mentor dig in with you. That has been a big plus for us. We would love for you all to be a member at some point. It is a community of women who have bonded together. No one walks in and does not get talked to. It is a lot of fun to see what people are able to walk away with. Friends and connections, professional development and achievement through mentorship and education is what

we are about. We are having a fundraiser on Saturday, October 19<sup>th</sup> at the Shakespeare Reading Room. It is a Halloween disco event. We started doing happy hours open to the public and we have 20 to 30 people. She hopes you will come to one of our events.

Commissioner Jonas said some of our youngest, most talented members are young women film makers. How do we steer them to membership.

Ms. McDill said they can go to our Facebook page or website. Sign up or like our Facebook page and attend something. We would love to have them. If you let her know ahead of time she will meet them at the door. We have student memberships at a reduced price.

Commissioner Meditch asked how much focus is on non fiction.

Ms. McDill said we have a number of documentary makers and part of them are part of Jilann's group.

Alternate Commissioner Spitzmiller said we have not met in a long time. She misses it.

Ms. McDill said our screen writing group encourages that as well.

Commissioner Shaening-Pokrasso said one of the themes of these presentations that the Commission likes to use as a catalyst for discussion is what is it that you need and how the Commission can support you.

Ms. McDill said we always need funding for scholarships to help women finish their film or take a class in LA. She does music licensing for film as well. The other thing is to get our name out there when possible. She is not sure what you do. What can you do to help us.

Chair Lujan said we are comprised of different factions on this Commission. We have some film makers, some educators/ film makers and community at large members. We come together every month to find ways of promoting the film industry in Santa Fe specifically and put out events that promote above the line talent.

Ms. McDill said we would like to help with that in any way we can. We have a lot of talented and experienced members.

Commissioner Jonas said one of the most potent things this group does is crate relationships. It is a great way for us to enliven the relationships in the film and digital media community. One thing that would help is to have young film makers attend our meeting and introduce themselves. If you have young leaders come participate.



Commissioner Meditch said film makers in general. They don't have to be young.

Chair Lujan said we meet the first Tuesday of the month at 10:00 am.

Commissioner Meditch said anyone can come. She agrees very much with expanding networks and connecting people. It is a constant struggle to create a way to connect people.

Chair Lujan said a lot of us worked on a State initiative at the Legislature. We have a working group now on legislation to promote above the line talent and to develop programs.

Ms. McDill said that is one of our focuses this coming year as well. Half our membership are actors. We are interested in legislation to encourage that as well.

Chair Lujan said part of it is to bring together organizations to have a coalition for the Legislative Session.

Ms. McDill said thank you for asking me to come.

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

Commissioner Jonas said the Legislative Session is coming up pretty quick. We need to get our ducks in a row. We need to make sure that is on the agenda to discuss.

Chair Lujan said we will have a report from that working group and the resource list working group.

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

Commissioner Pearce said this Saturday we are having an event at the Lensic. It is a play. The Playwright and actors are all Native American. The play is *Sovereignty*. It is an important event. It is at 7:00 pm. The funds go to Silver Bullet for our next documentary.

Commissioner Jonas said we have been talking for awhile about our project called *Presidente*, which is stories of home displacement in Santa Fe and gentrification. It is a multi arts project. We will be presenting that on September 25<sup>th</sup> at Capital High School at 5:30 pm. There will be dinner as well. The full presentation will be at the Lensic on October 5<sup>th</sup> at 7:00 pm. The intent is to use the film to instigate a city wide

conservation about our future.

Chair Lujan said the New Mexico Film Foundation is having a Student Film Makers Showcase on September 21<sup>st</sup> at the KIMO Theater. Film programs from all over the State present their work. One of his students won best short film, best drama and best screen writing. Leroy Graf. He is a very talented cinematographer who is in demand.

**15. QUESTIONS FROM VISITORS**


Steve Graham said he is on the working group for looking at legislation to promote above the line talent. Lee Zlotoff is the Chair. We met on August 20<sup>th</sup> here at the Convention Center.

Mr. Graham read a report from the working group which is herewith attached to these minutes as Exhibit "2".

**16. NEXT MEETING  
OCTOBER 1<sup>ST</sup>**

**17. ADJOURN**

There being no further business before the Commission the meeting adjourned at 11:00 am.



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James Lujan, Chair



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Elizabeth Martin, Stenographer

**RANDALL, RANDY**

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**From:** Jennifer LaBar <jlabar@sfo.film>  
**Sent:** Friday, August 30, 2019 11:39 AM  
**To:** Deborah Potter  
**Cc:** RANDALL, RANDY  
**Subject:** Film & Media Meeting Tues

Hi Madam Chair,

Not sure if you caught it on our last email exchange, but I will be in CA next week so I will not be at the meeting. My report is basically, more great things coming. I just can't talk about it! ha!

In all seriousness, you or Randy can report:

1. Since the new fiscal year (July 1) we have had 18 projects roll thru, 4 of the 18 will be up and running within the month. "Projects" include feature films, webcasts, commercials, and photoshoots. We finished off last fiscal year with 73 projects, so we are projecting to exceed that number this year.
2. I will be presenting at the next Lodger's Association Luncheon Sept. 11.
3. Albuquerque Film Office came up two weeks ago to tour our stages and learn about our online permitting system. We are working closely to better educate them with all the facilities Santa Fe has to offer as they get many questions about our services. They are under fairly new leadership since losing Alicia to the State. They will be coming up again to tour all the western sets in October. If anyone wants to tag along, they are more than welcome too.
4. I will be attending the Film Commissioners/Liaisons Summit in late September in Las Vegas, NM. Hosted by the State Film Office.
5. Tax and Rev now have the rural area map listed on their website. Shooting in rural areas gives productions an extra 5% to their incentives, this is new to SB 2. This map shows the specific areas, note: a very large area of Northern NM does NOT qualify. The boundary range is 60 miles from both Santa Fe County and Bernalillo County lines in all directions, making it a wide radius.

Regrets to miss the meeting. See you all in October!

Best,  
Jen

*Jennifer LaBar-Tapia*

"Film Exhibit 1"



Joint City County Film Office  
/ 505.986.6293  
[www.sjfo.film](http://www.sjfo.film)