



# Agenda

## Santa Fe Film and Digital Media Commission

November 5, 2019

10:00 – 11:45 AM

Peralta Room, Convention Center, ground floor

Call to order, Commissioner Deborah Potter, 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	10:09
Report: Fabian Trujillo, Office of Economic Development, re tele-communications and Santa Fe Midtown, <a href="mailto:fttrujillo@santafenm.gov">fttrujillo@santafenm.gov</a> , 955-6912	10:20
Report: Resource list, Commissioner Elias Gallegos and Alternate Commissioner Alexandria Bombach	10:30
Report: Contest working group, Commissioner Lujan for Commissioner Milton Riess	10:35
Report, Emerging Media Alliance working group: Commissioner Chris Jonas	10:50
Report: Santa Fe Network and possible Above-the-Line incentives' working groups	10:55
Any other business or announcements	11:20
Goals for next meeting	11:25
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: Tuesday, December 3, 10:00 – 11:45 AM, Peralta Room, Convention Center**

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: October 30, 2019

TIME: 9:12 AM

**SUMMARY OF ACTION  
SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
PERALTA ROOM/ CONVENTION CENTER  
TUESDAY, NOVEMBER 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</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>REPORT: TOURISM SANTA FE</b>	<b>NONE</b>	<b>2</b>
<b>REPORT: SANTA FE FILM OFFICE</b>	<b>INFORMATION/DISCUSSION</b>	<b>2</b>
<b>REPORT: OFFICE OF ECONOMIC DEVELOPMENT</b>	<b>INFORMATION/DISCUSSION</b>	<b>2-3</b>
<b>REPORT: RESOURCE LIST</b>	<b>NONE</b>	<b>3</b>
<b>REPORT: CONTEST WORKING GROUP</b>	<b>INFORMATION/DISCUSSION</b>	<b>3-5</b>
<b>REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP</b>	<b>NONE</b>	<b>5</b>
<b>REPORT: SANTA FE NETWORK</b>	<b>INFORMATION/DISCUSSION</b>	<b>5-8</b>
<b>ANY OTHER BUSINESS OR ANNOUNCEMENTS</b>	<b>INFORMATION/DISCUSSION</b>	<b>9</b>
<b>GOALS FOR NEXT MEETING</b>	<b>INFORMATION/DISCUSSION</b>	<b>9</b>
<b>QUESTIONS FROM VISITORS</b>	<b>INFORMATION/DISCUSSION</b>	<b>9</b>
<b>NEXT MEETING</b>	<b>DECEMBER 3, 2019</b>	<b>9</b>

**ADJOURN**

**ADJOURNED**

**9**

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

**2. ROLL CALL**

**MEMBERS PRESENT**

Deborah Potter, Chair  
James Lujan, Vice Chair  
Lee Zlotoff  
Jacques Paisner  
Pamela Pierce  
Andrea Meditch  
Kirk Ellis  
Milton Riess, Alternate Commissioner  
Jilann Spitzmiller, Alternate Commissioner  
Frank Ragano, Alternate Commissioner

**MEMBERS ABSENT**

Michael Becker, Excused  
David Aubrey, Excused  
Jim Gollin, Excused  
Doug Acton, Excused  
Adam Shaening-Pokrasso, Excused  
Chris Jonas, Excused  
Elias Gallegos, Excused  
David Manzanares, Excused  
Anna Darrah, Alternate Commissioner, Excused  
Alexandria Bombach, Alternate Commissioner, Excused

**OTHERS PRESENT**

Fabian Trujillo, Economic Development Office  
Randy Randall, Tourism Department Director  
Jennifer LaBar-Tapia, Santa Fe Film Office  
Matthew Kabakoff, IATSE 480  
Steve Graham

Lynette Kessler  
Liam Lockhart

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

**MOTION** A motion was made by Commissioner Paisner, seconded by Commissioner Pierce, 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 Lujan, to approve the minutes as presented.

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

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

The visitors introduced themselves as follows: Steve Graham, Matthew Kabakoff, Lynette Kessler and Liam Lockhart.

### **6. REPORT: TOURISM SANTA FE**

There was no report.

### **7. REPORT: SANTA FE FILM OFFICE**

Ms. LaBar-Tapia reported that Rolls Royce has been filming all over Santa Fe, Universal and *Roswell* are still filming here. HBO is here filming their original movie here as well. The Santa Fe Film Office has moved to our new location in the brand new County building. It is beautiful. The Commission can meet there if it ever wants to.

Chair Potter said thank you fo all you do

### **8. REPORT: OFFICE OF ECONOMIC DEVELOPMENT**

Mr. Trujillo said you all have probably read the newest information on Midtown in the paper. We are working on the responses from the third RFP and are moving into the second phase of the process. Public engagement is going on. For the next meeting he will have Daniel give him a more in depth update and will bring it to the Commission. There is a lot of activity.

Mr. Trujillo said regarding telecommunications we are waiting for the new City

Manager to be appointed before we move forward with anything else. We have an interim City Manager at this time.

**9. REPORT: RESOURCE LIST**

There was not report.

**10. REPORT: CONTEST WORKING GROUP**

Chair Potter said Milton had an idea for us to do a screenplay contest that has to be filmed in Santa Fe and the surrounding area. The Mayor and Randy are very excited about this.

Alternate Commissioner Riess said we had our first meeting and it went well for an initial meeting. This is a big project. We are trying to invent a project that does something good for the participants and Santa Fe. The issues we need to work on include what the requirements are; will it be just open to Santa Fe writers or will it be open to everyone; what are the prizes - cash or mentorship or another incentive; what are the categories - we thought about having four categories including feature film, TV pilot, short and student category; promotion; what genres will we allow; who are the judges and where will the funding come from. We are meeting again on November 14<sup>th</sup> in the Tourism conference room from 4:00 pm to 6:00 pm. We have a lot of work to do.

Commissioner James said fiscal considerations aside, how do we make this work. What incentive is there to submit to this contest. What makes ours special and different from the hundreds of contests on the web.

Alternate Commissioner Spitzmiller asked do you mean promoting to potential writers or is this for the public to participate in as well.

Alternate Commissioner Reiss said for the public as well.

Alternate Commissioner Spitzmiller asked will the public be able to see the steps and outcomes.

Alternate Commissioner Reiss said yes they will.

Chair Potter said Randy Randall would be of help on this. He indicated that he wanted to help.

Chair Potter said she was wondering if we can get some of the wonderful, successful screen writers we have here to read the winning scripts, would that be incentive enough.

Commissioner Meditch said a waiver would have to be signed by everyone.

Alternate Commissioner Reiss said it could.

Commissioner Ellis asked how many would each judge have to read.

Alternate Commissioner Reiss said we were thinking we would have a top 12 screen plays, 3 in each category, and read the top 2. We would have multiple judging panels. One for each category.

Commissioner Meditch said she does not think that is what people are looking for.

Commissioner Zlotoff said he has been involved in a number of these script writing contests. Some of them involved cash which most writers love since most of them are struggling. We did one where they would be paired with a top television producer who would marshal their project. We found that most of these people just flaked. It was disappointing. We promised them something and we had been promised something and they ultimately did not deliver. If you are going to offer involvement from someone you have to make sure those people are ready to follow through. He had to catch the people and do what he could to help them. It was not fun for them or him.

Commissioner Meditch said there are so many contests. There are many pitfalls. She encourages the group to really talk to people before you do it so we are not getting in each others way or reinventing the wheel. Get best practices from people who have done this. What is it that lifts this to its own level relative to Santa Fe. What can be the special branding.

Commissioner Kirk said what sets us apart and makes this different from every other contest that is done.

Commissioner Zlotoff said one possibility is to make it about what is unique about Santa Fe. The culture. Native American, Spanish and Anglo. Instead of just the normal format make it about a Native American story, Spanish story and Angle story Use those as categories. Otherwise what happens is someone says they submitted a Native American script or a Spanish script and they did not get chosen so you guys are biased. Just a thought.

Mr. Ellis said that is something that sets us apart. Celebrate the culture of Santa Fe.

Chair Potter asked Andrea and Kirk if they would like to go to Milton's meeting and give him a little direction.

Commissioner Meditch said she will be out of town.

Commissioner Ellis will try to make it.

Commissioner Zlotoff said if we do it celebrating cultures it could help with avenues of funding. You can go to individuals with funding and say no one does it like this. Would you support this.

Commissioner Meditch said there are people who are doing this. You have to do the research as to how to make it distinctive.

Chair Potter said we look forward to hearing more at the next meeting.

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

There was not report.

#### **12. REPORT: SANTA FE NETWORK**

Commissioner Zlotoff said The Santa Fe Network had a meeting with the Mayor, the new head of the Arts Commission, Carlos Medina and our marketing person. We presented them with analytics and a package of what we did, spent and the response we got demographically and geographically. He will submit that report at the next meeting. Also he is presenting that report to OTAB as required by the grant. We got upwards of 120,000 views and had a reach of over a million page connections. We spent an overall amount of \$5,000 on ads and marketing. We did extremely well in New Mexico, Colorado, Texas, and Arizona. We did better in New York and LA than we ever expected to do. Our biggest demographic was 25 to 35 year olds, which is the demographic we were looking for. In our conversation with the Mayor and Pauline we let them know that we spent about \$43,000 to make these 12 episodes. If they want to continue it will cost four times that amount because he donated all of his services. They would need funds to pay for the roles he did. He thinks it is still a relatively modest amount of money for 48 minutes of content. He will be talking to Pauline in the next two weeks to see if she can figure out the funding. She needs to step up at this point. We received a \$30,000 grant and we raised \$11,000 in addition to that. We would need to have three or four seasons and have it be successful in order for us to raise the funds needed for this. If the City wants this they will need to step up. If it is not what they want that is fine. He is waiting for them to decide what they want to do.

Commissioner Zlotoff said we are going to hold another Above The Line event in Albuquerque on January 15<sup>th</sup>. He is hoping to get people from the Administration and Legislature to come. His hope is that the working group will have a basic outline of a plan and we can say this is what we are hoping to do with Legislature and who wants to step up to push this initiative through. That is our next target event. We will be meeting with Max Myers as a sponsor. He has expressed interest. On other Network notes we are the same marketing team who did *Our Own Devices*. We are going to do another



push on that. He did have a conversation with Amazon. They are very interested in what we are doing. He wants to maintain a relationship and wants to keep us on his radar. There were no promises.

Commissioner Meditch asked is there an episode in Spanish.

Commissioner Zlotoff said Carlos frequently spoke partly in Spanish and partly in English. He used a lot of Spanish phrases. The response on his social media was exceedingly positive. His audience liked it and liked the fact that it was all three cultures and no one was excluded and that Santa Fe was doing this and they were part of it. We did not get as much reaction from the Native American community, but what we did get was all positive. Our Native American host was from Taos Pueblo and they were thrilled to be included.

Alternate Commissioner Spitzmiller asked did the sponsors have an expectation that they would be part of your content.

Commissioner Zlotoff said we went to various locations and events. If it was in the Santa Fe Summer Events Calendar, we talked about it. All of those got mentioned for 20 seconds. He said to the Folk Arts folks and the Indian Market folks that if they would give us some funding we would give them more content. The amount of additional time they got would depend on the amount of the funding. It influences the content, but does not dictate it.

Chair Potter asked when does the Legislature start.

Mr. Trujillo said January 21st.

Commissioner Zlotoff said Jim Gollin is coordinating the Legislators we need to get.

Commissioner Zlotoff said we had another Above The Line working group meeting and divided up responsibilities for the event. The group is working because it will take work to pull this off. He has a tentative meeting set with the Governor for sometime next week, in part, to talk about all this in a very general way and to begin to elicit her and her administration's interest. There actually is a Governor's State Film and Digital Media Council. They meet quarterly, mostly by phone.

Chair Potter asked Commission Ellis if he was on that Council.

Commissioner Ellis said he started it, but you can't accomplish anything meeting quarterly.

Commissioner Zlotoff said it is there, but it is not doing anything.

Commissioner Ellis said it has not done anything for he last 15 years.

Chair Potter asked what will you be asking the Legislators to do in the session.

Commissioner Zlotoff said to provide some resources to fully develop the plan so we can come back with specifics. Right now there is an education fund that is funded by productions that come here. It goes to schools, etc. What if we took all that money and started to make movies with it that we could sell and give opportunities to young people to make \$300,000 budget movies. Get that going. Possibly to adjust SB2 so that over time companies coming here have to use more New Mexico content. We are bringing in a lot of fish to New Mexico with this money, but we are not teaching New Mexico how to fish. We want to build our own local talent business and infrastructure so we can continue to make content if Hollywood goes away. In a nutshell that is what it is. Tap into this money coming into the state from Hollywood. Canada is doing this. We will be asking at the session after this for the adjustments to SB2 that we are looking at. Between this session and the next we will be going around New Mexico to sell this idea. There is a model like this that was done by the marijuana initiative. Building consensus. What we are suggesting is infinitely less controversial. If you are reading the newspapers there is a glut of oil and gas money. If that goes down we need to be prepared with an industry to fill that gap.

Chair Potter asked Fabian what he thought about this effort.

Mr. Trujillo said he fully supports this effort.

Alternate Commissioner Reiss said they need to examine the educational component. Those funds are given to the colleges and universities around the State. You may want to tread lightly on that.

Commissioner Zlotoff said we are not about taking that away. The plan is to start building a flow chart as to how all the different funds will flow to each other and away from each other. Part of the plan is to build the infrastructure within the institutions. We may give money to the head of film program and say part of your job is to help young people learn and get trained and feed them into the film productions. Get them all to become a farm team system. We are trying to draw from every community in the State. Santa Fe Film Farms. We are looking to enhance the education component, but not so that it is used individually and not used to build these pathways.

Alternate Commissioner Reiss said he does not disagree with you, but you will have a lot of convincing to do with the educators. They use this money to supplement the budgets they don't have.

Commissioner Zlotoff said that to him is a State investment. To put more money into the institutions. He is not about taking away. He is about building something.

Alternate Commissioner Reiss said you are going to have to spin this carefully and strategically.

Commissioner Zlotoff said he gets it.

Commissioner Meditch asked is this still focused on above the line.

Commissioner Zlotoff said yes.

Commissioner Meditch said a lot of the programs in education focus on crew.

Commissioner Zlotoff said Doug Acton has expressed considerable support on this. We will be going to meet with the new President and Business Agent for the Union and explain to them how this will bring more work to them. If there are more local productions there will be more work for them.

Commissioner Meditch said also there are many of the film training programs that are not focused on above the line. How do you go into these programs and focus on above the line and build toward a pipeline of above the line that is recognized.

Commissioner Zlotoff said there have been extensive efforts to support below the line. Netflix wants to train them here and send them to locations around the world. We want to identify those programs and say we want to start providing that for above the line.

Mr. Trujillo said what Lee is doing is like building a film entertainment industry so that both above and below the line work and it is diversifying our economy. He thinks this will go over very well. When Intel first came here they were importing almost all of their talent. They did something very similar to what Lee is doing. They went to educators in the State and worked with them to build a pipeline. Eventually, after 10 years or so, many New Mexicans were working at Intel. What Lee is doing is very similar. This will help both rural and urban. We have a really good chance of getting this done.

Commissioner Paisner said this is what the Commission was formed for. He is happy to see this happening and that the Governor is supportive.

Chair Potter said congratulations Jacques on the great Film Festival.

Chair Potter said thank you Lee. You are amazing.

Commissioner Zlotoff said he will send out an email that the next meeting of his working group will be on December 2nd.

Commissioner Meditch said she would like to come.

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

Alternate Commissioner Ragano complimented Commissioner Paisner on the films he saw at the Festival. They were incredible.

Commissioner Meditch thanked Jacques for their support of her film, *Ernie and Joe*.

Alternate Commissioner Ragano said he heard great things about *Seventeen Blocks*, the film about Washington.

Commissioner Lujan said one of his full time instructors won a couple of Emmys in the documentary category.

Chair Potter said fantastic.

Commissioner Ellis said he has been working with the History Channel and Netflix.

### **14. GOALS FOR NEXT MEETING**

Chair Potter said we will have follow up reports from Commissioner Zlotoff and Alternate Commissioner Reiss.

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

Ms. Kessler asked where does the information on film come to the Governor from.

Commissioner Zlotoff said he suspects it comes from Alicia Keys, the Cabinet Secretary over film. He is going to be meeting with her. She is key to making any of this possible.

Ms. Kessler asked is there any crossover with the New Mexico Film Office.

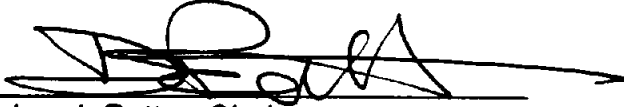
Commissioner Zlotoff said yes. They are grossly underfunded. When SB2 passed no additional money for the Film Office was allocated. They are understaffed and over worked. They will be consulted and included, but to expect they have any time or resources to address this is unrealistic and unfair.

Chair Potter said the Director of the Film Office presented to us shortly after taking the position.

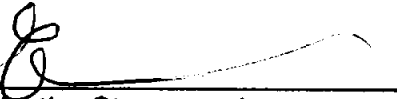
16. **NEXT MEETING**  
**DECEMBER 3, 2019**

17. **ADJOURN**

There being no further business before the Commission the meeting adjourned at 11:20 pm.

A handwritten signature in black ink, appearing to be 'Deborah Potter', written over a horizontal line.

Deborah Potter, Chair

A handwritten signature in black ink, appearing to be 'Elizabeth Martin', written over a horizontal line.

Elizabeth Martin, Stenographer