



Agenda

Santa Fe Film and Digital Media Commission

December 3, 2019

10:00 – 11:45 AM

Ballroom B, 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, rrandall@santafenm.gov ,	10:04
Report: Jennifer LaBar-Tapia, Acting Executive Director, Santa Fe Film Office re current and upcoming productions jlabar@sffo.film , 505-986-6293	10:09
Report: Fabian Trujillo, Office of Economic Development, re tele-communications and Santa Fe Midtown, fttrujillo@santafenm.gov , 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	10:45
Report: Santa Fe Network and possible Above-the-Line incentives' working groups	11:10
Any other business or announcements	11:20
Goals for next meeting	11:25
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, January 7, 10:00 – 11:45 AM, Peralta Room, Convention Center

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: November 25, 2019

TIME: 10:10 AM

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, BALLROOM B
TUESDAY, DECEMBER 3, 2019, 10:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1-2
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF MINUTES	APPROVED	2
INTRODUCTION OF VISITORS	INFORMATION/DISCUSSION	2
REPORT: TOURISM SANTA FE	INFORMATION/DISCUSSION	2-3
REPORT: SANT A FE FILM OFFICE	INFORMATION/DISCUSSION	3
REPORT: OFFICE OF ECONOMIC DEVELOPMENT	INFORMATION/DISCUSSION	3-4
REPORT: RESOURCE LIST	INFORMATION/DISCUSSION	4
REPORT: CONTEST WORKING GROUP	INFORMATION/DISCUSSION	5-7
REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP	INFORMATION/DISCUSSION	7-8
REPORT: SANTA FE NETWORK	INFORMATION/DISCUSSION	8-10
ANY OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	10
GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	10
QUESTIONS FROM VISITORS	INFORMATION/DISCUSSION	10-12
ADJOURN	ADJOURNED	12-13

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, BALLROOM B
TUESDAY, DECEMBER 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 Deborah Potter, Chair, at 10:00 am on Tuesday, December 3, 2019, at the Convention Center, Ballroom B, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Lee Zlotoff
Michael Becker
David Aubrey
Jim Gollin
Doug Acton
Chris Jonas
Elias Gallegos
David Manzanares
Jacques Paisner
Anna Darrah, Alternate Commissioner
Alexandria Bombach, Alternate Commissioner

MEMBERS ABSENT

Adam Shaening-Pokrasso, Excused
Pamela Pierce, Excused
Andrea Meditch, Excused
Kirk Ellis, Excused
Milton Riess, Excused
Alternate Commissioner Jilann Spitzmiller, Excused
Alternate Commissioner Frank Ragano, Excused

OTHERS PRESENT

Fabian Trujillo, Economic Development Office
Randy Randall, Director, Tourism Santa Fe
Matthew Kabakoff, IATSE 480
Steve Graham
Lynette Kessler

Liam Lockhart
Alexandria Rinzo
Julie Eringer
Elizabeth Rich
Kristin Goodman

3. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Gollin, seconded by Commissioner Acton, to approve the agenda.

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF MINUTES

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

The visitors to the meeting introduced themselves as Matthew Kabakoff, IATSE 480, Steve Graham, Lynette Kessler, Liam Lockhart, Alexandria Rinzo, Julie Eringer and Elizabeth Rich.

6. REPORT: TOURISM SANTA FE

Mr. Randall reported that he is working with the County on a new agreement to co-fund the Santa Fe Film Office. He has not heard anything regarding Eric as to if he is coming back or not. He did have to terminate because the County felt it was a conflict. He could be reinstated, but we don't know when. Hopefully the new contract with the County will be for four years. Having the film office is incredibly important to the film industry in the City of Santa Fe and the County. It is co-funded between the City and the County at \$150,000 each. The County provides the space and support for the office in addition to that.

Mr. Randall said as to the Airport, they did not have to close with the snow storm we had. They have a new plow and deicing machine we never had before. One flight was severely delayed, but it was because of Denver not Santa Fe. We have a gap in transportation for late arrivals out there and we are working now with two companies to try to subsidize that service. People get stranded out there. We are working on that.

Chair Potter asked how are we doing on flights to the LA area.

Mr. Randall said until the Airport spends the \$9 million they got from the Legislature to do the expansion they tell me that the Airport cannot handle additional airlines so we have to use American or United. The Airport is the City's number one priority into the new Session and they are asking for another \$8 million to \$9 million. American won't fly over their hubs so LA does not work for them. United is somewhat interested. There is a discussion about that possibility. Chicago would be just as good for tourism, but not for film

Mr. Gollin asked the money that got allocated, how does that process work and when can we expect the existing money to be spent.

Mr. Randall said they are not his funds to spend so it is hard for him to speak to that. They have started using it. Design and other things have been contracted for. We are meeting with the Legislators and there will be a positive story to be told. It is frustrating. There is a very serious commitment on the part of the City and Mayor. It will not be allowed to linger like the parking lot has. They are being conscientious about not spending funds on the parking lot before the design of the renovations.

Mr. Jonas said Eric Witt is one of our greatest assets locally. Has such a great knowledge of film in New Mexico. It strikes him that it would be a real shame to not do whatever we can to make sure there is a space for him.

Mr. Randall said he knows how much he is appreciated and we would like to have him back here. We are in good communication. The problem is that now he has dabbled into production and if he likes it and does a good job he may choose to do that. From a City standpoint we would certainly want him to come back to the office. He will let him know your comments.

Chair Potter said he does know how valuable he is. Thank you.

7. REPORT: SANT A FE FILM OFFICE

Chair Potter said Ms. LaBar-Tapia was not able to be here today.

Mr. Acton read her report for her which included that "News of the World" just finished production; Roswell is still shooting at Santa Fe Studios until the end of January, there is a new western in pre-production, there is a kids cable show looking at Santa Fe for a new series and she is working on two other projects, one is a Sci-Fi and one is a western.

8. REPORT: OFFICE OF ECONOMIC DEVELOPMENT

Mr. Trujillo said Daniel Hernandez is going to send him an update on Midtown and he will send it to everyone. On broadband there are no changes.

Commissioner Paisner said there was an op-ed in the *New Mexican* about Midtown. It said they thought the process could have been more transparent. Any thoughts about that.

Mr. Trujillo said it has been pretty transparent. The RFEI just closed. They are reviewing those responses. It is a matter of perception. Everything we have been doing has been posted on the website. We got feedback from over 2,000 people when we started this. The next phase will be implementation. He is not sure what they are talking about regarding that.

Commissioner Paisner said the main complaint was that the proposals that did not become finalists did not get listed.

Mr. Trujillo said that is a procurement issue. The procurement process is following State Procurement Rules. It is a closed process as to reviewing the proposals. Once the selection is made everything is then public information. During the process it is confidential. They are all scored in a fair manner by a committee.

Commissioner Zlotoff said with all due respect to the *Santa Fe New Mexican*, they are always looking to rake muck. It is more fun than saying all is well. He agrees this has been a very transparent process. Ignore the stones thrown by the *Santa Fe New Mexican*.

9. REPORT: RESOURCE LIST

Commissioner Gallegos said we both have been out of town and do not have much today. We are hoping to meet this afternoon or very shortly and will have a report for the January meeting.

Alternate Commissioner Bombach said she is hoping to create a survey before the next Above The Line meeting in Albuquerque so we can get a better sense of who is actually here. She would love to send the survey around for comments.

Chair Potter said send it to Fabian and he will it send to us.

Alternate Commissioner Bombach said she would like to have a discussion in January on this project.

Commissioner Zlotoff said in the lead up to the Above The Line meeting in Albuquerque we could send it out to the mailing list.

10. REPORT: CONTEST WORKING GROUP

Commissioner Lujan said we met a couple of weeks ago. Mainly we talked about who is eligible and who is the contest for. Does the screen play need to be set in Santa Fe or New Mexico in general. We did not arrive at any concrete conclusions except that it should probably be a mixture of both and it should be open to anyone over age 18, but with New Mexico residents given priority. A certain percentage of the screenplay should take place in Santa Fe so it would be shot in Santa Fe. We decided on three categories - feature length films, pilots half hour or hour for TV and student shorts. We talked about other eligibility criteria and we looked at criteria other screen play contests used. Generally the criteria is original work only, the writer must own the rights to the work, but agree to allow the Commission to promote it and use excerpts for readings, writing teams are okay, but limited to two people, no adaptations, if the screenplay is produced during the competition that screenplay is disqualified, it cannot be already optioned or sold and it cannot be a professional writer. The writer cannot have earned over \$25,000 as a professional writer and it must be submitted in the English language. Whomever submits a screenplay may not be associated with the Film Commission or the City of Santa Fe. As to length, 120 pages for feature films, 25 to 35 pages for half hour pilots, 35 to 60 pages for one hour pilots and 15 pages for student shorts. One submission per person or writing team. This is what we have proposed. At our next meeting we are going to be crafting a mission statement that says how we are trying to provide opportunities for New Mexico, particularly Santa Fe, talent.

Chair Potter said fantastic.

Commissioner Lujan said we are still working on prizes. He is not sure about the feasibility of any cash prizes. We can't disburse cash. We talked about the winners being provided the benefit of our professional experience to let them know what they need to do to get it ready for investors. We hope to recruit our professional contacts to mentor the writers. The long range plan is tied into the Above The Line efforts. Perhaps these writers could be funneled toward the Roger Foreman model.

Alternate Commissioner Bombach said if the goal is to connect into that it would be great if it was more northern New Mexico and not just Santa Fe and specifically New Mexico screen writers.

Commissioner Lujan said we are still open to feedback and suggestions.

Chair Potter said Randy is excited about the project because it promotes Santa Fe. Our mission is to help stimulate the industry in the City of Santa Fe and in Santa Fe County.

Mr. Randall said he is excited about it and whatever he can do to promote it he is willing to do so.

Chair Potter asked is this an OTAB possibility.

Mr. Randall said that is over for the year. We could promote it, but providing a prize, no.

Commissioner Lujan said the vision is to make it open to everyone, but Santa Fe or New Mexico residents would be given priority.

Chair Potter said it has to shoot partially in Santa Fe.

Mr. Randall said to get national interest it would have to be a significant prize. Locally a couple of thousand would work. Nationally would have to be much bigger. Maybe we just do Santa Fe and New Mexico first.

Commissioner Becker recommended that we do a pilot program and keep it small for the first year. Keep it Santa Fe based and build on that.

Mr. Randall said he would at least do Santa Fe and New Mexico because we want to be part of this big thing happening in New Mexico and don't want to appear to be separate.

Commissioner Jonas said he wonders if rather than a cash award it would be more appropriate to consider something more along the lines of an engaged investment in a screenplay. We could have a committee to pitch the screenplay to funders and help the writers with the mechanisms as to how you would get it done. That is the critical capital method. It comes from the National Endowment for the Arts. Maybe something like that instead of the classic cash model.

Alternate Commissioner Darrah said she is excited about the creative capital idea. Thinking of us and who is here and how difficult it is for us to take our projects into that space, she is not sure we would be providing successful pathways for people.

Alternate Commissioner Bombach said she did the creative capital model exercise. It is people of high caliber mentorship. She would be worried about us providing the mentorship as well.

Commissioner Jonas said you may create a pathway for all film makers. That is a gap in the industry we have in Santa Fe.

Chair Potter said she would like to give you a goal of by our February meeting having a more refined plan and have the newspaper cover it.

Commissioner Acton said February is in the middle of the Session.

Chair Potter said she does not see a conflict other than you being busy.

Commissioner Acton said we will all be busy.

Chair Potter said if we need to postpone it we will.

11. REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP

Commissioner Jonas reported that after two and a half years we have had a dramatic arc. This past year we have not been able to generate the energy to sustain the effort on a volunteer basis. We have a bunch of talented people with busy lives and we are not able to sustain the organization. After not succeeding at finding its feet as an organization, we have been working on networking sessions driven by the younger film people in Santa Fe. He does not have the resources to sustain it himself. At this point, the Alliance does not have the where with all to continue as it was. We can go back to being just a Commission working group. He would not be able to be the continuous leader of it. It is really important to have something like the Alliance to reflect our support of digital media as we are prescribed to do. We are predominately film makers in this circle. Having a diversity of industry sectors at this table would help. Appointing additional emerging media people would help. So we are putting the project up on blocks. This is a project of this Commission itself so we would have to do that collectively.

Alternate Commissioner Darrah said on one level it feels like it has been really successful and that it did accomplish what it needed to accomplish. Maybe it is a shift in purpose and it becomes a biannual or quarterly event and that there is a point to it. Shifting the mission.

Commissioner Jonas said it still needs energy and volunteers to do the work.

Chair Potter asked who is on the working group.

Commissioner Jonas said Sarah Spangler and Michael Garfield and a changing array of others who come and go. Without having an objective to work towards it makes it hard to keep it going.

Alternate Commissioner Darrah said maybe networking is not what the need is.

Alternate Commissioner Bombach said please explain what is the difference between these folks and film people.

Commissioner Jonas said these folks tends to be people who use the moving or

digital image installation context and 3D context and web applications. Everything except the traditional film industry.

Commissioner Aubrey said this is an unfair barometer of the interest that is there. It did all get a lot of visibility in promoting Currents. As a Commission, maybe the focus moves back to support rather than being the driving force behind it.

Mr. Randall said each year we have series of weeks we are promoting. We are going to do two new ones next year and one is New Media Week. Currents will be involved. We will be promoting New Media Week when Currents is happening. The group could within itself maybe highlight New Media so we can get more going on during that 10 day period than Currents. It would give the group a focus.

Chair Potter said Frank Ragano is a member of the New Media group.

Mr. Randall said the week will be in June around Currents.

Chair Potter said she is hoping that in the next month or two you have a working group meeting. Who would like to attend and help Chris out.

Commissioners Aubrey and Gallegos, Ms. Kessler, Mr. Kabakoff and Ms. Rich volunteered to participate.

Chair Potter said Chris Jonas will contact you. Start with one meeting and see where it goes.

Chair Potter said thank you for all you have done Chris.

Commissioner Jonas said it may behoove the project to choose new leadership. He will reach out to Frank as well.

12. REPORT: SANTA FE NETWORK

Commissioner Zlotoff said as far as Network our next step is he is reaching out to the Arts Commission Director to find out the City's level of interest in continuing the *Hey Santa Fe Project*. Depending on that response we will start to put together a team to do another series. If not, we will turn those efforts elsewhere. We are planning an Above The Line event on January 15th in Albuquerque from 5:00 pm to 8:00 pm. He met with Max Meyers of New Mexico Bank and Trust. They have branches down there that he is going to introduce us to. It is very likely they will once again support the event. We are thinking it will be a larger event because there is a bigger population of above the line people in Albuquerque. We are in conversations with Jim Gollin regarding getting Administration and Legislative people there. The purpose of the event is to start

sharing with that community what the Above The Line initiative working group is doing and the overarching plan is to get feedback and buy-in from that community to help move the initiative.

Commissioner Zlotoff said as to the Above The Line initiative, the most encouraging news is that he had lunch with the Governor and key advisors and laid this out on the table as to what we are trying to do and the thinking behind it and what would be required. The response was very positive. Having seen the success of the Cannabis Task Force, they embraced the idea of setting up a task force to do this. He explained that we are planning to spend time between this session and the 2021 session, if need be, to go around the State and help to sell or convince stake holders how this would benefit all communities around the State and young people coming from all the film programs around the State. By the 2021 session we would have a fairly strong coalition to enact the things we have been talking about. We met yesterday as a working group. He is pleased to say it was the most well attended meeting so far. 12 or 14 people were there. We discussed the program we are imaging. Building on SB2 legislatively, providing or reviving existing programs, finding a way to start creating a viable business model and how do we tie in the educational component. We discussed all that in detail and various people volunteered to look at refining those elements and become more educated on what exists and how to build on that. It was an extremely productive meeting. We now have the core of what we are going to attempt to do over the course of the next year. One of the things he requested is it needs a name now. It is time to start branding this. Any suggestions. It should have New Mexico in there. Let him know if you have any ideas. Hopefully by the next meeting we can decide what to call it. Several people around the table were there. He is very encouraged. The Governor could not have been more responsive and encouraging. Also there was recognition between the State Economic Development Department and the State Film Office that they did not have the resources to do this. Establishing a task force will help funding with private donors.

Chair Potter suggested New Mexico Film Makers Initiative as a name.

Commissioner Aubrey asked is this then the focus of the January 15th meeting.

Commissioner Zlotoff said pretty much yes. To present to the Above The Line group meeting in Albuquerque. How do we start aligning the Network and resources to take advantage of the boon in business. Now that we are starting to try to do something we want to get the feedback and buy in. That is the value of those meetings, particularly if people from the Administration and the Legislature are there. The audience can see those people are there and have interest in making it work and those people can see there is a constituency there who wants this. That is valuable. There are a lot of smart minds working on this. We have a golden opportunity between dealing with Hollywood currently and the surplus of gas and oil. The Administration appreciated the need for sincere economic development in other sectors. It seems to him we would be remiss if we did not make an effort now to try to do something. It is

doable.

Alternate Commissioner Darrah said she would love to work with him to develop the ATL event.

Commissioner Zlotoff said he is happy to have an many volunteers as want to step up. At the end of this week we will send out a Save the Date email. Thank you.

Chair Potter asked when does the Legislature begin.

Commissioner Acton said January 21st.

Chair Potter said this is excellent timing. Thank you Lee for all your work. This is so exciting.

13. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Commissioner Jonas said we at Little Globe are looking for a new film maker on the young side of the work and ideally from New Mexico who has deep skills and talent in cinematography and mentorship who wants to become a producer. Let him know if you have ideas.

Commissioner Zlotoff said from the beginning of February until mid March he will be in Telluride, Colorado producing a workshop for the production of *MacGyver The Musical*.

Commissioner Gallegos said congratulations. That is awesome.

Chair Potter said thank you all of you.

14. GOALS FOR NEXT MEETING

Chair Potter said we will have reports from everyone. Commissioner Lujan will chair the meeting.

15. QUESTIONS FROM VISITORS

Ms. Kessler commented on New Media Week and that she is excited to be part of Chris' working group.

Chair Potter said thanked her for volunteering to participate.

Ms. Rinzo said she is an actress, producer and screen writer. She asked what the point of the screenplay competition was and what it hoped to achieve

Commissioner Lujan said the point is to promote New Mexico talent.

Alternate Commissioner Bombach asked to what end.

Commissioner Lujan said ideally if we can't get cash prizes it would be to help develop the script to get it ready for investors and give it the best chance possible to succeed. Everything is still in development. You are welcome to attend the working group.

Alternate Commissioner Bombach said she would love to.

Chair Potter said thank you for helping.

Mr. Lockhart said he is wondering if there could be integration of the screen play competition with Above The Line. Keep is localized. The selection could be by the Above The Line committee and State funds could be used to fund it and the production gets made.

Commissioner Lujan said that would be ideal.

Commissioner Zlotoff said we are in those conversations now. It needs to get a little better defined so we know where to plug in.

Ms. Goodman said in her experience as a writer and film maker the biggest step in her career was winning the Santa Fe Screen Writing Contest. She met people who helped her that she still has relationships with today. That model was a very big connector to LA. The experience she gleaned was massive. If you could look at that and see how they created that and figure out a way to spring board off of it, it could be highly effective. It is building for tourism and giving the film community here a clear connection to people in LA who want to come here. People would come to a conference here and spend time talking to and mentoring people. Give them a motel room and plane ticket. It did bring people from LA to Santa Fe in 2003.

Commissioner Acton said that happened under Richardson.

Commissioner Zlotoff asked who organized that.

Alternate Commissioner Darrah said Larry Stouffer.

Commissioner Lujan said it would be great to have you at our meeting as well.

Ms. Goodwin said sure. The most effective screen writing contest she was part of was connected to a film festival. If someone wins the screen writing contest and gets honored at the film festival, there are people there who are making films are in the room and they have the opportunity to set up meetings and a clear pathway to introduce

themselves to contacts.

Commissioner Paisner said to him a contest without a prize is not a contest. He is excited about the three of you joining the working group and putting them on track.

Ms. Goodwin said the biggest issue is investments and funding for films. Something that could help local film makers is knowing the financial groups who do invest in film. That would do more for film makers than a contest.

Chair Potter said we had an Above The Line event about financing and had financial people on a panel.

Commissioner Zlotoff said you are correct. The mission is to create enough of a comfort level so people here will feel comfortable investing in films. Inherently it is a risky business. The goal is to build enough of an Above The Line infrastructure so that those investors will say they trust these groups and organizations and trust film in New Mexico and will put money into film. There is lots of art funding in the community, but not in content creation. That is the ultimate goal. To have a pool of resources here to connect projects with. Take advantage of the incentives here. That has not been built yet. This is all part of the process to get there. Investors will not step forward until they are convinced and confident that these organizations know what they doing to invest in. That is the pot of gold at the end of the rainbow. We are not there yet.

Ms. Rich said she did not hear arts and education mentioned. Is there any part of this Commission that talks about that.

Chair Potter said we have as our committee chairs, Commissioner Lujan from IAIA and Commissioner Riess from the Santa Fe Community College. That is the education component.

Commissioner Zlotoff said there are a couple of organizations here who have done incredible work through the State Dance Institute. They have been very effective in fundraising in the State. Also the New Mexico School for the Arts. They are actively pursuing a film program for their students. One of his hopes is to connect with them. We are moving in the right direction. He sees this as a multi-year project.

Chair Potter said we are closer than we were three years ago.

Commissioner Gallegos said the Stagecoach Foundation is a new nonprofit invested in outreach and education. We will talk after the meeting.

16. ADJOURN

There being no further business before the Commission the meeting adjourned

at 11:30 am.

Deborah Potter, Chair



Elizabeth Martin, Stenographer