



# Agenda

## Santa Fe Film and Digital Media Commission

Tuesday February 4, 2020

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: LA Flights Randy Randall, Director, Tourism Santa Fe, 955-6209, <a href="mailto:rrandall@santafenm.gov">rrandall@santafenm.gov</a> ,	10:05
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 and Santa Fe Midtown, <a href="mailto:frujillo@santafenm.gov">frujillo@santafenm.gov</a> , 955-6912	10:25
Report: Contest working group, Commissioner Milton Riess	10:30
Above-the-Line incentives working group, Commissioner Jim Gollin	10:35
Report: Santa Fe Network, Commissioner Michael Becker	10:45
Report: Resource list, Commissioner Elias Gallegos and Alternate Commissioner Alexandria Bombach	10:55
Discussion: How we can support emerging media industries and the Emerging Media Alliance, all commissioners plus Randy Randall and Fabian Trujillo	11:05
Any other business or announcements	11:30
Goals for next meeting	11:25
Questions from visitors	11:30
Adjourn	11:45

**Next meeting: Tuesday, March 5, 10:00 – 11:45 AM, Peralta Room**

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: January 29, 2020

TIME: 2:55 PM

**SUMMARY OF ACTION  
SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
CONVENTION CENTER/ PERALTA ROOM  
TUESDAY, FEBRUARY 4, 2020, 10:00 AM**

<b><u>ITEM</u></b>	<b><u>ACTION</u></b>	<b><u>PAGE</u></b>
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: LA FLIGHTS	INFORMATION/DISCUSSION	2-3
REPORT: SF FILM OFFICE	INFORMATION/DISCUSSION	3
REPORT: TELECOMMUNICATIONS AND MIDTOWN	INFORMATION/DISCUSSION	3-4
REPORT: RESOURCE LIST	INFORMATION/DISCUSSION	5-7
DISCUSSION: HOW CAN WE SUPPORT EMERGING MEDIA INDUSTRIES AND THE EMERGING MEDIA	INFORMATION/DISCUSSION	7-8
ANY OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	8-9
GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	9
QUESTIONS FROM VISITORS	INFORMATION/DISCUSSION	9-10
ADJOURN	ADJOURNED	10

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
CONVENTION CENTER/ PERALTA ROOM  
TUESDAY, FEBRUARY 4, 2020, 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, February 4, 2020, at the Convention Center, Peralta Room, Santa Fe, New Mexico.

**2. ROLL CALL**

**MEMBERS PRESENT**

Deborah Potter, Chair  
James Lujan, Vice Chair  
Adam Shaening-Pokrasso  
Pamela Pierce  
David Aubrey  
Jim Gollin  
Doug Acton  
David Manzanares  
Chris Jonas  
Andrea Meditch, Telephonically  
Elias Gallegos  
Jacques Paisner  
Michael Becker  
Alexandria Bombach, Alternate Commissioner  
Frank Ragano, Alternate Commissioner

**MEMBERS ABSENT**

Lee Zlotoff, Excused  
Milton Riess, Excused  
Kirk Ellis, Excused  
Jilann Spitzmiller, Alternate Commissioner, Excused  
Anna Darrah, Alternate Commissioner, Excused

**OTHERS PRESENT**

Fabian Trujillo, Economic Development Office  
Randy Randall, Director, Tourism Santa Fe  
Jennifer La Bar-Tapia, Santa Fe Film Office  
Katrina Mendoza  
Steve Graham

Lynette Kessler  
Liam Lockhart  
Elizabeth Rich  
Elizabeth Stahmer  
Margarita Archuleta  
Kabby Kabakoff  
Gay Dillingham  
Elizabeth Martin, Stenographer

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

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

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

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

The visitors introduced themselves.

### **6. REPORT: LA FLIGHTS**

Mr. Randall said the announcement was in the paper and it also talked about the sustained effort Santa Fe has been making to bring in flights. American surprised us with this. There is a flight. It is once a week. It allows people to come in or leave non stop. The cost is \$181.00 round trip. There is a good chance that we will be able to add more. There are no revenue guarantees attached to this flight. The other news is that the Airport is moving ahead with expansion plans. It is the City's first priority for the Legislature. We anticipate receiving additional funds from this Session for a two year project to bring the Airport up to the level necessary to handle a new airline.

Chair Potter said Santa Barbara expanded their airport and the ticket price. Is that likely to happen.

Mr. Randall said he doesn't see us having to increase landing fees. It should not happen. The airlines determine the ticket price. In the Santa Barbara situation they drove the price up by including landing fees to cover debt. We don't have that.

Commissioner Gollin said there is talk of lengthening the runway.

Mr. Randall said there is still a problem with landing low. He doesn't think it is an inhibitor. We can land 90 seat airplanes. He doesn't see us getting larger than that in the foreseeable future. The Federal government won't replace a runway that does not need to be replaced.

Mr. Randall said we had a great tourism year. Lodgers tax is up over 9%. Downtown occupancy is better than 76% even with the addition of short term rentals. We are now close to having 1,500 short term rental units. We were able to absorb that and increase occupancy. The film industry was very helpful in that.

Commissioner Jonas said he understands that the hotels down Cerrillos are doing better.

Mr. Randall said they are doing better. They finished the year at 67% occupancy. The rates went up as well. They had higher percentage rate increases this year than downtown. The arrival of short term rentals probably hurts Cerrillos Road more than downtown.

#### **7. REPORT: SF FILM OFFICE**

Ms. La Bar-Tapia said congratulations to Commissioner Paisner. The *Santa Fe Reporter* noted that his film festival is one of the 25 reasons we love Santa Fe. *Movie Maker Magazine* reported that Santa Fe was ranked number three for best places to live and work as a movie maker. Number one was Savannah and number two was New Orleans. Albuquerque was number one in the large City market. *Deadline Hollywood* is doing a conference next month called Hot Spots. They are highlighting two cities a year. They picked Albuquerque as the first City. They expect 90 to 100 people. It is by invitation only. She is going to have a pre-conference in Santa Fe on the Saturday before the conference. The Mayor and County Manger agreed to do welcome breakfast for them. It is scheduled for early March. It will be for studio executives. Roswell wrapped last week. It is green lit for another season. Garson is active. Holiday Falls is in pre-production. An Amazon series is coming in next week. She met with a producer and her line producer and director last week. She is bringing four projects to Santa Fe over the next three years. Three of them are green lit and financed. She is coming back next week to finalize everything. Eric sends his regards. There were 76 total productions in 2019.

Chair Potter asked what is Eric's status.

Ms. La Bar-Tapia said he is still finalizing paperwork for *The Biggest Loser*.

#### **8. REPORT: TELECOMMUNICATIONS AND MIDTOWN**

Mr. Trujillo said we are looking for a broadband/telecommunications person. We are working with HR to get that person. Midtown is still going through the process of looking at proposals. We will get a master planner in May.

Chair Potter said it is down to three finalists.

Mr. Trujillo said yes.

Chair Potter said Daniel Hernandez is coming to our meeting in March.

Mr. Trujillo said there are a lot of projects we are working on in Economic Development. One is we are working with an animation studio that is looking at Santa Fe. It is a small one. They do animation for Meow Wolf now and are looking to relocate from Dallas.

Commissioner Jonas said describe the process for Midtown. Is it a committee that is doing the vetting.

Mr. Trujillo said it is like the RFP process. The proposals are reviewed, chosen and selected. They are in the evaluation stage right now. We are not allowed to talk about it due to the State Procurement process.

Commissioner Jonas said come May the master developer will be chosen, what happens then.

Mr. Trujillo said he did not know the process. Nothing will be physically happening until fall.

Commissioner Gollin said it was reported some time ago that a land swap was contemplated so the City can get another 18 acres adjacent to the campus.

Mr. Trujillo said it is closer th 90. It has to be approved by the State Legislature for the land and the money.

Mr. Randall said it hit a bump in the Legislature. The appraisal came in higher than anticipated. It was pointed out today in the staff meeting that the anti-donation clause does not apply to governments. We could accept less than the appraised value if we chose to. The balance would be a donation we make to the State.

Commissioner Jonas said you speak about in May we will know the master developer. You have also spoken about the master plan. Is the plan and developer one in the same.

Mr. Trujillo said those equations and details would be better asked to Daniel in March. He knows the specifics.

## 9. RESOURCE LIST PROJECT

Alternate Commissioner Bombach said she would like to change this to a survey. Hopefully the survey will lead to a resource list. She just hired a post production assistant for her film and a personal assistant so she has more time for the website. She is hoping to get sponsors.

Mr. Randall said through Deborah's efforts and with the support of Councilor Lindell, we have put \$25,000 in the Tourism budget and \$25,000 in the Economic Development budget to build a fund of \$50,000.

Chair Potter said she spoke to Councilor Lindell and she asked Economic Development for \$25,000, but never heard back. Fabian researched it, but they don't have it. We will take your \$25,000.

Mr. Randall said it is important for Economic Development to get behind this as well. You need the \$50,000 to be available. When it comes through OTAB it is tied to marketing. These funds will be less restrictive in that way. You can't hire people with it, but you can do contract support with it. We will come up with a mechanism through the Chair to request funds. We will administer the funds. It will be on a reimbursement basis. With an organization with no money that will be a challenge. You need a nonprofit fiscal agent. As to the Film Office from a City standpoint the County puts up half and is the fiscal agent. The City puts in half. Economic Development and Tourism should do this half and half. The money is earmarked to support an organization the Film Commission approves and recommends. It should help with that issue. No matter how much money we have if there is not a method to move it to an organization we run into difficulties.

Commissioner Shaening-Pokras asked does that mean that fund would have to go through the RFP process.

Mr. Randall said it would be a recommendation of the Commission for approval that would go to his office. We are trying to set that up.

Mr. Randall said as a Commission you have to be careful you don't do first in first out and you run out of money before the best idea comes up. Fund the best idea, not the first idea. Ask for ideas.

Chair Potter asked Mr. Randall if he would talk to Economic Development. Councilor Lindell asked him for money, but nothing happened.

Mr. Randall said he would mention it to Mr. Brown.

Commissioner Jonas asked currently the City's cap in terms of non-bid contacts, is it \$19,000.

Mr. Randall said it depends on if it is a product or a service. If it is services, anything \$5,000 needs an RFP. If it is under we have to explain why we don't have an RFP. If it is a contract it is up to \$20,000.

Mr. Trujillo said up to \$5,000 the Department Director makes the decision. From \$5,000 to \$59,000 the City Manager makes the decision, but you have to have three bids. \$60,000 and up has to have an RFP.

Mr. Randall said if it is a four year contract it would need to be \$15,000 a year which comes to the \$60,000.

Commissioner Jonas said it sounds like it would be good for Alexandria to strategically understand this.

Mr. Trujillo said it has to go through the procurement process.

Mr. Randall said he does not see any of this as more than a commitment of one year. He suggests you take the attitude with these funds that they cannot be supporting an organization year after year. The organization should demonstrate a way they will become self sufficient.

Commissioner Jonas said it sounds like a great opportunity for the Commission to have the economic means to advance projects. One thing that would be useful is to create a step by step process in a transparent way in complying with the City process. Maybe we build that mechanism along with City staff. On the receiving end we need to be able to sit with potential receivers.

Commissioner Shaening-Pokrasso said he echos what Chris said. This is a sweet opportunity where this Commission could have some recommendation power as to how resources are directed. With that comes the responsibility to establish criteria and a process. We need to go through a vetting process. He recommends that we establish certain criteria and time lines the Commission would want to see.

Chair Potter asked who develops that process.

Commissioner Shaening-Pokrasso said we can look at other processes and work with Randy on other process.

There was discussion around Alternate Commissioner Bombach's possible proposal.

Mr. Randall said he can't reimburse anything spent before there is a contract with the City.

Commissioner Gollin said the way *Hey Santa Fe* spent some money was we



loaned it to the project and got refunded or reimbursed.

Commissioner Aubrey suggested that Alternate Commissioner Bombach can use this time to work with interested parties who would defer payment until after she has a contract and when the contract funds flow in.

Mr. Randall said for the Commission's sake spending a bit of money used wisely would be good. He will work on the other \$25,000.

### **13. DISCUSSION: HOW CAN WE SUPPORT EMERGING MEDIA INDUSTRIES AND THE EMERGING MEDIA**

Chair Potter said part of our mission is to help foster the development of these industries. Are there any ideas.

Commissioner Shaening-Pokrasso said the first thing that comes to mind is like a lot of other initiatives this Commission initiated, a lot of strong ideas were brought up. Typically the friction any groups or organization face is resources. Perhaps this is an opportunity to consider some of the things and set our sites on what we can do. We cannot do without funding. He has no new ideas, but has observed that there are some really strong people involved with interesting content. We have hit a point where we need resources. Maybe these funds might be an opportunity.

Commissioner Jonas said he just came back from witnessing what is happening in Oakland. It is an interesting cautionary tale for us. He worked with 100 different artists. They were creatives from all sorts of different sectors. The disparity of wealth is a real thing. One thing that is important for us to be mindful of is we are in conversations with corporate entities who want to come and make their homes here, but we also have the human beings of Santa Fe. He doesn't know how we talk or think about this stuff even as a City. As we look at different projects he wonders if there is some way to be more literate in terms of talking about people as opposed to corporations.

Mr. Trujillo said Santa Fe has a robust entrepreneurial economic system. A lot of things are coming out of this ecosystem in technology and emerging media. It starts with a system of the early seed stage and bringing that up to expanding and building. It is help along the whole way. There are a bunch of resources you can utilize. There is the use of venture acceleration fund. There are lots of ways to help businesses. We could do that with emerging media and film as well. Maybe there is potential help in considering thinking about an accelerator for emerging media people to get people to help them with mentorship and understanding of creating a business.

Ms. Mendoza said she agreed with Fabian. As someone with a business in Santa Fe, we came in looking for mentorship and guidance. There is a lot of potential in the Midtown neighborhood. The Silar Road project has a makers space with 65 units

of affordable housing for artists. Specifically that kind of energy is very successful.

Mr. Kabakoff said he just worked 100 plus hours for 15 years to get to where he is.

Commissioner Jonas said if there were resources available that might cut the 15 years to 14.

Mr. Kabakoff said you have to do it to learn how to do it. Start at the bottom and work up.

Mr. Randall said he loved what he just heard. Do it and maybe money will come along. Through OTAB funding Currents received \$30,000 this year to expand Currents. It will offer exposure for emerging media. Shame on everyone if they don't get behind that. Put something together and let Currents know about it and it will get marketed during the Emerging Media Week. If the idea is worth anything money will come.

Mr. Kabakoff said he runs an audio service, music production and sound tracks in one studio and has a studio for voice over protocols playback.

Commissioner Shaening-Pokrasso said he would like to comment on where emerging media emerged from in terms of the Commission. We added digital media to the title to add other areas of art. At what point does the foggy boundary of media begin and end. His recommendation is more representation on this Commission from other kinds of industries that are not traditional media and formulate a way we can create influence within our circles to recommend to City Council when those things come up. Now it is just a narrow lane of traditional film and media.

Chair Potter said these ideas are a good start.

Commissioner Jonas said in some ways emerging media arrived in this circle as the adopted kid. There is such a strong film industry. It is important as a Commission to keep digital arenas as part of our scope, but not to fragment film versus emerging media. That perpetuates a divide that is not necessary. He loved what Fabian said. What does a young person need. Connect the dots so it does not take 15 years.

Chair Potter said thank you.

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

Commissioner Acton said February 10<sup>th</sup> is Film and Media Day at the Roundhouse. Also there is SB649 which provides \$100,000 as a Senator Pinto Memorial Fund for film making. Go to [nmfilm.com](http://nmfilm.com) for more information.

Alternate Commissioner Bombach said Indigo Girls are coming to the Scottish

Rite on Thursday. She is filming there. There are still some tickets available.

## **15. GOALS FOR NEXT MEETING**

Chair Potter said we will continue our conversation on emerging media.

Commissioner Paisner said he would like to talk about Santa Fe's identity as a film City.

Chair Potter said hopefully we will have a presentation on Midtown from Daniel Fernandez.

## **16. QUESTIONS FROM VISITORS**

Ms. Mendoza said thank you for the invitation to join you today. She is a video editor and does animation. Her wife does design creation. She has read the minutes and is curious about what are some of the broader goals and missions of the Commission. How can she plug in and help.

Chair Potter said our mission is to help foster film and digital media. Foster, support and encourage development of these industries in Santa Fe and Santa Fe County. We have one County member on the Commission. There are categories of membership. She will send her the resolution that created us.

Ms. Kessler said she is on the Board of Directors for KSFR and we are looking for celebrities to do PSAs about how great KSFR is. If anyone is interested let her know. She considers all of you as celebrities and we are also looking for Board members.

Mr. Graham said he is closely following Midtown. Of the three entities reported, Central Park Santa Fe, Kaddy Enterprises and Raffles, the non education entities are dedicated to expanding Garson. The process is that the City has sent out questionnaires to the entities and are in the middle of the process. He is on the Board of the Film Foundation. We have been very interested in coordinating with other nonprofits and organizations to coordinate efforts. If it is a screen play contest, for interest, is it considered as to if it is complementary to other entities and their efforts. The Foundation is willing and interested in coordinating with the Commission. The Foundation also has an above the line directory.

Ms. Dillingham asked what is the budget for the Foundation.

Mr. Graham said we are working on expanding the reach of it.

Commissioner Paisner said it is about \$100,000.

Ms. Dillingham said she is still in the learning stage. She has some ideas for the next meeting to share. She is glad this evolved in this City. It is timely.

**17. ADJOURN**

There being no further business before the Commission the meeting adjourned at 11:45 pm.

\_\_\_\_\_  
Deborah Potter, Chair

  
\_\_\_\_\_  
Elizabeth Martin, Stenographer