

**FILM AND DIGITAL MEDIA COMMISSION
TUESDAY, FEBRUARY 1, 2022, 10:00 AM
ATTENDED VIRTUALLY**

1. CALL TO ORDER

The meeting of the Film and Digital Media Commission was called to order by Chair Dillingham on Tuesday, February 1, 2022, at 10:04 am and was attended virtually.

2. ROLL CALL

MEMBERS PRESENT

Commissioner Gay Dillingham, Chair
Commissioner Pamela Pierce
Commissioner Chris Jonas
Commissioner Milton Riess
Commissioner David Aubrey
Commissioner James Wysong
Commissioner James Lujan
Commissioner Frank Ragano
Commissioner Andrea Meditch
Commissioner Robert Dennis
Alternate Commissioner Steve Graham
Alternate Commissioner Katrina Mendoza
Alternate Commissioner Anna Darrah

MEMBERS ABSENT

Commissioner Jilann Spitzmiller
Commissioner Elias Gallegos
Commissioner Harvey Kahn

OTHERS PRESENT

Justin Rhody, No Name Cinema
Janice Krish, Commission Liaison, Economic Development Department
Jennifer LaBar-Tapia, Director, Santa Fe Film Office
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed on a roll call vote as follows:

Chair Dillingham, yes; Commissioner Pierce, yes; Commissioner Jonas, yes; Commissioner Riess, yes; Commissioner Aubrey, yes; Commissioner Wysong, yes; Commissioner Lujan, yes; Commissioner Ragano, yes; Commissioner Meditch, yes; Commissioner Dennis, yes; Alternate Commissioner Darrah, yes; Alternate Commissioner Graham, yes; Alternate Commissioner Mendoza, yes.

4. APPROVAL OF MINUTES

A. DECEMBER 7, 2021

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

VOTE The motion passed on a roll call vote as follows:

Chair Dillingham, yes; Commissioner Pierce, yes; Commissioner Jonas, yes; Commissioner Riess, yes; Commissioner Aubrey, yes; Commissioner Wysong, yes; Commissioner Lujan, yes; Commissioner Ragano, yes; Commissioner Meditch, yes; Commissioner Dennis, yes; Alternate Commissioner Darrah, yes; Alternate Commissioner Graham, yes; Alternate Commissioner Mendoza, yes.

5. PRESENTATIONS

A. NO NAME CINEMA

Mr. Rhody, Proprietor, informed the Board that the No Name Cinema is underground by design. We started rolling out a film experience that was Avant Garde with experimental films. Last November a warehouse space became available. We renovated it and in January went to full speed ahead, showing two to three screenings a month. We are also open to events and meetings such as a Chess and Jazz Club the first and third Thursdays of each month. We have a wide spectrum of people who attend the club and the screenings. We do not charge, but have a donation bucket at the front to help us pay artist fees and to help subsidize our rent of \$1,000 a month. There are three of us involved. Two of us have studios in the warehouse. He handles the programming and reaches out to film makers and distributors. We also show actual film prints. We make these unique events. When possible the film maker is present to introduce their film and have a question and answer session afterwards. Vaccines and

masks are required. We can seat up to forty people. We also use the walls to host local art.

Chair Dillingham asked how promotion is done and how the Board can help him.

Mr. Rhody said paper flyers are distributed. We use instagram and submit our calendar to the *Santa Fe Reporter* and the *New Mexican* event calendars. Word of mouth helps quite a bit as well. We spend about \$5.00 on each screening for promotion. We usually receive from \$150 to \$280 in donations at each screening.

Chair Dillingham congratulated him on his success.

Alternate Commissioner Darrah asked what the process is for sending in a film for them to consider showing.

Mr. Rhody stated that she should email him about that. They have a website as well. We hope to do an open screening three to four times a year.

6. REPORTS

Chair Dillingham reported that several terms are expiring next month. She has been working with Ms. Krish to get everything up to date and submitted to the Mayor.

Chair Dillingham thanked Commissioners Aubrey, Meditch, Lujan and Pierce for their years of service to the City and the film community. Commissioner Gallegos term is also expiring. We will hopefully have new people at our next meeting, but would like the Commissioners whose terms are expiring to join our February meeting as well. We have submitted paperwork to the City Clerk, Mayor and City Manager to promote Alternate Commissioners Darrah, Graham and Mendoza to full Commissioners and to bring on board Vince Kadlubek, Elizabeth Stahmer, Alexandra Khalsa and Jason Ordaz. Mr. Ordaz was recommended by Commissioner Lujan to take his position. He is the Marketing and Communication Director for IAIA.

Chair Dillingham reported that Mr. Brown has secured the first half of the funding necessary to do our Strategic Work Plan. Ms. Alarcon has been approved as our consultant. She hopes that the members going off of the Commission will join us in our committee meetings to work on this important plan.

Ms. LaBar-Tapia reported that the biggest news right now is that the City of Santa Fe is number three on *Movie Maker Magazine's* list of small cities with populations under 500,000 best places to live and work in the film industry. Albuquerque was number one on the list of populations over 500,000. Santa Fe has been in the top five since the Santa Fe Film Office came into existence in 2016. When deciding, they look at film schools, crew availability, the number of productions filmed in

the region and other resources. She also highlighted in the submission the number of independent film makers there are in Santa Fe City and County.

Ms. LaBar-Tapia continued, we are in the middle of an RFP to develop a website and an industry directory list. The directory will be Santa Fe specific.

Chair Dillingham commented that a new area that is super important on set is sustainability. We should have a presentation on that.

Ms. LaBar-Tapia reported everyone wants to film here in March. We have eight productions scheduled for March and are on track to have record breaking year. Senate Bill 188 was introduced by a Senator from Roswell. The bill talks about guidelines and procedures on sets. The State Film Office is following this Legislation and keeping us informed.

Ms. Krish commented that the industry directory is a piece of what we have been talking about. Is there anything available now.

Ms. LaBar-Tapia said no. There is Reel Scout which is outdated. It is housed in the State Film Office, but is not user friendly and we do not know if it is updated regularly. We are waiting for the RFP to be finalized with IT approval, then it will go out for bid. The RFP scope of work includes development of our website, development of the directory, social media management, sizzle reels and other activity.

Alternate Commissioner Graham gave a shout out to Ms. LaBar-Tapia for her one-on-one work with film makers. She is on the ground, very hard working and film maker friendly.

7. UPDATES

A. COMMISSIONER UPDATES

Commissioner Pierce reported that she had met with the Mayor and he spoke to the City Attorney as to if the Commission can sponsor nonprofit or for profit organizations. The answer from the City Attorney is no, that is inappropriate.

Chair Dillingham said we can still support organizations as individuals, but not as a Commission.

Commissioner Wysong stated that he concured with the City Attorney.

Commissioner Jonas agreed. It is important that we do not use the Commission to support individual entities, but having presentations is great. That enables us to learn of new programs and entities and decide how we can support them individually.

Commissioner Meditch concurred and said presentations help us identify needs. The Commission operates at a strategic level and provides a roadmap to the Council and the Mayor.

Commissioner Pierce commented that the Mayor advised her in their conversation that neutrality has to be maintained.

There was continued discussion on this matter that included issues such as working with City staff to identify gaps in resources and recommending solutions.

Commissioner Reiss announced that the Santa Fe Community College Film Department, Santa Fe County (Pro Tech) and the Stagecoach Foundation have teamed up to do intense production assistant training. It will be completely free. We are taking twenty students. We will be placing the participants on sets where Pro Tech will be paying 50% of their salaries for up to four weeks. A grant is paying for instructors. This is a fantastic opportunity. They have to be residents of Santa Fe, eighteen years of age or older and have a valid drivers license.

Commissioner Wysong informed the Board that there is a bill in the Legislature to develop a Next Generation Media Academy. It is supported by the State Economic Development Secretary and the State Film Office. He wants to be sure they work with institutions in New Mexico and that Santa Fe is present in the goals and objectives.

Commissioner Ragano reported that the Currents New Media Festival will be in June. We were informed that we can no longer use El Museo. The festival will be held at CCA and at the Santa Fe County Fairgrounds. We will overlap with the Rodeo de Santa Fe for four days. We are excited. The dates are June 17, 2022 through June 26, 2022.

8. DISCUSSION ITEMS

A. ANNUAL CHAIR APPOINTMENT

Chair Dillingham stated that the Chair of the Commission is appointed by the Mayor. Would anyone else like to be Chair.

There was a consensus that the Commissioners wanted Chair Dillingham to continue as Chair.

Chair Dillingham thanked everyone and said she was grateful for their trust.

Commissioner Jonas said there is efficiency of process. It is important for you to ask for help if you need it for support in your leadership.

Chair Dillingham said we need to elect a new Vice Chair. Commissioner Lujan is termed out. Please think about that for the next meeting.

9. MATTERS FROM THE PUBLIC

None.

10. MATTERS FROM STAFF

Ms. Krish commented that the Chair is doing a lot behind the scenes. She commends her and applauds her. The appoints for our Commission should happen in February. We do not have any control of that. It is our plan to have the appointments heard by the City Council at their meeting on February 9th.

Ms. Krish continued, the Santa Fe Film Festival will be February 3rd through February 13th. The City of Santa Fe is a sponsor. Through the City's sponsorship, Director Brown received ten passes for students to attend the entire Festival including meals. Six passes have been taken and there are four left. If any of you have recommendations message her.

Ms. Krish said we want to develop a pipeline of information. Keeping her informed about what you are doing individually is very important and our ability to support you.

11. MATTERS FROM THE COMMITTEE

None.

**12. NEXT MEETING
TUESDAY, MARCH 1, 2022**

13. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:55 am.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer

