



Agenda

Santa Fe Film and Digital Media Commission

October 1, 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, 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	10:10
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, Emerging Media Alliance working group: Commissioner Chris Jonas	10:40
Report: Santa Fe Network and possible Above-the-Line incentives	10:50
Report: Education projects, contests, etc.: Commissioner Milton Riess	11:00
Any other business or announcements	11:05
Goals for next meeting	11:20
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, November 5, 10:00 – 11:45 AM, Peralta Room, Convention Center

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**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 6, 2019, 10:00 AM**

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ANNOUNCEMENTS

QUESTIONS FROM VISITORS

NONE

12

ADJOURN

ADJOURNED

12

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 6, 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, August 6, 2019, at the Convention Center, Nambe Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Jacques Paisner
Michael Becker
David Aubrey
Lee Zlotoff
Adam Shaening-Pokrasso
Chris Jonas
Pamela Pierce
Elias Gallegos
Doug Acton
Andrea Meditch
Milton Riess, Alternate Commissioner
Anna Darrah, Alternate Commissioner
Alexandria Bombach, Alternate Commissioner
Frank Ragano, Alternate Commissioner

MEMBERS ABSENT

Jim Gollin, Excused
David Manzanares, Excused
Jilann Spitzmiller, Alternate Commissioner, Excused
Kirk Ellis, Excused

OTHERS PRESENT

Fabian Trujillo, Economic Development
Jennifer LaBar, Santa Fe Film Office
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

Chair Potter said she would like to move item 14 up to the agenda item following introductions of visitors.

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

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF MINUTES

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTIONS OF VISITORS

The following visitors were introduced: Levet Kessler, Earl Potter, Kevin Kellogg and Daniel Hernandez.

14. DANIEL HERNANDEZ, MIDTOWN PROJECT MANAGER

Mr. Hernandez said last year a series of five Master Vision Plans were done that people commented on. Out of that came the planning guidelines for Midtown. They were at a high level. Everything he has written since then refers back to those guidelines. That is the guide we are using for all the solicitations to date. A couple of things were landmark in that moment. This is not the end of the civic engagement process. We are not going to be repetitive. We are going to engage communities around community development and other policies at the site. We will start that in the fall. The City needs to gear up and figure out how to get this thing redeveloped. When he came on Sean was here. Now he and Kevin are working to continue to map the assets on the property. The current design was done by Phillip Register and there are some early buildings that we want to protect. We also have decommissioned buildings where no one is in them now to protect them and what is inside them. We can decide with the developers what we can do with the buildings. That is part of the sustainability approach. The other piece is what the capacity is of the City to take on a large scale development project. There are a wide variety of things we want to analyze that effect development. Everyone in City Hall is working at 125% now. To add on to their work load is not appropriate for a project like this. The City Council added funds to engage and create a team who could manage a redevelopment of this scale. He started by

meeting with people and listening to voices of the interested groups. We are now in a three part engagement and solicitation process. We want to analyze with people, technical people, community people and developers as to what happens on the site. The urban planning contract will be the first group to come on board. One of their charges is to determine land value. They are building the models for an economic development model with a land use approach. That contract was approved last Wednesday with Strategic Economics, a woman owned company that is amazing. They start in September. The second one we issued is the RFP for civic engagement. It is not the biggest piece of the \$400,000 chunk, but it has become a really important piece of the puzzle. We are still negotiating that proposal. We are re-engaging that process. The goal of that is not to just talk to people, but to activate the site and charge people up so that typical people who do not go to presentations will participate and indulge the data. All of that will be part of the discussions with developers. We want it to happen within 3 hard months. People are tired of planning. You will hear more about that this month. The last RFP of this group went out Thursday. It is a Request for Expressions of Interest. RFEI. Over the past 6 months he has met with people interested in film and academic institutions who want to set up centers there. He has also met with residential mixed use developers, commercial space and large employers who want to have a base here for employees such as Los Alamos and a lot of other employers in the region, and incubators to feed people through for film and production. There are 200 people on a list of those who have expressed interest. This RFEI is another form of engagement. He wants to know what development ideas there are before engaging in the proposal in order to get what he is hearing from civic engagement massaged into their proposal. We just want ideas for this RFEI. We will then get to a disposition and development agreement with their commitment and requirements.

Mr. Hernandez said he speaks with Eric Witt regularly. We want film to be integrated into the City urban district. We think and are hoping that in the RFEI responses we will hear what they can bring to us to stimulate the market and interest. We anticipate that disposition development agreement may be phased to get early projects out the door. It is a 64 acre property. It won't all happen on day one.

Mr. Riess said he is curious. Do you have a timeline as far as deciding on the educational components. UNM is very serious about it. They are starting a program for crew and below the line. Is there a rough estimate.

Mr. Hernandez said he has met with Tim Castillo, who is the representative for UNM and he and Becky met this week. Becky is the new President of the Community College. He has asked them to make something happen. Those are the kind of things we want to see get on the ground early. This is going to be a 5, 7 maybe 10 year project. In the RFEI we expressed interest in educational programs for mixed use buildings such as a library at the bottom of an affordable housing project. He told them that as well. We are trying to get people thinking like that.

Commissioner Zlotoff said thanks for doing this. What is the name of this women owned group.

Mr. Hernandez said it is Strategic Economics. It has an Oakland address.

Commissioner Jonas said thank you for your work. It is great to have you heading this up. Part of the process was looking at how to resituate the property in relationship to the surrounding neighborhoods. How does that work with the infrastructure and projects relationship.

Mr. Hernandez said one way is we are doing the right work with an urban planning firm. They will propose how to connect out to surrounding streets. We will propose those when we are planning and reviewing development proposals. Matt O'Rielly currently manages a website to have conversations about development opportunities out there and here is how it might work. He is working with one of the large land owners adjacent to this property. We are still negotiating with the State about getting their land to increase our connectivity.

Commissioner Shaening-Pokrasso asked what about ownership of the property. Will it continue to be the property of Santa Fe or get subdivided. How will that go down.

Mr. Hernandez said that is still being discussed. The City would prefer to dispose of the land through a sale agreement. We can do a ground lease if it worked with a developer. The ultimate goal is that this is a property in the public interest. How do you ensure agreements with developers continue that vision and that they have a long term obligation to the public interest is a huge part of this.

Commissioner Shaening-Pokrasso asked is it likely that a single developer will do a master plan over the entire property.

Mr. Hernandez said that would be the best scenario because of the capacity of the City. With a master developer we would be engaging with just that person and they would engage with all the other developers. With the capacity we have it would be best that way, but we are ready for both if a master developer does not walk through the door. There are some National developers who have expressed interest that you would be happy about.

Chair Potter asked will there be a mandate to continue to use the sound stages on the property as they are used now.

Mr. Hernandez said he does not know what a mandate would look like. There is no reason why we would ever demolish the structures there now around the film industry. Every entity we have spoken to is interested in keeping that and expanding. There is no reason why we would not preserve those structures. We are fixing a roof on

that now.

Chair Potter asked the Commission how many of them feel the film industry is one of the most important things on that project.

Everyone raised their hand.

Commissioner Zlotoff said with developing any property in the City there are land use values. Because we have this near torrent of money coming in from Hollywood to this site we have exceptional opportunities to develop above and beyond the current capabilities. It behooves everyone to recognize that this is not something to forgo.

Commissioner Meditch said thank you. She agree about film, but wants to add another aspect of this Commission which is digital media. We are not focused just on big studios.

Mr. Hernandez said that is part of the vision. The conversations are along the full spectrum of digital media. You expressed exactly the reason for the economic analysis Lee. There are going to be high level values and the educational aspects that are not as high value.

Mr. Hernandez said thank you so much. The mandate comes from you. If he did not do something wise with the studios that would be insane.

Chair Potter said thank you for all you doing.

6. REPORT TOURISM SANTA FE

Mr. Randall said this is exciting stuff.

Mr. Randall said the Air Alliance did go up to Chicago last week and met with United at their invitation. They are very pleased with their Denver flights and Santa Fe and are investigating the possibility of a flight out of southern California to Santa Fe. What the Air Alliance learned was that airlines don't fly over their hubs. United is not going to fly over Denver from Chicago to get to Santa Fe. The best airline to bring in is one that does not have a hub in between. United is the best one to bring in a flight from southern California. Our issue with bringing in an Alaska Airlines is the capacity of the airport. We have to get funds encumbered so the Speaker is more comfortable in giving us more funds. We have to get the airport expanded before we can bring in more airlines. We are up to 9 flights a day. 4 years ago we had 3 flights. Inplanements have tripled in 3 years. They are moving to pave the parking lot.

Mr. Randall said Eric Witt is on a leave of absence from the film office. He has a short production job he was offered. Both the City and County felt keeping Eric was

worth giving him a leave of absence. Jennifer LaBar is doing both jobs for now. She is a fast learner and tenacious at getting things done. Our Film Office will be in good shape. We have a commitment from Eric that he will provide council and advice if she needs it. Tourism and the summer are great. Thanks goodness for the film business.

7. REPORT, SANTA FE FILM OFFICE

Ms. LaBar said thank you Randy for the kind words. *Roswell* is in full swing. The State Film Conference is at the end of this week in Albuquerque. It is on Thursday, Friday and Saturday. Thursday is by invitation only. They are going to explain SB2 and take us on some tours. She got a call yesterday from a producer in LA for a big rapper who wants to come to Santa Fe to do his next video. She gave a great compliment to Santa Fe and so did the President of Women In Film in Colorado about what a wonderful experience it has been talking to New Mexico about this video. They couldn't say enough good things. The President of Women In Film in Colorado wants to know what we are doing out here to be so successful so they can do it in Colorado. She has a meeting with her soon. We are being noticed. We have a big western here at this time. They have been in pre-production for several months and will start production in November.

Commissioner Zlotoff asked how long is Eric going to be on leave.

Mr. Randall said until Thanksgiving.

Commissioner Zlotoff said in light of that, Eric expressed interest in being on the working group for above the line. Would you be interested in participating in that working group.

Ms. LaBar said she would like to participate.

Chair Potter thanked Ms. LaBar for her report.

8. RESOURCE LIST

Alternate Commissioner Bombach said she mentioned this at the last meeting. She is really interested in more connectivity. Over the last month she has talked to friends who have great connectivity resources. She is trying to figure out what the next step would be. A lot of our lists are out of date. She would like to do some brainstorming and encouraging of other groups, such as Women in Film, to start chapters here.

Chair Potter asked Adam how that would fit in with the Above the Line group.

Commissioner Shaening-Pokrasso said he is not managing that anymore. It is

all done by the Santa Fe Network. That would be a great opportunity. There is an opportunity here. Perhaps that is a good opportunity for the Santa Fe Network to re-engage in that event.

Commissioner Zlotoff said we have a considerable email list now. As you pursue this we are more than happy to share the lists and engage in helping the Above-The-Line community and see if there is something we can do together.

Alternate Commissioner Bombach said that would be huge. She wants jobs with people she knows and trusts and she wants to fill positions with local qualified people wherever possible.

Commissioner Zlotoff said the need is there. In the last month we have had three inquires for a director and shooting and editing people.

Chair Potter asked if this is something the Santa Fe Film Office could help with.

Ms. LaBar said yes, we would be happy to.

Alternate Commissioner Bombach said there are great national groups. Film Fatales for instance.

Chair Potter asked who wants to take this on.

Commissioner Gallegos volunteered to chair a working group for this task. Alternate Commissioner Bombach will be on the group.

There was a discussion about opportunities and possibilities with this working group.

Alternate Commissioner Ragano said for him one of the most important things for a resource list is that it is managed and updated monthly.

Commissioner Zlotoff said as part of this working group he thinks one of the things that has happened in Santa Fe traditionally is lots of similar groups doing different things. We are not lacking for resources. It is people willing to put in the time to do it. Only so many people are available and interested in doing it. He would love to do another Above The Line event, but he doesn't have the people to do it. If there are people willing to put in the time we can find the resources.

Alternate Commissioner Bombach said she wants to put a lot of thought in the forefront. We want to have something that does not require a lot of effort. She is excited to be at this table with people who have all these resources.

Commissioner Meditch said it is beyond Santa Fe. What you are talking about is connecting to a larger National and International network.

Alternate Commissioner Bombach said her clients are all around the county. She has never made money here. She wants to keep people here.

Commissioners Meditch, Zlotoff, Lujan and Ms. LaBar also volunteered to be on the working group.

Chair Potter thanked them for their ideas and energy.

9. REPORT, ECONOMIC DEVELOPMENT: TELECOMMUNICATIONS

Mr. Trujillo said there has been no additional information since the last meeting and report.

10. REPORT, SANTA FE MEDIA NETWORK AND ABOVE THE LINE

Commissioner Zlotoff said we are still finishing up the *Hey Santa Fe* series. We have three more episodes. He has been in contact with the Mayor and is setting up a meeting to discuss outcomes and to gauge interest and appetite in pursuing this in the future. He will have a spreadsheet in September or October of all the views and other information. We continue to exceed our expectations by at least 100%. He is very happy with the way it is going. Some of you may have seen the signs on Cerrillos and St. Michaels for the Santa Fe Network. They are coming down for a few days because they have to be remade. We are looking at doing an Above The Line event in the fall. It is just a matter of having the manpower to pull it off.

Chair Potter said thank you. Maybe you would be open to having volunteers for the Above-The-Line event.

Commissioner Zlotoff said that would be great. We mostly need someone to take on the task and see it through and volunteers who are sufficiently motivated to get it done.

Commissioner Paisner asked are you open to handing it off to another group.

Commissioner Zlotoff said he is happy to have those conversations. Girls Make Films gave us a presentation. He reached out to them and never heard back. There are a handful of people who are dedicated here and a lot of people who say they want to do things, but when push comes to shove they don't show up. He is happy to talk to whomever. He can find the resources to do it, but needs someone to organize it.

11. REPORT, EMERGING MEDIA ALLIANCE WORKING GROUP

Commissioner Jonas said during the Interplanetary Festival this year we had a small group of volunteers who conducted interviews about what Emerging Media is in Santa Fe and why it is important. One of our members in the group cut that into three small films and presented them to prompt a conversation to an invited group of 30 people. It was an amazing conversation. One of the outcomes was a group of young media artists came together and said they were struggling with isolation in this town. We have started a conversation with them. This group wants to start a network. The intergenerational conversation is most important with those of us who have been here awhile. They are looking to form a group that meets every two weeks for pizza and beer to form relationships. That will be their young group to lead this iteration to next steps. He is committed to continuing to hold the space and being a facilitator. Sarah Spangler is the Chair of the group. A young man from the Santa Fe Institute is driving the effort. So we are surprisingly and wonderfully continuing on.

Commissioner Aubrey asked how are they reaching out.

Mr. Jonas said they have not started yet, but their first effort will be to form a group of energetic youngsters. He will let them self identify. For the most part they are in their 20s and 30s.

Chair Potter said part of our mission is to find ways to keep them here.

Commissioner Meditch said it is great to see a conversation about creating a model that is actually being passed on to the community to engage them. That is wonderful.

Chair Potter said thank you Chris.

12. REPORT, EDUCATION PROJECTS

Alternate Commissioner Riess said he had been down for two months with double pneumonia. He has nothing to report yet, but he is back in the saddle and will start something as soon as possible.

Commissioner Gallegos asked have you seen some of the spots the Community College is airing now. They are fantastic.

Alternate Commissioner Riess said they were done by students. It gives them practical experience that is a marketable skill. We have had some successes and some questionable results. Our new President is very interested in the film aspect and is taking a personnel interest. That is great.

Chair Potter said thank you Milton.

13. ABOVE THE LINE INCENTIVES

Commissioner Zlotoff said we had our first meeting July 25th. We did not have as much of a turnout as we had hoped. Lots of people are working. It was a productive meeting. We are in the research phase. He will be looking into the Canadian model. Jim is looking into the Ireland model. James is looking into the South African model. Also we will be approaching this from a number of directions. What can the new Administration do with this. What can be done Legislatively and what is possible going through an educational route. If you are taking down a elephant you need as many spears as you can have.

Chair Potter said talk to your State Senator.

Commissioner Zlotoff said that is Peter Wirth.

Mr. Trujillo said he is happy to work with the working group.

Commissioner Zlotoff said that would be great.

Commissioner Zlotoff said we are looking for more Legislatively involved people. We know getting the Senate Bill through was a traumatic process. We will do this research and then start to formulate a plan and will share the plan for feedback. Once we have a clear idea we will write an effective story behind this and sell the hell out of it. Our next meeting is August 20th, 4:30 to 6:30 pm. He will get everyone the location.

Mr. Randall said you can use our conference room.

Commissioner Zlotoff will coordinate that with Randy.

15. GOALS FOR NEXT MEETING

Chair Potter said she will not be at the next meeting so James will serve as Chair.

Chair Potter said she is thinking on inviting New Mexico Women in Film as the speaker.

Commissioner Paisner said he would like to have a presenter from the UNM Film Program.

Chair Potter said also we will have our regular reports on the agenda.

16. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Alternate Commissioner Ragano said Currents had over 9,000 visitors at our events. There were 89 artists all together in the Festival, many from around the globe. The main comment he heard was "best yet" so we know we are moving forward. We had seven college interns from around the country and eight Santa Fe High School interns we paid minimum wage to. We brought through 200 to 300 kids from the City summer camp program and the Boys and Girls Club and Girls Inc. This was our tenth year. We are getting ready to launch Currents 2.0 at this point. We are loping off the last week and will have the opening weekend, then open during the week and a solid last weekend. The goal is in the middle of the week to have a two day conference that is really solid. The conference is something we lacked.

Chair Potter said it was fabulous.

Alternate Commissioner Ragano said Vince said in *Sunset Magazine* that this was the best media arts show in New Mexico. Randy gave us great compliments in the magazine and we appreciate that. Our work is getting out Internationally.

Commissioner Meditch said she was at *Sundance* last week. At the end they bring in funders and Currents was one Jax was most excited about. You have people willing to put bucks in. Congratulations.

Commissioner Paisner said he wanted to congratulate you Frank on an amazing year and breaking out of begin one of the top events of your kind to possibly the top event. How well the local press finally understood it was great.

Chair Potter said great work Frank.

Commissioner Acton said on March 18, 2018 he stepped into the Business Agent role at the Union. One of his first thoughts was we need to hire someone for this position. He had a goal in mind when he said those words. He wanted to find a female young business agent. We did that in hiring Kelly Bordeaux. Local 480 is under her charge. He always will support the workers. Film in Santa Fe is why we all are here and what it is all about.

Commissioner Lujan said if any of you have internship opportunities send him an email with the job description and if it is paid or unpaid.

Commissioner Pierce said congratulations to everyone we have heard from. Silver Bullet is a nonprofit. We received a nice award, the Governor's Award for the Rocky Emmys, which we won for education. We didn't seek it. We were nominated by the Emmy Director and we are proud of that. Last night we found out we are nominated for best documentary for *Defending The Fire*. We appreciate all the support of Silver Bullet. David Aubrey is key.

Commissioner Gallegos said he is happy to announce that he booked a role on *Roswell*. He plays Edmund who is helping a certain alien race run a crime syndicate whose currency is bodies. That is all he can say.

Commissioner Meditch said the film she was Executive Producer on was picked up by HBO. We are waiting on an announcement from *Sundance for Fathom*. She is excited about that.

Mr. Randall said keep in mind that the *New Mexican* has a relatively new Business Editor who is very responsive if you have an idea for a story related to businesses. He really picks up on them. We need more news out about what film is doing in Santa Fe. Reach out to him.

Alternate Commissioner Ragano said he wanted to give a shout out and thanks to the Hotel Santa Fe who was very generous to Currents this year. They provided box lunches for staff and dinners and rooms at the hotel. Thank you very much.

Commissioner Jonas said on September 25th at Capital High School intergenerational teams of film makers will be showing short films about the engagement around home displacement in Santa Fe.

Mr. Trujillo said send him the flyers and he will send them out.

Chair Potter said on October 5th at the Lensic there will be a 90 minute multi-arts presentation about Santa Fe perspectives.


17. QUESTIONS FROM VISITORS

None.

18. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:30 am.

Deborah Potter, Chair



Elizabeth Martin, Stenographer