



Agenda

Santa Fe Film and Digital Media Commission

December 4, 2018

10:00 – 11:45 AM

Peralta Room, Convention Center, ground floor

Call to order, Deborah Potter, Commission Chair	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Introduction of visitors	10:03
Update: Randy Randall, Tourism Santa Fe, rrandall@santafenm.gov , 955-6209	10:04
Update: Eric Witt, Executive Director, Santa Fe Film Office, ewitt@sffo.film , 986-6353	10:07
Update: Matt Brown, Director, Office of Economic Development, mpbrown@santafenm.gov , 955-6915, re Tele-communications	10:17
Update, Midtown Campus: Commissioner Jim Gollin, Matt Brown, Eric Witt	10:22
Update, Santa Fe Media Network and Above-the-Line: Commissioner Lee Zlotoff	10:30
Report on Emerging Media Alliance working group: Commissioner Chris Jonas	10:35
Group discussion regarding possible State film industry programs, Eric Witt	10:45
What do you do, how we can help series: SF Independent Film Festival: Commissioner Jacques Paisner and guests	10:55
Goals and date for next meeting (Jan. 1 is a Tuesday, there's space on the 2 nd and 8th)	11:20
Any other business or announcements	11:25
Questions from visitors	11:30
Adjourn	11:45

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

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, NAMBE ROOM
TUESDAY, NOVEMBER 6, 2018, 10:00 AM**

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UPDATE: DEBORAH POTTER RE: CITY'S LEGISLATIVE AGENDA	INFORMATION/DISCUSSION	2
UPDATE: RANDY RANDALL	NONE	2
UPDATE: ERIC WITT	INFORMATION/DISCUSSION	2-3
UPDATE: MATT BROWN	NONE	3
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QUESTIONS FROM VISITORS

NONE

11

ADJOURN

ADJOURNED

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, NAMBE ROOM
TUESDAY, NOVEMBER 6, 2018, 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 6, 2018, at the Convention Center, Nambe Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Jacques Paisner
Jim Gollin
Michael Becker
Doug Acton
Adam Shaening-Pokrasso
Chris Jonas
Elias Gallegos
Frank Ragano
Pamela Pierce
Nani Rivera

MEMBERS ABSENT

David Aubrey, Excused
Lee Zlotoff, Excused
David Manzanares, Excused
Andrea Meditch, Excused
Jilann Spitzmiller, Excused
Anna Darrah, Excused

OTHERS PRESENT

Matt Brown, Economic Development
Eric Witt, Santa Fe Film Office Director
Milton Riess, SFCC
Elizabeth Martin, Stenographer

3 APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

Mr. Milton Riess introduced himself. He is the Director of the Film Department at the Santa Fe Community College.

6. UPDATE: DEBORAH POTTER RE: CITY'S LEGISLATIVE AGENDA

Chair Potter reported that she and Eric Witt met with the Mayor regarding the Commission's request to foster film programs in Santa Fe. The Mayor was supportive. They gave language to the City Manager to use.

7. UPDATE: RANDY RANDALL

Mr. Randall was not in attendance as he is out of town.

8. UPDATE: ERIC WITT

Mr. Witt reported that Santa Fe production facilities are pretty full right now. *Roswell* is filming at Santa Fe Studios. There are three productions on the midtown campus including MGM's *Our Lady of Perpetual Grace* television show. Netflix is filming a new production. Another small independent film is coming in mid December. Netflix locating in Albuquerque is a positive element for the film industry here in Santa Fe. He met with both Governor candidates at length and both are supportive of film. It is a matter of how far they are willing to take it with the Legislature.

Commissioner Jonas asked in terms of capacity with Netflix coming in and taking up a lot off space are we going to face a time with people coming here with opportunities and we don't have capacity to take care of them.

Mr. Witt said there is already interest. When he was at the Netflix announcement he got two calls asking for space. He thinks they will expand Albuquerque studios. Yes, it will drive up incentive for space statewide. Santa Fe Studios has been talking about

expanding for a long time. Hopefully this will push them forward. At midtown, *Our Lady* has taken up all the sound stage space, but we have some production space at some of the other buildings on the site. It is kind of a temporary solution. They are surveying the campus and physical space. There are a lot of issues starting to arise now that not were not disclosed by the former tenant. The potential for growth of the industry is tremendous. Our model is always to leave infrastructure to the private sector. Hopefully they will bring capital.

Chair Potter thanked Eric for his report and all the work he does.

**9. UPDATE: MATT BROWN
TELECOMMUNICATIONS**

Mr. Brown reported that there are no new telecommunications updates.

10. UPDATE MIDTOWN CAMPUS

Mr. Brown said his report today has two parts - planning and redevelopment of other current facilities and operations. In planning, we issued an RFQ and have a contract to hire a contractor to be the Project Manager. Our goal is to have that contract signed by next week so we can get him on board. Daniel Hernandez was chosen. He is a LOEB Fellow from Harvard and is one of five that came out in June and spent two days with us to help us consider and plan our path forward. He and the other LOEB Fellows were brought to us by Jamie Blosser who secured the grant to bring them. She is the Executive Director of the Art Institute. The accomplishment of getting this young man deserves high five from all of us. Once he starts, his first mission will be to draft and issue RFPs to get the Land Use Development Plan done. His second task is to develop the governance structure and model for transition from management by straight government to a different, more effective model for long term. If things go well we expect to have the Land Use Development Plan vendor selected in February and get going on that. We are already doing some outreach to some international and national firms. We want to be high profile in that RFP and attract the best we can find.

Mr. Brown reported on the facilities side there are some serious issues. Security. There is an article today and we are quite aware of that. The MGM program has had issues of theft and damage. Sean Moody is leading that work. The goal was that we have one security guard there at night, which we have, but we need more. Sean has solicited one or more bids for more comprehensive security. He is hoping to have that in hand today to share with our internal team tomorrow. We are getting on that and addressing it. It has to be addressed. The second thing is with Public Works and Sean's leadership there is substantial work going on in understanding with greater clarity what the infrastructure situation is and then how to build a plan around it. A notable problem was identified a couple of weeks ago. The gas line that feeds into the buildings is broken. Some buildings do not have heat. This is a State main line. We are looking

at late winter or early June to get that resolved. There is other work going on with different groups of volunteers to help us identify, catalog and secure some of the most critical personal property. What is in Greer Garson Theater over to Benildus Hall to the music studio and all that equipment. It is amazing the volunteers who will help as happens so often in Santa Fe. On the positive side he had been receiving different higher education areas of interest providers coming to us. It is very exciting since that was one of the top three identified uses of property. They are credible and legitimate. He feels optimistic of the prospect of us doing something fantastic for higher education. Once we get the infrastructure resolved the prospects for the film and digital media industry out there are significant. Also there are people expressing interest in the ability to come into the property where the Greer Garson Studios are now and expanding that. We are embarking on the planning process. There is lots of work to be done. There are two caveats. One is if the film industry knows of a legitimate party or parties who want to propose to invest in a small parcel around the studio and add more space or a makers space that is something the Mayor and City Council want to hear about and consider before the planning process is all complete. That and higher education can be pulled out of the planning process for consideration. We are fielding those areas of interest. We are in the early stages. There is definitely some ground work that needs to be done.

Commissioner Gollin asked how long does it take to fix a gas line. He is wondering in a reasonable case scenario if the Governor elect and the Speaker of the House tomorrow announced they are removing the cap and heads of major studios decide they want to come in and expand sound stages, what is the time period from expression of strong interest to the time when we could actually have buildings complete and people employed and business activity happening.

Mr. Brown said he can only speak to political side of that. The gas line is the only thing of that magnitude because of the agencies involved in it. On the political side lets say it is 4 months if it is really legitimate. 3 to 4 months. Maybe 5 months. Actually breaking ground and having buildings ready we would have to talk to a contractor. He doesn't know of anything about the property that would constrain that effort. Neighborhoods and civil engineering could hold it up.

Commissioner Gollin said lets say 4 to 6 months. Given the kind of construction a studio needs and the needs of Santa Fe how long would it be to be open for business.

Mr. Witt said it took about 8 months to build Santa Fe Studios. It was about the same for Albuquerque Studios. The difference with Garson is once a political decision is made they could occupy the current stages there now. It brings up the fact that we have been able to house productions in other facilities that exist on the property. Brindlis Hall is not heated, but location shooting could be done there. They could convert some of the dorms for office space temporarily. They could go in tomorrow to get cranked up if the city wanted to do that. It is on a case by case ad hoc basis. As it is right now we are spread from one side of the campus to the other for production.

Commissioner Rivera asked how long will it take for a decision to be made on direction like film programs and Garson. Some entities have their own funds to expand into the campus.

Mr. Brown said the planning process goal is to create a Land Use Plan for all the uses and infrastructure to achieve the vision and plan and design guidelines. That is the planning process. We know the strategic objectives have been articulate already through the concept phase. The goals include higher education, film and media industry and expanding those, expanding entrepreneurial business growth and affordable housing. Students first then additional film and other then civic uses. Those are the objectives set forth. Now the planning guidelines have to plan that out. The physical space. There will be different scenarios. While that is going on there are two parts of that, film and media industry if legitimate and higher education or like if Amazon came in and wanted do something we don't have to wait for the planning process to conclude to consider these by the Mayor and City Council. As the planning process is going on interested parties with legit capacity to do something will be connected to the consultant who will be doing the plan. Letters of interest will be connected in with the Land Use Plan. Neighbors will be included such as the owner of Tecolote Café who has contacted us and is interested in doing something with his property and the communities as well.

Chair Potter said on behalf of Commissioner Kirk Ellis, he is very concerned about all the weeds on the property. It is not attractive, and does not look safe. It is a good point.

Mr. Brown said he understands about the physical appearance. He doesn't have an answer to that right now. We had a nonprofit organization that had provided six volunteers that were out pulling weeds and cleaning the place up then we had the flood. We had to redirect resources to save buildings and clean buildings and the whole place was watered. Now it is a forest situation. To be candid we have a lot more important issues right now. Security, safety and inventory of assets are the priorities. We will get to the weeds when we get there. We have to get those things done first. The weeds are not making the facility at risk, the leaks inside buildings are.

Chair Potter said thank you.

Mr. Witt said Matt and I have to leave to go to a meeting If there are any other questions please ask them. The other thing to tell Ellis is the productions that are out there right now actually like it. They don't feel they are walking on eggs shells and that they can't touch anything. As far as production goes they are fine.

11. UPDATE: SANTA FE MEDIA NETWORK AND ABOVE-THE-LINE

Mr. Becker reported that we brought on a new employee for communications and

outreach. She is focused on increasing viewing. We are trying to increase production work and getting new content. The new person is great and we have seen positive results. Her name is Shaungyi and she is a St. Johns graduate.

Chair Potter said thank you for that report.

12. REPORT ON EMERGING MEDIA ALLIANCE WORKING GROUP

Commissioner Jonas stated that the Emerging Media Alliance consists of people deeply engaged in different aspects of emerging media in Santa Fe. The problem is people are busy. As a consequence we have a small attendance at meetings. We have had a couple of meetings and conversations to try to get people to come. We had to slow things down a touch. Everyone has restated their interest in the Alliance, but busy lives make it hard to keep things going on a volunteer basis. The project would benefit enormously from having staff moving things place to place. We are not there yet. We decided to step into the mode of not doing big ambitious things and go back to the original idea of interfacing internally and working together. Wednesday at the Hotel Santa Fe we are having a gathering of the Alliance itself. We are going to hang out and get to know each other and where the project is going. We have a small group of people who do have time to keep things going. We have decided not to go for OTAB. Currents decided not to go for OTAB as well. We will reevaluate in the spring. This is what happens over the course of a year or two of a new project and now we are working on how do we sustain it. He doesn't think there will be a whole lot to report on at the next meeting, but come January we will have next steps.

Commissioner Pierce said this happens. You regroup and restate what motivates you. Put people in leadership positions and support them. Get people who can to come help.

Commissioner Becker said the financial aspect of only relying on volunteer help is tough. Come up with a financial plan and how to move forward. People are very excited at the beginning then they have to get back to their real lives. It is a good check mark on creating new initiatives.

Commissioner Ragano said where it is going is where it has to go at this point. Regrouping.

Commissioner Pierce said that is a constant.

Commissioner Shaening-Pokrasso said one of the sentiments from a thematic standpoint is a lot of groups and individuals who show up are very busy with other meetings and roles and a big sentiment was we want to have fun. We want this to be enjoyable. Back off the heavy planning and be more social. Maybe come up with ideas

to lead to the next initiative. Support and identify people to lead.

Chair Potter said thank you so much for all the work you are doing.

13. DISCUSSION REGARDING STATE FILM INDUSTRY PROGRAMS

Chair Potter said she suggests we wait on this discussion until after we get a new Governor.

Commissioner Jonas said we should discuss in terms of syncing the State programs and what they provide.

Chair Potter asked does the State have any training programs.

Mr. Witt said yes, statewide programs. Doug is part of it. We just had a call to reinstate and explain the training programs we used to have both above and below the line. It would be prudent to have this discussion after the election to re-establish the curriculum and infrastructure. The equipment packages all still there.

Chair Potter thanked Mr. Witt for his input.

14. WHAT DO YOU DO, HOW CAN WE HELP SERIES DEPARTMENT HEAD, SFCC FILM PROGRAM, MILTON RIESS

Mr. Riess said he is fairly new to Santa Fe. He is going into his 6th year. He came from Los Angeles and most recently worked for NBC Universal. He was a fixer for reality shows and he recommend fixes. Basically he burned out and came out here for a long weekend and is now working at the Santa Fe Community College. He is honored to be out here. We have gone through some changes in the last several months. He is the head of the Department. We have been implementing quite a few changes. We are doing three phases of changes at the College as far as the Film Department and the College as a whole. First is curriculum work. Things are not rapid in that realm. We started five months ago and have created 6 to 7 classes specifically for below the line. SFCC is one stop for below the line. He feels very strongly about that. Being in the trenches is what makes the film. The crew is what makes it happen. They are what creates the film. We are in the process of creating a lot of different programs and classes such as advanced grip training. It was implemented last summer, we expanded it and now we are going into it full force. We have an advanced lighting class and a camera class with the computer end included. We are also focusing on location training. He got a call from a former student who needs location people. He was able to locate 2 students with him last week. He is going to come in the spring semester and teach 6 hour workshops on locations so he has a base of operations. He said we need everybody. We are starting now to implement short term workshops, credit/non credit classes, focused on film accounts, script supervisors, fine woodworking and welding.

We have every craft that is needed in the film industry all being taught. The goal short term and long term is to work with Doug and create training for every crew we need. Make it a la carte. One important part we want to focus on is keeping local kids here. The film industry gives the younger individuals hope to stay here and it is above average pay. At least it adds to the equation and is a critical component. We are also adding in setting up a steering committee to focus our attention in the right direction. We need to get 10 years ahead. We are putting together a steering committee to focus on that and we are increasing marketing and advertising. That is ongoing. We need to make sure people in northern New Mexico focus attention on us. We do above the line, but that is not what our focus should be. Our focus is getting people into the film industry. Lastly, and this is completely unofficial, the long term goal is to create at least 2 sound stages in the 9,000 square foot range for proper training for crews and revenue generation for the College. We are going to try to get all the other departments to work together on this kind of thing. They want this to happen. The President of the College is in favor of this. She is the interim President and she wants to leave her mark. They are all excited about the potential for the training and being known as the place in northern New Mexico that can do that training. The workshops will start in January of 2019. We hope to continue to build it up.

Mr. Brown said 3 things. Love the vision. Hopefully you are talking to folks like James. Collaboration and not competition is awesome. One thing he would like to ask or share with everyone here is Mix is having their next event on Thursday at Descartes Labs. He would like to ask everyone to invite a representative of any other network to come to the Mix event. We want to smash all the little networks into one. You can go to the Mix website for details. We want to smash bubbles and bring us all together. For Economic Development and this City the goal is for us to have high social capital. We want business people to know each other with more fluidity. We don't have enough of that. It is a big strategic priority for us. It is people to people coming together.

Chair Potter asked who is teaching above the line. Are you going to eventually teach more above the line.

Mr. Riess said IAIA teaches above the line exceptionally well. We have screen writing, directing and producing. We also have a logistics class for script breakdown, the art of the pitch class and the business of film class. There are several others we are implementing. We are focusing very heavily into the documentary world. We are adding a capstone class and a women of cinema class.

Commissioner Shaening-Pokras said this great. What would you like to see from this Commission. How can we be of support.

Mr. Riess said support the knowledge that we exist. Outreach to the community. That is a critical component. Ways to get our word out. If you want to get into the film industry there are 100 other crafts to explore. You can support us through acknowledgment of our existence and by providing speakers to come to the different

classes to provide inspiration. We are part of the dual credit program in the State with high schools. Get these young kids into the film industry and we have them for life. He worked with the YMCA in Espanola for awhile. It was incredible. They discovered who they can be.

Chair Potter asked who would like to go and inspire.

Commissioners Jonas and Gallegos volunteered.

Chair Potter asked how could NMSA help with your program. She is on the board.

Mr. Riess said have them come out and take tours and get them enrolled. We will set up a dual credit for them. Come anytime if he knows about it. He would love to meet with them. We give tours to high schools and junior highs.

Chair Potter said it is a State public school.

Commissioner Jonas said he is so excited. What you are doing connects so many dots. We created a local network that leveraged our projects and social networks. If we are successfully organized in bringing together social networks it could make a significant different. We could bring together our resources to make your program successful. Eric talked about during the Richardson years we had a statewide training program. Do we want to look at restarting those programs or new programs. There was State investment in training programs. If there was a State reboot of some of these programs it could support your program. We can look at those programs we as a Body and can be part of that for recommendations. His daughter is an NMSA student. We at Little Globe do film making in high schools. There is a lot of local and regional need. He would love to have a conversation with you about that. One of the questions we are always talking about is the difference between above the line and below the line. The quality of production at IAIA blew me away. The thing is those students go out into the world and need jobs. How is it for them to get jobs when they have a above the line degree. Do they enter at the below the line.

Mr. Riess said from personal experience in above the line an individual with trench experience who knows what the crew has to go through the crew will respect and go the extra mile for that individual. It means a lot.

Commissioner Shaening-Pokrasso said he would like respond to what Chris brought up. From his experience he thinks another component to this could be about the independent industry. The lower budget self made pathway to what Milton brings up as his vision could allow above the line to take a vision to fruition with knowledge of below the line. The commercial industry as well.

Commissioner Shaening-Pokrasso said Milton talked about getting the word out. There could be a program where they brought outside professionals and worked with students to make film. They would get hands on experience and work with professionals. He looks to the Community College to have more student hybrid made commercials and things.

Mr. Reiss said this summer we did a beta test to make a 30 second commercial for one department on the campus. They did exceptional job. They spent 8 weeks. It was exactly what each department at the College needs. We started again in the fall. There are 5 more in production now. They are doing an amazing job. The students are creating work they can use in their portfolios. That is a critical compohent. We have the tools and equipment to do it. Our enrollment is down. We need to focus attention on what the Community College can do.

Commissioner Paisner said you touched on one of the things IAIA does well which is putting cameras in the hands of students. How does that work with you.

Mr. Riess said one of our unofficial crusades is to give under represented voices a voice. Day one if a student can prove they won't break the gear we get gear into their hands. We got a Perkins grant that is given to 2 year institutions only. That is how we got cameras. It can be as much as \$100,000 a year for one department. We were able to get incredible equipment. We do babysit the gear and control it.

Chair Potter said this has been great. Thank you so much

15. GOALS FOR NEXT MEETING

Commissioner Paisner's organization, the Santa Fe Independent Film Festival, will be presenting.

State programs discussion

16. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Chair Potter thanked the Stenographer.

Commissioner Pierce said thank you for supporting Silver Bullet. We are ready for our next project if anyone has suggestions or ideas. We are going to work on a documentary on sacred sites because they are under attack. We are having a January event if anyone has any speaker ideas. Valerie Plame will be the moderator.

Chair Potter suggested she go to Cory Fiddler at the Hotel Santa Fe for a sponsorship.

Commissioner Pierce said we need 2 speakers.

Commissioner Lujan said IAIA has a open house this Thursday and Thursday evening his department is having a town hall meeting with students, faculty and industry folks. It is an opportunity to address the entire student body of cinematic students and to seek interns. It is at 6:30 pm. If anyone is interested let him know.

17. QUESTIONS FROM VISITORS

Mr. Riess said thank you for this opportunity.

18. ADJOURN

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

Deborah Potter, Chair



Elizabeth Martin, Stenographer