



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, rrandall@santafenm.gov ,	10:05
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, frujillo@santafenm.gov , 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, BALLROOM B
JANUARY 7, 2020, 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: SANTA FE FILM OFFICE	INFORMATION/DISCUSSION	3-4
REPORT: TELECOMMUNICATIONS AND MIDTOWN	INFORMATION/DISCUSSION	4-5
REPORT: RESOURCE LIST	INFORMATION/DISCUSSION	5-6
REPORT: CONTEST WORKING GROUP	INFORMATION/DISCUSSION	6
REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP	INFORMATION/DISCUSSION	6-10
REPORT: SANTA FE NETWORK AND ABOVE THE LINE INCENTIVES	INFORMATION/DISCUSSION	10-11
ANY OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	11
GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	11-12
QUESTIONS FROM VISITORS	NONE	12
ADJOURN	ADJOURNED	12

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, BALLROOM B
JANUARY 7, 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, January 7, 2020, at the Convention Center, Ballroom B, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Lee Zlotoff
Pamela Pierce
David Aubrey
Jim Gollin
Milton Riess
Chris Jonas
Elias Gallegos
Jacques Paisner
Jilann Spitzmiller, Alternate Commissioner
Alexandria Bombach, Alternate Commissioner
Frank Ragano, Alternate Commissioner

MEMBERS ABSENT

Adam Shaening-Pokrasso, Excused
Michael Becker, Excused
Doug Acton, Excused
Andrea Meditch, Excused
Kirk Ellis, Excused
David Manzanares, Excused
Anna Darrah, Alternate Commissioner

OTHERS PRESENT

Liz Camacho, Economic Development Office
Randy Randall, Director, Tourism Santa Fe
Jennifer La Bar-Tapia
Steve Graham
Lynette Kessler

Liam Lockhart
Elizabeth Rich
Elizabeth Stahmer
Margarita Archuleta
Gay Dillingham
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. INTRODUCTION OF VISITORS

The visitors introduced themselves as follows: Elizabeth Stahmer, Margarita Archuleta, Steve Graham, Lynette Kessler, Liam Lockhart and Elizabeth Rich. Gay Dillingham came in later.

6. REPORT: TOURISM SANTA FE

Mr. Randall said this is the last time we will be in this room for a meeting. We had a issue with some tiles falling in the meeting room. That has now been taken care of. On the Airport there is nothing new. There are still some problems with late arrivals regarding transportation and they are working on that. The Board has not met for two months. The Mayor is in the process of appointing a new Chair.

Mr. Randall reported that Tourism is great. This October was the best October the City has ever had. November is a bit ahead. This is a great time of year to film in Santa Fe when the rates are lower.

Commissioner Paisner asked if Tourism is in communication with Ski Santa Fe. They are turning cars away because the parking lot is full. A lot of the cars are single car drivers.

Mr. Randall said that is right. The Blue Bus is doing two shuttles on weekends,

which is all they can handle. The road has been pretty tough. When lots are full they have Parks Service rules they have to comply with. Their capacity is figured by how many are on the up lift. Ours is the parking lot.

Commissioner Paisner suggest that they might incentivize with a free lunch if people car pool or something like that.

Mr. Randall said Ski Santa Fe does their own thing.

7. REPORT: SANTA FE FILM OFFICE

Ms. La Bar-Tapia reported that Netflix is in pre-production with their western that will film here. They will be filming at Garson Studios from March through May. American Pickers is coming in February. They still taking applications for sites to visit. If you would like to apply please contact her. Two travel shows filmed here recently. A documentary is coming up that will be on the Santa Fe Trail. A producer from Arizona called her last week and described three projects she is bringing to Sant Fe this year. They are independent films and one has a budget of \$30 million.

Ms. La Bar-Tapia continued, the Essential Guide comes out once a year. They are doing a feature on film. It will be talking about the incentive program and filming in New Mexico, specifically Santa Fe. Richard Eeds reached out to her about his radio show. He wants to interview her and make it a reoccurring interview every month or every other month. A big conference for studio executives will be held in Albuquerque in March. It is being held by an entertainment publication. Thirty-two people are invited. They will do a pre or post day in Santa Fe.

Mr. Randall said we tried hard to get that here. They will be at the Tamaya Resort.

Commissioner Gollin said with the producer call it sounds like that is a great example of the incentive working.

Commissioner Zlotoff said Jennifer was kind enough to let us use one of the conference rooms a the new County building. It is lovely and does not echo. That is a possibility for our meetings. Jennifer said that any time a working group wants to meet she will accommodate then. It is free parking as well.

Commissioner Zlotoff said he knows Eric has been on leave. Is there a date certain when we know if he is coming back or if he is not coming back.

Ms. La Bar-Tapia said he is still wrapping up things with *Biggest Loser*. That conversation will happen in a month or so.

Commissioner Zlotoff said Jennifer is doing it all by herself. They can't hire anyone else until a determination has been made on Eric.

8. REPORT: TELECOMMUNICATIONS AND MIDTOWN

Ms. Camacho reported that regarding telecommunications we have advertised to hire someone. We meet regularly with the Chamber of Commerce broadband group as well. The biggest challenge is the salary we are offering. When you advertise on LinkedIn and get a response asking if this posting is a joke you know there is a problem. If we don't get any applications we will go back to the table to see how we can work on that salary. We may bring back Sean Moody temporarily. Once we get someone we will put out our RFP for broadband.

Ms. Camacho continued, with Midtown we should have the finalists by the end of February. That is not to say it will go public at that point. There are propriety issues and confidentiality around it. Right now we are reviewing proposals that have come in. We are excited about the number of master developers proposals that have come in. We gave them the demand and now we are getting the supply and now we would like someone to lead the process. After February, there will be three months of negotiation which will also be confidential. It will probably be late May for the announcement of our master developer. In the meantime, we are hearing people saying they did not put anything in for the expression of interest and want to now. We are not closed to that, but once the master developer comes in they will have to work with that. Also a technical analysis will be done parallel with what data and study is needed to accomplish a plan. Garson is rented through June and that is good for us.

Chair Potter said our interest is in the film aspect of that.

Commissioner Gollin said thank you for your report. In late February they will decide on the finalists and in May they will go public. At one point does the public hear who the finalists are.

Ms. Camacho said in May. In May we will know who will be leading the development.

Commissioner Paisner asked what is the salary on the broadband job. He may have someone for her.

Ms. Camacho said she could not remember right off, but it is low. That is why we may have to go back and look at that. The HR process with the City is a long one.

Commissioner Riess asked can you tell us or clarify what the policy is for the Midtown area and the educational component.

Ms. Camacho said it is definitely one of the priorities. There are planning

guidelines that will serve as a filter for the decisions. Education is one of the priority items.

Commissioner Riess asked the master developer will be in charge of handling the details of how the education system will work there.

Ms. Camacho said she thinks it is a multilayered plan with a master developer and an economic analysis and urban planning and the timeline for the debt the City has and the implications of that. She thinks there will be multiple entities. We will be getting more input from residents and we will be looking at the expressions of interest for the use of the property and the implications of their proposals.

Chair Potter said thank you.

9. REPORT: RESOURCE LIST

Alternate Commissioner Bombach said she set up a draft survey on Google Docs. Ideally, it would be used at the Above The Line event and with partner groups. Any ideas for questions would be welcome. The demographics section is first, then experience and local experience, then what percentage of their income comes from local financing, how hard is it to find work, community, training and financing. She would love to share it with you for suggestions of what information would be valuable. It is rough right now. She will share it with the Film Office once the Commission looks at it.

Commissioner Aubrey asked is the survey anonymous.

Alternate Commissioner Bombach said we would collect emails so we know everyone is doing it only once. Information would not be shared connected to their name. The data would be free for anyone to use. Google Docs was the only free survey site she found.

Commissioner Riess said he has taken many surveys on Survey Monkey.

Alternate Commissioner Bombach said there is a cost to that. Google Docs is free. There are a lot of lists out there, but they are incomplete. Hopefully those people will come on board.

Alternate Commissioner Spitzmiller asked would you administer this list.

Alternate Commissioner Bombach said the spreadsheets are easy to work with. That is another part of it. There will not be a public list. It is more for us to use to better advocate for ourselves and so we know who the Above The Line folks in New Mexico are.

Chair Potter said that is a lot of work. Fantastic job.

10. REPORT: CONTEST WORKING GROUP

Commissioner Riess said we were hoping to meet last week, but were unable to do that. We are in the process of rescheduling for next week hopefully. We would like to see a couple of more people in the working group. The holidays set us back a bit. If you have any ideas let him know.

Chair Potter asked would any of the visitors like to be on the working group.

Ms. Stahmer volunteered.

Commissioner Paisner said Alexandra Rinzo came to our December meeting and was excited about it. Kristen Goodman as well.

11. REPORT: EMERGING MEDIA ALLIANCE WORKING GROUP

Commissioner Jonas said we met on January 2nd with several members of this Commission in attendance. We had a total of six people and we talked through where we are with emerging media. Some questions came up which were indicative of this Commission. We all network to survive, but emerging media does not seem to have an immediate need for a network. That was an assessment and that is a potential challenge. It is interesting to note. We discussed what was a necessity to continue. One key thing that is missing is a person passionate to drive it. We talked about opportunities. We have a network and website in place. The recommendation of the group was to park the project for now and not have the working group continue in any active way. For us, as a Commission, we need to realize that we need to recruit additional members from the emerging media community to the Commission.

Commissioner Gollin said he wondered if he could say a bit more about the conclusion you mentioned that film is more collaborative than emerging media.

Alternate Commissioner Ragano said he does not agree with that. That world is extremely collaborative, but not at the scale of film. It is project based.

Commissioner Gollin said so it is a question of scale. His thought is that film can span the gap, but so can digital media. A new video game that is developed can be hundreds of millions of dollars.

Commissioner Jonas said there is the nature of the individuals themselves and the nature of the business itself. As film makers we have to create networks. Digital media does not necessarily have to do that. In Currents it is an example of collaboration with a huge number of people.

Alternate Commissioner Ragano said he is typically talking about digital media in the framework of being artist based and that no one is really making real money with it. You are talking about local networking and for some reason no one has put that together to make it viable and work. We were spurred on by the very generous OTAB grant and Randy has created a New Media Week in conjunction with Currents. That will establish New Media Week in Santa Fe. With the grant we are going to promote ourselves, a new conference we are putting on and the entire week. We are trying to reach out and get many different large and small organizations involved in this event. We really do need someone to oversee this. It should not be just Currents.

Commissioner Jones said the Emerging Media Alliance would be supportive.

Alternate Commissioner Ragano said it never found its place or a way not to be redundant.

Commissioner Jonas said there is opportunity there, but it needs someone to drive it.

Chair Potter said it is our mission to help stimulate, foster and support film and new media industries. Who has ideas about how we as a Commission could do that.

Alternate Commissioner Spitzmiller said support Currents.

Alternate Commissioner Ragano said if anyone has ideas of groups or individuals who want to be involved in New Media Week let him know. This year the Santa Fe Community College is involved. We are open to all kinds of ideas that are put together ideas.

Commissioner Aubrey said we should include in any events that happen in that week in June the question to the artists as to what they want and need. Ask them how we can help in some way. It seems like a big problem is the voice of those people themselves coming up and asking for help as much as anything.

Commissioner Zlotoff said to do anything and sustain it, it ultimately requires resources. One of the limiting things of this Commission is we have absolutely no resources. He is amazed at what we have been able to do. One question is where can we find resources to do things. Going forward, maybe something the Commission wants to think about is how we can raise money so these things can stand up and live. Without resources, at the end of the day, unless you have someone with passion and desire to lead it the project will not go anywhere.

Chair Potter said maybe Randy can help us with that.

Mr. Randall said it is really hard to get money and allow a committee of the City to spend it. It is almost unheard of. The administration realized they had set something

up that they could not do so they funded the Film Office.

Alternate Commissioner Ragano said if emerging media is at all to continue it needs someone at the helm that is devoted to it. Without that he does not see it continuing.

Commissioner Jonas said we had planned to become a nonprofit and a stand alone organization, but it did not happen. For a project like this to survive in the long term you definitely need to have staff. Our first year was successful due to some funding from OTAB and Meow Wolf to hire a contractor. We need to, as a Commission, look at resources if we want to begin a free standing organization.

Chair Potter said it does not have to be part of this Commission.

Commissioner Zlotoff said the City is spending \$150,000 annually so we can have a Santa Fe Film Office. The purpose of that office is to attract film productions to Santa Fe. The incentive program is a State program. Would it be possible to look at the funds that come into the State from productions for some of that money coming in to be tapped to fund a Commission like this. None of that money is put into development on how we build a film industry here. If the City and County are getting more than 1/4 of that money why is that money not going into a pot for development.

Chair Potter said she thinks Randy has already answered that question.

Mr. Randall said it is \$150 million or \$200 million. The City gets the GRT off of that and only 3.5% to 4% of that. It is a pitch that could be made. It belongs in Economic Development and not Tourism. It is the kind of thing that a pitch could be made on. We just entered into our budget process. It would have to be a nonprofit that receives the funds. A nonprofit could bring a proposal forward. Maybe they could carve out some new money for Economic Development to work with a nonprofit.

Ms. Camacho said there is not a way for Economic Development to help out at this point. A lot of our money comes from Santa Fe real estate and some from the General Fund. Our funding is fixed because of the Midtown project and the financial burden. Santa Fe real estate sales will go into General Fund and decided by Council as to the distribution. Hopefully it will be allocated to Midtown. We would have to ask for an increase in our budget. She agrees with what Randy is saying. Right now we are not endowed with the funds to make this occur.

Commissioner Zlotoff said he is suggesting we direct .5% to Economic Development for the film business. That would be about \$75,000 to \$100,000 a year. That is something to work with. To be effective as a Film Commission, at some point it is going to require resources. We can go around with our hat in our hand, but so is everyone else in Santa Fe. The money is already coming in from Hollywood.

Chair Potter asked what is your connection in this conversation to emerging media.

Commissioner Zlotoff said he is speaking in the larger picture terms. He is exploring the question of how we can do more and is suggesting a possibility.

Chair Potter said thank you. It is a good suggestion.

Commissioner Paisner said if there is not an interest from Tourism or Economic Development you could go to a City Councilor and go for a Resolution.

Commissioner Gallegos said that should be a recommendation.

Commissioner Jonas said this is a relative conversation. It is really a good thing for this Commission to develop the mechanisms. Right now all we can do is make working groups. We could actually make things happen in the world and create our own best practices and that gets him a bit excited to see how this Commission can help enhance economic development in Santa Fe.

Ms. Camacho said we would have to look at the mechanisms that come into play with that such as why is this not one of the sectors we are focused on. She did remember it is a hard one for her to look at in terms of economic development. We would have to explore that.

Chair Potter said she likes the idea of getting a City Councilor to help.

Commissioner Paisner said the way to get Economic Development to fund it is for it to be a start up incubator.

Ms. Camacho said yes, entrepreneurship to strengthen our local economic and resiliency. There is a high cost to that. We have a tendency to focus on entrepreneurship.

Chair Potter said lets see if we can get a City Councilor interested in emerging media.

Alternate Commissioner Spitzmiller said also maybe Jennifer could get Hutton to help publicize New Media Week.

Commissioner Paisner said we will need to get a Councilor to support a Resolution to support emerging media.

Ms. Camacho said it would have to be directed towards a nonprofit.

Commissioner Jonas asked so how do we park the working group.

Chair Potter said it is important to figure out a way to pay attention to that end of the industry.

Alternate Commissioner Ragano said the whole new media thing is confusing and vague.

Chair Potter said there may not be a need for it.

Mr. Randall said we just started our budget period. There will be staff approved in the next 60 days. We do a maintenance budget to cover what we did last year and then we can propose new ideas that would add dollars to the budget. It would need to be for the film industry and not just for new media. That is who creates the funds. You need to see if Economic Development is interested in this. The Mayor said this morning that there will be a lot of good ideas. We will need to see what makes it through to the budget.

Ms. Camacho said we have our maintenance budget done. We have updates this year. In terms of new proposals we are happy and willing. If we could get a Councilor to champion it, that would be great. When you lack resources you need to prioritize things. How can you get national attention to the festival and everyone get behind it. It is great that Currents has new marketing funds. It is how you narrow down and use them.

Chair Potter said we will have a discussion about emerging media at our next meeting.

12. REPORT: SANTA FE NETWORK AND ABOVE THE LINE INCENTIVES

Commissioner Zlotoff said he had good news and not so good news. The not so good news is the City decided it did not want to sponsor another series of *Hey Santa Fe*. It was, as the Mayor said, a labor of love. He also said with love letters you cannot always expect the person to answer back. Unfortunately with the Above The Line event that we had planned for January 15th, New Mexico Bank and Trust informed us that they would not be able to sponsor the event in Albuquerque after all. It was going to be a \$10,000 event. We did not have that without them. We cancelled the Albuquerque event and will look for a later date, hopefully March, in Santa Fe and maybe the bank will fund that. We also got a lukewarm response from the new Director of the Albuquerque Film Office. By March we will have more concrete plans from the working group on the above the line incentive.

Commissioner Zlotoff continued, we had an Above The Line incentive initiative working group meeting yesterday. Because he is going to be out of town starting at the beginning of February for at least six weeks and the demands of his career are increasing, Jim Gollin has graciously and generously agreed to be the Chair with Steve Graham as the Co-Chair of the group. He has now found and identified someone in the

Canadian system who is very interested in helping us do a version in New Mexico and is happy to come here to explain how that could work. They said North America desperately needs a new production center. They said they would be okay to build another one there, but there is no real estate. They said we have the incentive so the opportunity is sitting in our lap should we choose to do it. Those were his words. The handwriting is on the wall. There is no reason that can't be an adobe wall.

Commissioner Zlotoff said the Network is doing fine. We have the resources to keep the lights on for a minimum of a year so that will continue and he will continue to be remotely involved in the working group. None of this has to stop. He just has to take a large step back because of other commitments.

Chair Potter said that is an example of something that became a nonprofit and can stand on its own.

Chair Potter said the not so good news is that Lee will not be at the next two meetings and his term expires in March so due to his commitments we will be without Lee on the Commission.

The Chair and the Commissions expressed their thank yous.

13. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Commissioner Paisner wished Jim a happy belated birthday.

Commissioner Lujan asked everyone to send him their job descriptions for paid or unpaid internship opportunities.

Commissioner Jonas said Little Globe just got funding and a green light on a project. We are looking for a woman cinematographer who wants to travel to Palestine. Let him know if you think of anyone.

Alternate Commissioner Bombach said she had a woman for him.

Commissioner Riess said the semester is beginning and his cinematography instructor is not able to teach the Cinematography I or II classes. If anyone knows anyone who might be interested let him know. The classes start on January 21st. It is paid as adjunct.

14. GOALS FOR NEXT MEETING

Chair Potter said we will have a general discussion about emerging media. Does anyone have anything they would like to see on the agenda.

There were no suggestions.

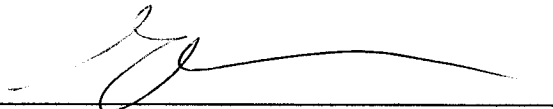
15. QUESTIONS FROM VISITORS

None.

16. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:25 am.

Deborah Potter, Chair



Elizabeth Martin, Stenographer