



Agenda DATE 7/27/16 TIME 10:04

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AGENDA

Santa Fe Film and Digital Media Commission
Tuesday, August 2, 2016
Santa Fe Convention Center, Nambe Room

Call to Order	10:00
Roll Call	10:01
Approval of Minutes, May 3 rd meeting	10:03
Approval of Minutes, June 7 th meeting	10:04
Welcome new alternates	10:05
Update from Kate Noble, City Liaison	10:07
Update from Randy Randal, CVB Director	10:09
Update from Eric Witt, Film Office	10:11
Update from Pathways Working Group	10:16
Update from Facilities working group	10:25
Discussion of other gaps	10:34
Website ideas synthesis, Adam Shaening-Prokasso	10:40
Recommendations to Film Office	11:10
Goals for next meeting, October 4	11:20
Any other business	11:25
Questions from visitors	11:30
Adjourn	11:45

Persons with disabilities in need of accommodations, contact the City Clerk's Office at 955-6520, five (5) working days prior to meeting date.

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 2, 2016, 10:00 AM**

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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 2, 2016
10:00 AM**

1. CALL TO ORDER

The Santa Fe Film and Digital Media Commission was called to order by Chair Deborah Potter at 10:00 am, on Tuesday, August 2, 2016, at the Santa Fe Convention Center in the Nambe Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
Adam Shaening-Pokrasso
Nani Rivera
Doug Acton
Elias Gallegos
James Lujan
Andrea Meditch, telephonically
Pamela Pierce
David Aubrey
Lee Zlotoff, Alternate
Michael Becker, Alternate
Jacque Paisner, Alternate

MEMBERS EXCUSED

Jim Gollin
David Sontag
Susan Fiore
Kirk Ellis
Edward McLoughlin
David Manzanares
Bruce McKenna
Jilann Sprtzmilller, Alternate

STAFF PRESENT

Kate Nobel, City of Santa Fe
Randy Randall
Eric Witt
Elizabeth Martin, Stenographer

WORKING GROUPS FORMED

PATHWAYS

Jim Gollin, Chair of the Working Group
Nani Rivera
Doug Acton
James Lujan
Deborah Potter

FACILITIES, HOUSING, STORAGE, STAGES

Nani Rivera, Chair of the Working Group
Jim Gollin
Adam Shaening-Pokrasso
Elias Gallegos

Chair Potter welcomed the newly appointed alternates to the Commission.

3. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Shaening-Pokrasso, seconded by Commissioner Gallegos, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote

4. APPROVAL OF MINUTES JUNE 7, 2016

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Acton, to approve the minutes of June 7, 2016.

VOTE The motion passed unanimously by voice vote.

5. APPROVAL OF MINUTES MAY 2, 2016

MOTION A motion was made by Commissioner Shaening-Pokrasso, seconded by Commissioner Acton, to approve the minutes of May 2, 2016.

VOTE The motion passed unanimously by voice vote.

6. WELCOME NEW ALTERNATES

This was done at the beginning of the meeting.

7. UPDATE FROM KATE NOBLE, CITY LIAISON

Ms. Noble reported that the Mayor had appointed alternates for the Commission. Also there were two high profile stories in the Santa Fe New Mexican recently about the activity and importance of film in Santa Fe. They said that the Commission's work to create a long term and sustainable industry is more important than ever.

Ms. Noble thanked the Commissioners for their service.

8. UPDATE FROM RANDY RANDALL, CVB DIRECTOR

Mr. Randall reported that the Film Office is up and running under the supervision of Tony Flores, Deputy County Manager, Santa Fe County, and himself. They are in the process of creating the Memorandum of Agreement between the City and the County. Eric Witt is now the Executive Director and is recruiting a second person to work with him. We all need to get together to put together a scope of work with measurable goals for the Film Office and he would like to solicit the help of the Film Commission in the development of this.

9. UPDATE FROM ERIC WITT, FILM OFFICE

Mr. Witt reported that Santa Fe is the busiest with film business as they have been in five years and there are more projects searching for fall and winter. There is an immediate need to streamline the permitting process and to coordinate the processes between the agencies within the City and County with the ultimate goal of unifying the process between the two jurisdictions since projects routinely cross jurisdiction boundaries. This is admittedly a challenge.

Mr. Witt urged the Commission to review and familiarize themselves with both the existing website, www.SFFO.film, as well as with the outreach, development, educational and administrative programs that already exist, and which subject matter the Commission's Working Groups are developing recommendations for, before they submit a final report as many of these issues are already being addressed to a greater or lesser degree.

Commissioner Meditch asked if the credit assignability applies to commercials.

Mr. Witt said yes it does.

10. UPDATE FROM PATHWAYS WORKING GROUP

Chair Potter said that Jim Gollin is in Denmark. Michael Becker will give the report for him.

Commissioner Becker said the group discussed pathways available and advancement within them. He gave his report which is attached herewith to these minutes as Exhibit "1".

Commissioner Acton asked that the Commission members be given copies of reports in writing in the future.

Chair Potter thanked him for a great report.

11. UPDATE FROM FACILITIES WORKING GROUP

Commissioner Rivera gave the Facilities Working Group report. Her report is attached herewith to these minutes as Exhibit "2".

Chair Potter said thank you for an excellent report.

Ms. Noble said she had one correction to the report, there is no bowling alley in the City space. The City owned space is empty.

Commissioner Acton said he had one thing, instead of Hostages it is Hostels.

Commissioner Zlotoff asked what is a gold room.

Commissioner Rivera said it is where they store the props.

Commissioner Pierce said it was discussed at one time that there may be space on the campus.

Commissioner Rivera said there were a lot of buildings not being used initially. Now, it is under new ownership and it would be good to have a conversation with them.

Chair Potter said that leads us to other gaps that we may need working groups for.

12. DISCUSSION OF OTHER GAPS

Chair Potter said what about post production.

Commissioner Rivera said she notices on movie sets that the person who edits the film tends to want to do it in their home and not live here for several months. That is one of the reasons why we have struggled with that.

Commissioner Shaening-Pokrasso said that was a great report Nani. Something we have all discussed a bit is how we bolster an even distribution of employment. Production is high here, post production has never been big for Santa Fe. There are editors coming out of school and going through programs here. He suggested that the Commission take a closer look at it. One of the pathways to look at is how do we bolster more of a community around post production. That is a gap. Look at how education is facilitating new editors and other items in post production and look at similar training programs with the union. What is the equivalent with post production.

Commissioner Aubrey said that has always been an issue. Most are not looking to hire an editor. Assistant editors do get hired if they have gone through the union. One of the big things is to understand what our capabilities are and that requires a merging of efforts of the people here.

Commissioner Pierce said she very much agrees with the statements that we stay open to reaching out into the post production arena. Even though it has been a challenge it is growing. It is a way to expand a community in Santa Fe that continues to draw in people. It is true that smaller productions can in fact have their editing based in Santa Fe. It is an area of growth, connectivity and support of a growing community. We could become a hub. She applauds this direction and is happy to support it in any way.

Chair Potter said lets form a working group. Who would like to serve on it.

The following Commissioners will be members of the Post Production Working Group:

Commissioner David Aubrey will serve as Chair.
Commissioner Adam Shaening-Pokrasso
Commissioner Elias Gallegos
Commissioner Nani Rivera
Commissioner Andrea Pierce

Commissioner Zlotoff said the only way to generate and maintain a viable post production community is to generate local production. The editors here, maybe they can get an assistant editing job while an editor is here but as soon as they get done shooting they all leave and that job is gone. One of the challenges is what is the best way to start generating local production. That is what is going to drive post production. Then there is a reason to stay here because there is a job.

Chair Potter said that is an excellent idea for the working group. Stimulating small films with budgets under \$1 million.

13. WEBSITE IDEAS SYNTHESIS

Chair Potter said we will go through the report on website ideas then get to the recommendations for Eric and others.

Commissioner Shaening-Pokrasso said this is the syntheses of all of the feedback from all of you. He reviewed his report which is attached herewith to these minutes as Exhibit "3".

Commissioner Shaening-Pokrasso said these are the recommendations for Eric for the website.

Chair Potter said thank you for putting all that together. Do we have a motion.

MOTION A motion was made by Commissioner Paisner, seconded by Commissioner Aubrey, to pass on the recommendations for the website to Eric Witt.

VOTE The motion passed unanimously by voice vote.

14. RECOMMENDATIONS TO FILM OFFICE

Commissioner Acton said he would like to recommend to Eric that we get a written report from him in future meetings.

Commissioner Rivera said that would be helpful to her as well. It helps when speaking to other people about what is going on so she can brag.

MOTION A motion was made by Commissioner Acton, seconded by Commissioner Shaening-Pokrasso, to recommend to Eric Witt that the Commission receive written reports from him for future meetings and that the chair of each working group also bring written reports to future meetings.

VOTE The motion passed unanimously by voice vote.

Chair Potter asked are there other recommendations.

Commissioner Zlotoff said one of the things we talked about in Pathways was trying to establish some kind of ongoing symposium for people here in the industry and

those who are interested in the industry. Is that something we could do or would that be the Film office.

Mr. Randall said it would be supported by the Film Office but come from the Film Commission because of the broader nature of the Commission. He would offer space for free. It would be Commission driven and office supported.

Commissioner Shaening-Pokrasso said he would like clarification on our directive. When the website came up as discussion we talked about using some of our budget for it. Now the Film Office is doing it. Do we have a budget.

Mr. Randall said the original funding provided to the Film Commission has been used to support the Film Office. The City's commitment was \$150,000. We got \$100,000 from lodgers tax and the \$50,000 for the Commission budget was used through Economic Development.

Commissioner Shaening-Pokrasso said so we have no budget.

Chair Potter said no but it may not cost anything. Should we form a working group to make that happen.

Commissioner Shaening-Pokrasso asked can we have more discussion here. If it is warranted we could do it and plan it. What does it look like.

Commissioner Becker said that may be an agenda item for the Pathways group.

Chair Potter said alright. We need to put on a good show.

Commissioner Zlotoff said the thinking was that given that we have a relatively small community, one of the things is that there are lots of resources here but they don't know how to get to them. We could focus them into one direction. It would be social interaction around a given subject that would begin to offer those possibilities. It is mostly to say lets get the people interested in doing these kind of things who are established and those hoping to do it together to interact. Those collisions tend to make things happen. Maybe a monthly or bi-monthly thing. We could start pulling all those people to a fun social event that will do two things. It would be a concrete thing the Commission can do and that is valuable, and it allows for that creative collision.

Commissioner Rivera said in December we do the tune up event with a number of film communities in Santa Fe. She would love to see more of that. We have had several thousand people attend. She is right there with you.

Commissioner Rivera said we do pay the people to put it on. The union does pay the employees to put it on. We are looking to expand.

Chair Potter said the Working Group will explore these things and develop an outline for an event or several events.

Commissioner Shaening-Pokrasso said so the process is that Pathways will mature that concept and bring it to the Commission as a potential actionable thing. Having a product of this Commission feels good and demonstrates a good use of our time and he is interested in developing it. He would like to attend the next Pathways meeting.

Chair Potter said the website recommendations are good too.

Commissioner Acton said both groups talked about Channel 28. Can we actually tie into the City. What can we do. Can the City get back to the Pathways group about that.

Commissioner Rivera said everyone is talking about it.

Ms. Noble said this has come up before. The issue is with student films. Many of them are x-rated. Any content that is family acceptable is acceptable. When Richardson was Governor and had a local film office they had an effort to bring forward award winners.

Chair Potter asked how do we let people know they can get their film on to the City channel.

Ms. Noble said we would have to develop a process, a streamlined process. We also have to get distribution rights. A lot of the leg work has to be done. We need to get with the City Manager to see how to do that and who in the City would be the point person.

Chair Potter said we would need to let novice film makers know how to do it.

Commissioner Aubrey said back to the website.

Commissioner Pierce said we need to make a motion to add that to the recommendations for Eric.

MOTION A motion was made by Commissioner Pierce to add Channel 28 and all the information about it to the website so that it is available for novice film makers.

After some discussion, Commissioner Pierce withdrew her motion.

Commissioner Shaening-Pokrasso said the City is already established to receive films but there is a requirement to screen each piece and ensure that licensing is

covered.

Ms. Noble said a lot of that was done before through the Governor's Film Office. That does not exist anymore so the City would need to set up those vetting procedures and set up a rotation with the Channel Manager. A process and time line needs to be worked out. Then we would need to put out a schedule for Channel 28. The Governing Body meetings are shown on that channel live and are not a defined length so developing a schedule is easier said than done.

Chair Potter asked does the City have the manpower to do this.

Ms. Noble said there was an entire position doing this at the state level under Richardson.

Chair Potter asked Eric if he can do it.

Mr. Witt said he doesn't have the manpower to do it at this point.

Commissioner Zlotoff said if he was an aspiring film maker he would not need to put his film on a public channel, he needs to put it on the web. Who is going to watch it on public access TV. We need a place where people will go to look for cool content.

Commissioner Rivera agreed. Her son is in the targeted age group of who would watch these films. He sees everything on the web.

Commissioner Pierce agreed. It will be a full time job to do this.

Commissioner Pierce said students who might look for putting their film on public access would be those who have a twelve or eight minute opportunity that might fit.

Commissioner Rivera said we would need to have national advertising to maintain it.

Commissioner Zlotoff said his thought is establishing a distribution channel and put a link on the website. Maybe clips of something could also be added.

Commissioner Shaening-Pokrasso said we are at a point at which this trend is being talked about in both groups. It is about elevating and creating exposure for film makers. With that in mind there are other ways to look at elevating that kind of thing. Even if the Film Office creates a YouTube channel. That would remove the City liability. That path does not have the hoops to jump through. Maybe we suggest to Eric that he explore channels.

Commissioner Rivera said there are so many possibilities. Maybe we could

collect the information and discuss it.

Commissioner Shaening-Pokrasso said he agrees with that.

Chair Potter said it sounds like we need a working group.

Commissioner Pierce said we talking about marketing and distribution. To maintain something like this is an enormous effort. It falls under some of the other categories. We can have a working group that explores the distribution and marketing.

Chair Potter said we will form a working group for distribution. Who would like to participate in this group.

Commissioner Zlotoff said it would be a working group to explore distribution opportunities for local content creators.

Chair Potter said that is great.

The following Commissioners volunteered to participate in this working group:

Commissioner Lee Zlotoff will serve as Chair
Commissioner Nani Rivera
Commissioner Adam Shaening-Pokrasso
Commissioner Elias Gallegos
Commissioner Michael Becker

Commissioner Pierce said we need to make sure we know what the Santa Fe Film Office is doing vs the State Film Office. We need a way to define which one you go to for what and what their relationship is to each other.

Mr. Witt said they are distinct and work hand in glove with each other. He would not put this on the website but if this group wants to know he is happy to explain. Film makers look at the State site first then that gets passed down to local offices. We work closely with the State and Regional offices.

Commissioner Pierce asked on the website is there a link to the State Office for questions.

Chair Potter said yes there is.

Commissioner Paisner said maybe the State can be a locations office and also show people how to fill out the paperwork for the tax credit. Maybe they could teach people how to receive the TPP funds.

Commissioner Paisner said we could recommend that Eric explore a system to

educate film makers and big productions how to do this.

Mr. Witt said there is a distinction between FTTP which is in school training programs and the thirty day apprenticeship program which is called the FCAP program. As far as the administration and marketing of it that it is a State administered program that runs through Economic Development. He can alert people but the administration is out of the State. Those links are on the website.

Commissioner Pierce said she just wanted to make sure there was clarity.

Chair Potter asked are there any other recommendations. Reaching out to commercial producers to film in New Mexico.

Commissioner Shaening-Pokras said he is seeing the website and Film Office as the base line. To the degree that it looks beyond that and sees itself as a marketing body, one recommendation he has is looking at commercial production. He is thinking about targeting sections. He recommends exploring a technical marketing strategy to show that Santa Fe is a great place to film a commercial. A commercial could be produced for that purpose as an example.

MOTION A motion was made by Commissioner Shaening-Pokras, seconded by Commissioner Gallegos, that the Santa Fe Film Office explore marketing opportunities such as a commercial for themselves.

VOTE The motion passed unanimously by voice vote.

15. GOALS FOR NEXT MEETING, OCTOBER 4TH

Chair Potter said for the next meeting we will have reports from Pathways, Distribution and Post Production. Is there anything else.

Commissioner Rivera said she thinks her group is done.

Chair Potter asked to whom do we send your recommendations.

Commissioner Rivera said Santa Fe County is pursuing a bond.

Chair Potter said please bring your recommendations to the next meeting so we can vote on it.

Ms. Noble said we need to start working on pulling together all of the recommendations as a master set of recommendations and then act on them at a future date.

Chair Potter asked who would like to gather those recommendations for us.

Commissioner Rivera said she will do that.

Chair Potter said we will look at that at the October meeting.

Ms. Noble said we need to include the previous working groups as well.

Chair Potter said thank you Nani.

16. ANY OTHER BUSINESS

Mr. Randall said to the extent that this Commission could address the City and County as one is good. Don't worry about borders between the City and the County.

Commissioner Rivera said so we can add information on the County.

Mr. Randall said make sure there is no difference between the City and the County because this is a Commission of the City. Address both issues as one.

Chair Potter suggested to Nani that she coordinate with Jim Gollin on the Pathways recommendations.

Mr. Witt said he knows this body is officially a City Commission. This office is jointly funded and he answers to the City and the County. As a practical matter production takes place in both the City and the County. His office serves the City and County equally.

Chair Potter said we appreciate that you take our recommendations to heart since we were told by Randy to deliver them to you. They are good recommendations.

Commissioner Acton asked is the County planning to have a County Film Commission as well.

Mr. Tony Flores, Deputy County Manager for Santa Fe County said we are waiting to see how this Commission works and how the Film Office is successful. We are not recommending a separate body but a joint body may come out of this.

Mr. Randall said that would be the City recommendation as well.

Chair Potter said thank you everyone. This is the end of the formal part of our meeting. This is fantastic work. Thank you Elizabeth for taking notes and Kate for everything. We could not do this without you. Thank you to Randy and Eric as well.

17. QUESTIONS FROM VISITORS

Tony DellaFlora, audience member, said he would like to make a short presentation. He said he is here on behalf of Blue Sky Producers Lab in Albuquerque. Our goal is to develop and package projects for production. We work with writers and producers in New Mexico to get projects ready for development. We think development is a missing link. We launched a call on May 15th for productions. We have been getting about a script a day since then. We are looking at taking five projects this year with budgets between \$1 million and \$5 million. We want to have some small successes then build up. Last week we picked our first three projects for development. They are a mini series on the Taos revolt, Virgin Vampire Hunters and Tomahawk by James Lujan, one of your Commissioners. That will be the first Native American developed TV series. We are looking for viable film and TV projects that we can help prepare, package and then get them sold to production companies. They will be shot and edited in New Mexico. We are not affiliated with any studio or community. We will shoot wherever we can. Ken Noel is a partner. He is working on distribution issues. He has a company called Invest New Mexico who does investments in all kinds of projects in this state. It is also going to do funding projects for film and TV. He one of thirty eight companies certified to do crowdfunding.

Commissioner Zlotoff said with crowdfunding they are investing in the film.

Mr. DellaFlora said we looking for scripts. We would appreciate your help in getting the word out.

Commissioner Pierce asked do you fund documentaries.

Mr. DellaFlora said yes we work with them but we do not do the funding. We are doing the development to get you to the funding. The whole gambit.

Jon Hendry, audience member, said he loves these discussions. Try not to do micro management. The biggest issue we have is that the State is broke. We need a special session to address it. If we retreat from funding the incentives, the message to LA is that New Mexico is going backwards. To lose Eric and his lobbying ability is a big mistake. To have Eric get into the weeds is a mistake. Look at the higher level. We need to continue the rebate on the incentives. We need to keep the team in play. We cannot retreat from the incentives. We will lose business. He urges the Commission to look at that.

Chair Potter said that is an excellent point.

Commissioner Zlotoff asked where are you hoping to get the funding for your projects from.

Mr. DellaFlora said Ken is the person to speak to on that. He has film


connections with major studios and production companies. We are looking initially at crowdfunding.

18. ADJOURN

MOTION A motion was made by Commissioner Rivera, seconded by Commissioner Pierce, to adjourn.

VOTE The motion was passed unanimously by voice vote.

The meeting adjourned at 11:50 am.



Deborah Potter, Chair



Elizabeth Martin, Stenographer

Santa Fe Film and Digital Media Commission "Pathways" Working Group

26 July meeting

In attendance: Jim Gollin (Chair), James Lujan, Nani Rivera, Lee Zlotoff, Deborah Potter, Jenifer LaBar, Eric Witt, Jacques Paisner, and Michael Becker (who agreed to present this summary of the discussion)

We discussed the Pathways available to enter the film industry and then to advance within it, for students and the young, and also for those in mid-career who wish to shift and grow their capacities. We distinguished between the pathways needed for below the line, above the line, and related pathways for industry activities such as distribution and finance.

BELOW THE LINE (crew, technicians, etc.)

It was generally felt that below the line training is, while improvable, relatively strong already.

For the three major schools (IAIA, SFUAD, SFCC) there have been opportunities for students to work while still in school, gaining valuable knowledge and connections. They also can participate in film competitions, festivals and the like. Under Governor Richardson, there was a very active curriculum developed and implemented at 6 NM community colleges, with 12-18 month programs, often taught by union members but paid for by the state, plus an on-set mentorship program. These programs trained up 6000 crew members during their heyday, but are now mostly defunct, because they were defunded by the Martinez administration. Some of this work continues despite the tighter funding, for example at SFCC. The Union has a strong program getting prospective workers 30 days of experience, including on-set time.

One government program that continues, is very helpful, but perhaps not widely enough known, is the Film Tech Training Program, or FTTP, whereby the state will pay up to half of a worker's salary as long as they are learning a new skill during the process. While this is not specific to the film industry, it can support up to \$2 million in film salaries per year, helping encourage the industry to hire and train newcomers, and lowering the net cost for emerging and low budget filmmakers.

ABOVE THE LINE (Producers, directors, writers)

Again, in previous years there were more state sponsored programs such as the NM Filmmakers Showcase, and NM Filmmaker program grants of up to \$25k. In the past, there were specifically funded programs for IAIA students supported by National Geographic, ABC, and Fox, but none of those are active now. Once again, now basically non-existent for lack of funding.

DISTRIBUTION

As has been discussed by the Finance Working Group that securing avenues of distribution is key to the success and growth of not only each individual project, but to the Santa Fe Film and Digital Media industry overall. The idea of a Santa Fe Channel, whether based on the Comcast-funded public access model or even as a website-based or streaming channel, has many fans. If, for example, students were able to show their low budget movies on a Santa Fe Channel, the chance of them being discovered for awards or future work increases significantly. And further, if one such film received critical success, that would in turn drive viewers to the channel, bringing greater exposure to the filmmakers.

EXHIBIT 1

POST PRODUCTION: Other ideas discussed include pathways to work in post-production, which might be more of a "Facilities" working group subject, and in the digital sector.

MATCHMAKING: There could well be mid-level people with skills here in Santa Fe looking for work, and those who need those skills for projects and are looking to hire, but with both sides looking to ~~to find~~ to find skilled workers and to find work. Some local matchmaking service might be helpful.

COMMUNITY: Developing a robust, self-aware film industry community in Santa Fe should be a long-term goal, creating opportunities to share ideas, find work and develop a culture of cooperation and interconnection.

FACILITIES REPORT

Santa Fe Film & Digital Media Commission

Here is a broad overview on the facilities that are currently available, plus some thoughts (collected by various entities) on what we need, to move forward. After a series of meetings and conversations with industry professionals and other board members here's some ideas of where I believe we are at and where we can be looking.

In New Mexico's flurry of film activity, Santa Fe cast in leading role

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Posted: Saturday, July 30, 2016 7:00 pm | Updated: 2:39 pm, Mon Aug 1, 2016

By Tripp Stebbins
The New Mexican

Wildland firefighters battle a terrifying blaze. An Army captain shepherds a Cheyenne chief and his family through dangerous territory. A mining accident wipes out half the population of a small town. Parenting takes a gay couple by surprise. And Sheriff Longmire returns.

Some of these stories will be broadcast, some binge-watched. A few might win awards or dazzle at exclusive festivals. But all will have Santa Fe in common, having been filmed in the city and county this summer.

Andrew Fleming, director of *Ideal Home*, looks at the scenes on the monitors while filming at The Dragon Room on Wednesday, May 25, 2016. Luis Sánchez Saturno/The New Mexican



As the Santa Fe New Mexican correctly pointed out, we have more shooting activity here in Santa Fe than any other city this size in North America include Canada. It is very likely there is no other city of our size (anywhere in the world) that has had this much production in the last couple of years. That obviously puts a inordinate amount of pressure on the physical facilities that we have for shooting, production offices, Mills, FX Shops, prop and wardrobe storage etc... This coupled with the much higher cost of real estate here in Santa Fe (more than the rest of the state) presents some real challenges when we are this busy. The non profit prop house in Albuquerque rents an old railroad warehouse for \$2500 a month which is ten cents a square ft.

Our two flagship facilities are obvious. Garson Studios which is in the city, and Santa Fe Studios in the county. Both face the challenge that they are too small for the needs of Santa Fe. Garson Studios also has challenges regarding the height to the grid as well as the issues that come from being a converted gymnasium. I worked there for years and am very familiar with the facility and can address the specific needs it has. One thing is clear, both studios need to be bigger than they are to be better. I feel that it would behoove this commission to take a clear stand on the bonds that Santa Fe Studios are looking at to fund their expansion, should they need our political support. I also believe that the temporary buildings that they are adding to allow them to have more office, construction and storage space are a great solution until they can actually complete the financing and building process of their facility.



COMBAT 2

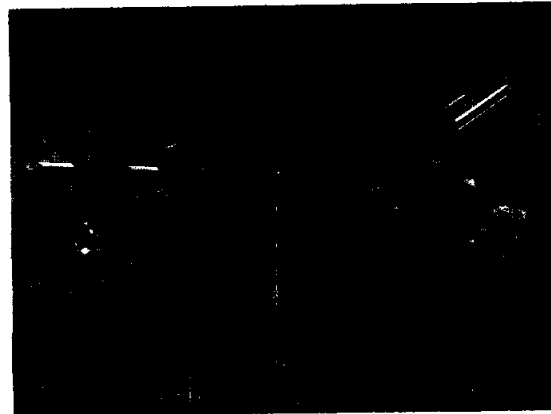
FACILITIES REPORT

Santa Fe Film & Digital Media Commission



Santa Fe Studio was always intended to be more than just a regional hub which it will continue to be as long as there's only two stages and no real mill space to speak of. I also believe that this commission can urge the city of Santa Fe to look at financing to allow Garson to build what they really need: a dedicated mill. Right now they have wardrobe and accounting working out of temporary buildings in the parking lot rented by Longmire. That's not a long-term solution. There is absolutely no mill space there, so productions who have to do a considerable build, will not consider Garson as we end up both building and shooting on stages A&B. Garson also has access on the SFUAD campus to the old Manhattan set and could be repurposed for multiple possibilities but is currently not being marketed either by the state or by SFUAD. Again this is a cause that the city could take on easily.

We currently have a series of office buildings from the old IRS building in Rodeo Park which is currently being used by Granite Mountain. The office buildings on Sixth Street were recently vacated by Ideal Home and immediately re-rented to a new movie. A beautiful office space is being rented by Hostile located within walking distance of the old Radisson. Even Santa Fe Breweries brand-new facility (which is not brewing beer) is being used to creating custom-built special effects work for Granite Mountain. Our own airport has a mill and a gold room for a couple of productions. We even found a construction warehouse off of Aqua Fria (Used by *Hostages*) which had sat



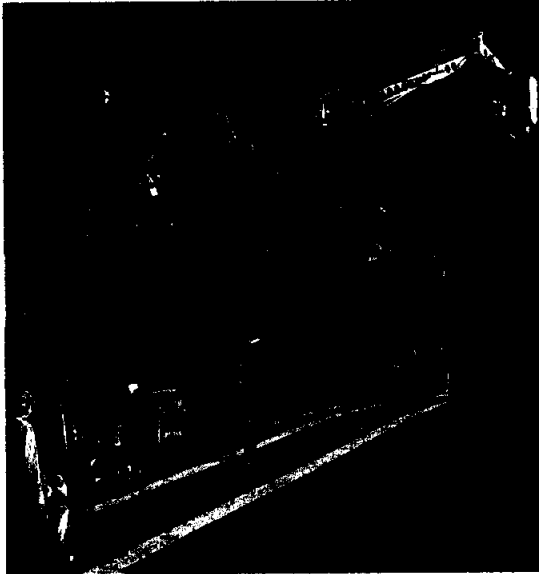
empty for a while. There is little clear-span space in the city or county (with the power needed for a production) that we are not using already. I think this clearly indicates that our plan is working and we are spreading the wealth ~ not just to the two studios but around the city.

Other than identifying other spaces that might work I don't believe that we need to do anymore to create these type of places since the studio expansion will return some of the spaces to their intended use. It's interesting to see businesses step up. A consignment store on Cerrillos is looking to add a prop house, several clothing stores are looking to add wardrobe. Santa Fe Breweries generosity (by allowing us to put special effects in their) was a great liberation.

There is a need for a dedicated training facility, the obvious place is the swimming pool that is almost attached to the higher learning center and within a short walk of SFUAD, Santa Fe High and the Nelson Mandela Magnet School. Perhaps the commission can explore why this building has sat empty for almost 20 years.

FACILITIES REPORT

Santa Fe Film & Digital Media Commission



There have been several proposals to rebrand Community Access TV as the Santa Fe Channel, this can be an excellent opportunity to introduce young people to our business, get exposure for vendors and sell Santa Fe to the broader tourist market. The unused space next to the city offices upstairs in the Railyard is a perfect place for a TV studio, which does not require the same height as a film studio. Recent advances in lighting and cooling may mean that we do not have the retrofit the building in a way that we would've had to do five years ago. The city already has budget a line item for channel 28 and a department that shoots mainly city functions. It could easily be rehoused there and combined with our current community access TV to create something that has a real meaning and purpose while we train : The Santa Fe Channel.

There are several smaller post production facilities here but as they are not being utilized by the major motion production companies I chose not to include them as this report is on physical facilities.



One of our biggest issues in Santa Fe is a lack of affordable hotel rooms during the summer. Obviously we need to try to have production year around but to ask hotels who work on a small profit margin to give us special rates during the four months of the year when they are busiest is simply impractical. The city recently launched the new effort to collect occupancy tax from Air B&B and similar vendors. Since we are collecting taxes from these entities, these rooms have become rebatable and an inventory of what's available should be forthcoming from Tourism Santa Fe. We do need to make sure that we offer competitive rates and discourage picture companies from using third-party vendors to book rooms.

I have not addressed the western sets, the old main prison or any of the other facilities in the county as this is the city film commission but I will be happy to do so if necessary.

Thank you for the opportunity to work on this.

NaNi Rivera

Santa Fe Film and Digital Media Website

Recommendations from Santa Fe Film and Digital Media Commission

August 2, 2016 // Adam Shaening-Pokrasso, 12FPS Inc.

Background

The Santa Fe Film and Digital Media Commission has discussed the creation of a website to support both local and out of state film and digital media makers. The central subject of this discussion began with a need to list all film and digital media resources in a single place. The process of vetting each listing (or if the listings are made available to anyone) and the final display format has not been discussed to any end, although the interest in consolidating and promoting local assets is shared amongst the group.

Additional content and functionality has been discussed and subsequently, a request to all Commissioners to share their suggestions has been made, resulting in the detailed bullets below. Following these suggestions and based on market research, similar sites, and offline conversations with local Santa Fe media makers, the following is a synthesized set recommendations to be received by the party who will design and develop this resource.

Consolidated Summary of website suggestions

CONTENT DATABASE

- Complete listing of film and digital media resources (suggested categories below - also see City of Santa Fe Film Data Base - attached)
 - Crew
 - Talent
 - Production resources
 - Studios and stages
 - Rental
 - Craft, catering and dining
 - Accommodations
 - Post production resources
 - Audio and video post facilities
 - Distribution
 - Film festivals
 - Screens and theaters
 - Other local distribution resources
 - Education
 - Finance resources

ADDITIONAL SITE CONTENT

- Resources for indigenous filmmakers
- Detailed resources for understanding and navigating tax incentives
- Complete guide to making media in SFe, starting with education and getting connected and moving through the entire process into distribution and exposure (to include FCAP, FTTP and other pathways to education and career opportunities)
- FAQ section

FUNCTIONALITY

- Responsive site with support accross all browsers and devices
- Integration with YouTube and Vimeo to easily embed videos
- Optimized SEO and display of listings from google search

ORGANIZATION (Intended to consolidate and focus navigation for optimal user friendliness)

- Homepage (about film and digital media in SFe, mission/purpose as outlined by the Mayor, local weather, currently in production, and other top level resources, policies and procedures applicable to filming in Santa Fe)
- Complete database
- Locations (a unique database listing popular film locations and studios - listings to include photos, videos and links to films and shows shot on-location)
- Opportunities
 - Post jobs openings
 - Casting calls
 - Equipment needs
 - Gatherings

Suggestions from Commissioners

Michael Becker

- 1. My personal interest / focus is with the above-the-line "pathways" direction of the commission. One thing any burgeoning filmmaker could use help with is exposure... i.e., a content portal page on the site. A place where locals could post their projects. Important would be to just provide a page (or sub-pages by category?) with links to Vimeo, YouTube, etc., because hosting the actual media would be unnecessarily demanding and expensive when it comes to bandwidth. But I've never come across a film office website that helps promote local above the line talent
- 2. Location photos are great - but why not also have a moving image library online? "Shot in Santa Fe." Same idea as above, a page that hosts links to the officially sanctioned clips, trailers, etc. from projects filmed here. "Photography is truth. The cinema is truth twenty-four times per second."

Digital Media Finance Working Group (adapted from meeting minutes)

- Support navigating NM film tax incentive - especially for smaller budget films and productions
- Listing of available housing - short and long term rentals for traveling crew and talent
- Listing of studio spaces available to filmmakers
- Distribution channels and opportunities to promote local filmmakers and their work (Suggestion to have a live stream of the "Santa Fe Channel" if local cable channel 28 were to be co-opted as a showcase of local films and productions) - The goal might be to move beyond broadcasting City Council meetings and the like to include the work of student filmmakers, the rich cultural activities occurring regularly in Santa Fe, or even public domain films with a western theme, or which were filmed in Santa Fe, building the Santa Fe brand.
- Possible information page about international productions coming to Santa Fe (could include Visa info and other travel info pertinent to productions originating from out of the US)

Pamela Pierce

- Mission/purpose (connect to Mayor's agenda and office)
- Role of City in Film production
- Leadership - and flow of duties; clearly show the level of decision making employees
- Purpose and what the SF Film office will do; Process for engaging the City in making a move in greater Santa Fe This can be in form of frequently asked Questions (example: where do I go to seek tax credits OR who should I speak to about locations (seeking and offering) and is there a timetable for completing forms or requests?)
- Listings for film related Businesses and Services
 - (Question on this one: is there a vetting process to be listed on this directory on the web site? By listing on a website, we are implying that the city recommends whomever is listed... Is there already a directory just for greater Santa Fe?)
 - Also, what are the categories of vendors and services? I would like to include everything from caterers for on location, to make up, to education opportunities - It is this category (vendors and services) that should require each of us to submit and perhaps we could "borrow" the vetting inquiry, or we need to clearly state that no business listed is recommended by the city of Film office. In that case, it is just a matter of filling out a form, and perhaps requiring two recommendations for the goods or services.

Deborah Potter

- Inter-active bulletin board: Create an on-line film community. Post jobs openings, casting calls, equipment borrowing needs, gatherings, etc.
- Exterior shots: Gorgeous shots of the area, including some very modern sci-fi looking buildings.
- Weather patterns: Lots of clear days, etc.
- Facilities: Use SFFDMC reports plus more.
- Actors: allow actors to post photos and YouTube links.
- Crews: Something better than the link to the state website. Something that can be easily updated.
- Post-production digital industry: Listing, in detail, what services we have, who's doing them, etc. Provide links to each company.
- Funding: SFFDMC report content, with a way to update.
- City amenities: Articles about SF as a favored destination and place to live. Stress restaurants, hotel room and apartment availability, hiking, skiing, biking, shopping, museums, movie theaters, attractions (Meow Wolf), etc. Families of above and below the line people want things to do!
- Film pros who visit often, live here or have homes in the area and are likely to jump at the chance to work here and may not need per diem: Robert Redford, Shirley MacLaine, Marsha Mason, Wes Studi, Dave Grusin, Alton Walpole, Kirk Ellis, Susan Fiore, Tony Mark, Tom Ford, Chris Eyre, etc., etc.

Elias Gallegos

For me, I would hope to see our website have a function where actors and crew could see upcoming casting opportunities as well as education alerts or invites.... Union and Non/Union film and tv.

	Marketing	Entities who Market SF Film through The City : Shoot Santa Fe	IATSE 480 SF Eco. Development	NM Film Office Oneheadlightink	SF Studios SFFF	Jean Coteau SF Airport Grill	
	Local Filmmakers	Filmmakers and Local Production Companies	Tony Mark HD Solutions	Adam Shapiro	Mark Gordan		
Production	Crew & Unions	Entities who have lists of crews, actors, background talent etc...	IATSE SAG	Talent Agencies Local 600	Midthunder Casting Teamsters		
	Locations & Businesses	Locations companies and businesses dedicated to production	Santa Fe Studios Garson Studios	MBS Equipment Rental Serious Gripage	Hotel SF Cesaa		
Post Production	Editing	Post production companies and individual editors	Lightningwood Pictures HD Solutions	High Desert Digital Blue Sky Stock Footage			
	Distribution	Do we even have people who service distribution here?					
Events	Film Festivals	All the film festivals in SF and surrounding areas	SFFF NM Women in Film	SFIFF NM Film Office	NMLFF	Italian Film Festival	Taco Shortz
	Events	Film related events in SF	Film & Media Day Cast & Crew Screenings	Wrap parties Summer at the Railway			
Digital	Gaming						
	Interactive Storytelling						
Education	Studies for film		SFUAD SFCC	SFAIA			
	Assets	Entities who help students or beginner filmmakers	NM Film Foundation Women in Film	Internships Competitions			
Other	Fundraising Options	Who finances film around here? And who could		SSFPP	Organizations	Grants	
	Screens	Theaters and screen rental options	Pre Green Light	CCA Lencic	Scottish Rite Real Stadium 14	SF Audio Visual Lumenscapes	CPJ

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