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Agenda DATE 7/12/17 TIME 9:52
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Santa Fe Film and Digital Media Commission
July 18, 2017
10:00 – 11:45 AM
Santa Fe Convention Center, Peralta Room

Call to order	10:00
Welcome new Commissioner and Alternate Commissioners	10:01
Roll Call	10:02
Approval of Minutes and Agenda	10:03
Update from Matt Brown re Resolution and Internet	10:04
Update from Randy Randall	10:10
Update from Eric Witt re productions	10:14
Report, Santa Fe Above The Line event, Adam Shaening-Pokrasso	10:35
Update, Santa Fe Media Network, Lee Zlotoff	10:50
Report on SFUAD's Greer Garson Studios space working group, Jim Gollin	11:05
Report on New Media working group, Adam Shaening-Pokrasso	11:10
Report on Long Range Planning working group, Deborah Potter	11:12
Goals for next meeting	11:25
Any other business or announcements	11:27
Questions from visitors	11:30
Adjourn	11:45

Next meeting: August 1, 10:00 – 11:45 AM, Convention Center

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, PERALTA ROOM
 TUESDAY, JULY 18, 2017, 10:00 PM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
WELCOME NEW COMMISSIONER AND ALTERNATE COMMISSIONER		1
ROLL CALL	QUORUM	1-2
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF MINUTES	APPROVED	2
UPDATE FROM MATT BROWN RE: RESOLUTION AND INTERNET	INFORMATION/DISCUSSION	2-3
UPDATE FROM RANDY RANDALL	INFORMATION/DISCUSSION	3-4
UPDATE FROM ERIC WITT	INFORMATION/DISCUSSION	4-5
REPORT, SANTA FE ABOVE THE LINE EVENT	INFORMATION/DISCUSSION	5-8
UPDATE SANTA FE MEDIA NETWORK	INFORMATION/DISCUSSION	8-10
REPORT OF SFUAD GREER GARSON STUDIOS SPACE WORKING GROUP	INFORMATION/DISCUSSION	10-11
REPORT ON NEW MEDIA WORKING GROUP	INFORMATION/DISCUSSION	11
REPORT ON LONG RANGE PLANNING WORKING GROUP	INFORMATION/DISCUSSION	11

GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	11-12
OTHER BUSINESS OR ANNOUNCEMENTS	INFORMATION/DISCUSSION	12
QUESTIONS FROM VISITORS	INFORMATION/DISCUSSION	12-13
NEXT MEETING	AUGUST 1, 2017	13
ADJOURNMENT	ADJOURNMENT	13

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, PERALTA ROOM
TUESDAY, JULY 18, 2017, 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, July 18, 2017, at the Santa Fe Convention Center, Peralta Room, Santa Fe, New Mexico.

2. WELCOME NEW COMMISSIONER AND ALTERNATE COMMISSIONER

Chair Potter welcomed Anna Darrah as Alternate Commissioner, Chris Jonas as an Alternate Commissioner and Jacques Paisner who is moving from Alternate Commissioner to Commissioner.

3. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Adm Shaening-Pokrasso
Lee Zlotoff
Jim Gollin
Nani Rivera
David Aubrey
Michael Becker
Andrea Meditch
Pamela Pierce
Jacques Paisner
Chris Jonas, Alternate Commissioner
Anna Darrah, Alternate Commissioner

MEMBERS ABSENT

Doug Acton, Excused
Kirk Ellis, Excused
Chad Burris
Elias Gallegos, Excused
Edward McLoughlin
Jilann Spitzmiller, Alternate Commissioner, Excused
David Manzanares, Excused

OTHERS PRESENT

Matt Brown, Economic Development Director, City of Santa Fe
Randy Randall, Santa Fe Tourism
Eric Witt, Santa Fe Film Office
Elizabeth Martin, Stenographer

4. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

5. 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.

6. UPDATE FROM MATT BROWN RE: RESOLUTION AND INTERNET

Mr. Brown reported that the Resolution passed the Finance Committee with an amendment to the title and is on the consent agenda for Public Works on Monday and Council on Wednesday, July 26th at 5:00 pm. The paperwork is there for the packets for the Public Works Committee members to use on Monday.

Mr. Brown reported that regarding the internet the City has approved and the budget allocated to run pipe attached to the Railyard through downtown and close to City Hall. With Phase 2 we are in the process of getting the archeologist to help map out the route. The goal is to have that project done 9 months from now. There is a sense of urgency to get moving. We are hoping the archeologist can map out some routes that have been dug out and used before so that we don't have to go through the entire archeology review for the entire project. The next phase is that we are going to hire a consultant who will be accountable for all telecommunications strategy and who will be a full time in government consultant. We have found that at the University of Art and Design they have a ton of bandwidth. He can't speak to the efforts but he wants the Commission to know it may have the most of any single location in the City. This is a significant opportunity to expand and grow. The bunker under the University contains a node and the state has a facility there with a node adjacent to it for access points. We have increased the through put to 10g and that is live now. We went from 2g to 10g. The broad strategy is as we are building pipes to look for other areas that need extra bandwidth. We will be using a lot of fixed wireless. He met with folks at the County. They have 148 miles laid of fiber but not access. They are considering a large fixed

wireless solution to cover the County. We are looking at how do we work with them to have a coherent strategy.

Commissioner Meditch said keeping in mind this is available in certain areas is there some publicity we should be doing maybe through the Network to the community so people know what they need to do to tap into that and to allow build out around the existing nodes.

Mr. Brown said we need to connect with Matt Ross for communications and the leads of this work so we don't get ahead of ourselves.

Chair Potter asked will you connect on that.

Mr. Brown said yes.

Commissioner Shaening-Pokrasso asked when are you expecting to confirm and connect with the accountable body for this.

Mr. Brown said 2 to 3 weeks.

Commissioner Meditch asked this is going to take 9 months.

Mr. Brown said yes, to lay the fiber itself. There is an urgency to get going. It may be longer, but that is the goal. This is a major priority. They could break ground and find artifacts and that would slow everything down. The archeology team is looking for pathways that have been already dug and cleared where possible.

Chair Potter thanked Mr. Brown for the update.

7. UPDATE FROM RANDY RANDALL

Mr. Randall said the Above the Line and Launch were wonderful events. There was plenty of energy and excitement in the room. If we accomplish nothing else other than to keep the energy and excitement about the film industry that would be wonderful. The tourism lodgers tax is up 11.3% over last year. That is over \$1 million. That supports the extra money he was allowed to budget for next year. This was the first time the Council and Mayor have allowed us to budget money based on futures as opposed to known results. That shows a lot of confidence from the Council and Mayor. The film economy is a huge part of that. In that is short term rentals which we are not very good at implementing yet. We will get there. *Travel and Leisure* magazine did a survey and Santa Fe is number 2 as a City destination to visit in the Country and number 11 world wide. He just saw that David Manzanares is doing a film in Pittsburgh for 2 months. We need to keep pushing fact that Santa Fe is a wonderful place to film.

Chair Potter said she wanted to thank Randy and the Hotel Santa Fe for all the work you did to make our event successful.

Mr. Randall said the hotel did a great job.

Chair Potter said they always do.

Mr. Randall said we exceeded our expectations on attendance.

8. UPDATE FROM ERIC WITT

Mr. Witt reported that he is working with Santa Fe Studios. They have some space now that *Longmire* has wrapped. The Cohen brothers are here in New Mexico and filming here, Colorado, Nebraska and Waco. Graves is here and we are working on some cooperative efforts with Albuquerque.

Mr. Witt said congratulations on the Network launch.

Chair Potter said thank you.

Mr. Randall said he wanted to add that Lisa Van Allen has been providing a service to facilitate permitting for films. That function and Ms. Van Allen are shifting to the Film Office for this fiscal year. She will start reporting through the Film Office.

Mr. Witt said in connection with that, we are trying to combine the City and County permitting process and move it all on line. We are working with a software company right now to make it user friendly.

Commissioner Gollin said in our direct spend there is an enormous amount going to stays at hotels and restaurants. Do we have a sense of how much of the tourism income is direct or indirect film industry income?

Mr. Randall said we don't have that specific number. We should be working on that. Because the production side is at capacity it is in the base we are enjoying. We are at our max unless we can shift crews from Albuquerque into our market to reside. Knowing that number we should be able to put a value on it that is reasonable enough to state.

Commissioner Zlotoff said in every budget of every production they say how many nights of hotel rooms they need.

Mr. Randall said they don't tell us that.

Commissioner Zlotoff said we can ask.

Mr. Witt said some of that is confidential. We have \$3 million in base hotel rentals and on top of that is GRT and lodgers tax. It is harder to get to restaurant figures. Hotels keep track of rooms by industry. If you look at the State film study, film accounts for \$540 million in film induced tourism. About 10%. We would like to get at those specific numbers. There has been about \$110 million in tourism generated in Santa Fe from film.

Mr. Witt said we do take a sampling of the top 8 hotels who do film business in Santa Fe.

Chair Potter thanked Mr. Witt.

9. REPORT, SANTA FE ABOVE THE LINE EVENT

Commissioner Shaening-Pokrasso said this was another success. This is something we should continue to do. The value above and beyond the conversations is creating opportunities for collisions and collections to take place. Every few months seems like the right timing. In terms of rough numbers we had 50 people for Above The Line. The Launch was a much bigger group. We want to look at ways to improve. It is critical that we continue to fold in more of our Network. As we look towards next event you sending out emails and invites to your communities will result in more attendance. There were really substantive conversations. As we move toward next one it is important that we strategize what we can kick off along with this event. If we can use that as a platform to make announcements, take initiatives and take action the group will be satisfied to take part in this.

Commissioner Shaening-Pokrasso said regarding the substance of conversations this time we talked about a very few things and still the people at tables did not want to get up. They were into their conversations. Maybe we could do a summit with a longer time frame. People wanted to stay at the tables and continue to talk. For folks that facilitated groups, please email him highlights from the event. Overall it was a huge success. We are interested in improving and adapting. Taking what we do in these events into action is what it is about.

Commissioner Zlotoff asked when is the next one.

Commissioner Shaening-Pokrasso said we want to do them quarterly so in the Fall.

Commissioner Zlotoff asked so October.

Commissioner Shaening-Pokrasso said perhaps.

Commissioner Zlotoff said let's pick a date now.

Commissioner Shaening-Pokrasso said before we lock in the date he would like to have a short discussion about structure for the next one, have it in the evening or a week night or a longer day event. He would like to talk about the highlights for now as to how we want to do the next one.

Commissioner Meditch asked what do we want to try to accomplish next. A Workshop something or community building mode.

Commissioner Shaening-Pokrasso said he does not have the answer. He would like everyone to weigh in on that. What we want to accomplish is up to this group. We have achieved an increased level of awareness of people in the community of others in their world now. What initiatives do we want to undertake now. The table discussions are not long enough to move into a plan.

Chair Potter said she noticed Kirk Ellis said the take out word from this event is community. That was one gap we noticed, lack of community. This is achieving that. As people came in late they did not know what to do.

Commissioner Pierce said she was there until the groups started.

Chair Potter said she is happy to have that role at these events.

Commissioner Shaening-Pokrasso said maybe it is not as important that we accomplish things at each table. Maybe it is just the opportunity to get together. Maybe we stick with that format. What do we want to accomplish with deeper conversations.

Chair Potter said maybe we should go a longer time. There was plenty of food left.

Mr. Brown said one idea is for the tables is to have facilitators. There is a skill set to manage that. A process that takes that content from the tables and moves it downstream to results. You are all creators he would like to encourage you to do something more theatrical. How are you using technology to build out this social network.

Commissioner Zlotoff said the last event is an interesting model. We can pick a weekend day and for those who want to do a 3 or 4 hour workshop thing and are looking at trying to deal with a subject and then have a party event after that for those who just want to come mingle and network. Separate the 2 things out. Don't force those 2 groups together by the current structure. Like a retreat and a party. An intensive discussion situation.

Commissioner Shaening-Pokrasso said he liked that.

Commissioner Meditch said what about a combo with community and process, however we break it out. She thinks we need to go in with something more targeted. There were basic things that this Commission talked about last year that came up at the tables. Strengthen community beyond these gatherings. Splitting the 2 communities.

Alternate Commissioner Jonas said he was so lucky to head up a table with passionate, multigenerational, multicultural participants. The hunger from that group was to be able to do something. Maybe we could do pop up working groups. If there was some kind of format where there would be a deliverable per table that would be good.

Mr. Randall said if you wanted to work with a format where you get groups together and then establish your own separate meetings for those we could give you space here. Trying to create an environment where it continues on is hard that night. You could pick a date and get back together for a longer period.

Commissioner Shaening-Pokrasso said taking up the space available in the community and the fact that Randy and the hotel were so generous wakes up these spaces. He thinks we are at that place now where we are growing and that demonstrates that we can take up more space and be a resource.

Mr. Randall said groups who are serious could move on. Everyone does not have to.

Commissioner Meditch said she suggests we take a small working group to go through the results and ask facilitators to identify those participants at the tables who wanted more discussion and to accomplish something and we can engage them. Involve them as part of the core.

Commissioner Shaening-Pokrasso said he will add that to his request for the substance of the conversations and individuals at your table who were hyper-involved and motivated. Then we can move this into a working group. Mr. Brown would you facilitate that group.

Mr. Brown said yes.

Commissioner Zlotoff said we are just starting, but the Network is going to start looking for a space in town. Potentially it could be a venue for the event or an event for some kind of intensive workshop. Our goal is to have a physical space and to have it be a community space.

Commissioner Meditch asked what are we wanting to get? What answers do we want. She is not clear on that. Maybe after we see what came out of this last time we will get a bit more clear. It is worth a discussion about what we want them to focus on and own. How do we want to focus? Is there a connection back to us?

Commissioner Rivera said she has been out of town but people she has seen who were at the event said they really enjoyed it. Thank you for that. Maybe the first idea for Fall event is that it could be when the New Mexico Film Office has their event. For a Winter event she would like to recommend that we look at the Film and Media Day which is turning into media week. That is when Shoot New Mexico is going to do our Hall of Fame. The retreat is a great idea.

Mr. Brown said generally when you are trying to identify problems to solve there are distinct and different tools for solving those problems. He can offer up some techniques for collaborating more effectively and would like to offer those up to you. He can share some tools.

Commissioner Shaening-Pokrasso said he welcomes that.

Chair Potter asked Commissioner Shaening-Pokrasso are you willing to do a working group meeting between now and the August meeting.

Commissioner Shaening-Pokrasso said yes.

Alternate Commissioner Jonas asked is there a list of attendees.

Commissioner Shaening-Pokrasso said yes, with emails and he can share that.

10. UPDATE SANTA FE MEDIA NETWORK

Chair Potter said Commissioner Zlotoff and all of those working on this deserve a round of applause. Everyone applauded.

Commissioner Zlotoff said we launched. It was a lot of work. He is proud of our team. Now we have the challenges of building a Network. We have 3 pertinent issues. Content, production and promotion. We are successfully getting through the process of getting money from the City hopefully by the end of month. That will give us more to work with. Even after the launch of the Network itself he has been approached by a number of people including content creators and potential investors. Once you build it they come. Now it is real. Interest is growing. Promotion is important within your own relationships and communities. As content creators we are interested. We need fresh content. Until we ourselves produce a consistent flow of content. His hope is that one of the things we can do at the next event is announce these productions now in play for the Network. At least one if not multiple. The production community wants to work and we want production activity. Now we have a nexus for it to go.

Commissioner Pierce asked is there criteria for content.

Commissioner Zlotoff said that it is either made here or made by people from here. He ran into a couple who have an environmental media group that has worked all over the world. They are based here now. He has had productive conversations with *Outside Magazine* who has enormous content that is very interesting. They have an audience of 55 million a year. There is work to be done. Baby steps. We just keep walking from here. Our budget is a 2 year budget. We will see where we are in 6 months and a year. In 2 years we will know if it will fly.

Alternate Commissioner Jonas asked how is traffic looking. Are people going to the site.

Commissioner Becker said on the event night we had 250 unique views. It has been going down after. We need to stay relevant and in the social media world. We will be adding content every week. We have a good foundation and it is pretty solid so it is easy to build upon.

Alternate Commissioner Jonas said everyone here has mailing lists and newsletters. Whatever we can do to drive people to the Santa Fe Network we need to do.

Commissioner Shaening-Pokrasso said Commissioner Jonas is not just talking but doing.

Alternate Commissioner Darrah said we have plans to continue with that concept with all our partners. Commissioner Pierce's idea about getting more specific with criteria is a good idea. We are not doing commercials. We are looking for story and high end content. We are also in a position where we are taking everything right now and do not want to reject things yet. Criteria is something we are working on. The information you have is the information we gave out to the Economic Development Advisory Committee and the Finance Committee.

Chair Potter asked who do you bank with.

Alternate Commissioner Darrah said Nusenda Credit Union.

Commissioner Shaening-Pokrasso said a lot of what we do is based on the Santa Fe brand but we are accepting content statewide.

Mr. Randall said to the extent it can be from Santa Fe the better. Native American.

Commissioner Shaening-Pokrasso said it is called Santa Fe Network but is the gateway to the entire state. We are proud to be based here and promote Santa Fe.

Alternate Commissioner Darrah said we are really focused on making sure the

content we post reflects the diversity of New Mexico fully.

Commissioner Zlotoff said we are looking for physical space. One of the things that came out of our first Above The Line event was a coworking space. We want to become not just an online site but a physical location here. The San Francisco film community said the one thing that film makers wanted there was a space to get together and hang out. The Network would love to be housed there. That is our overall mission.

Chair Potter said our overall mission, as set by the Mayor was to help stimulate and grow a film based community in Santa Fe. We identified last year the need for the distribution of films. This Network does both of those things. It is a tribute to us and our Commissioners. She can't thank all of you enough.

Mr. Brown said the question in the Finance Committee was if you are going to serve other communities such as women, Native Americans and Hispanics. You can anticipate that question coming again and you should have answers for that.

Commissioner Zlotoff said we are already doing outreach. He has 3 meetings this week with Native American film makers. His hope is to do the same thing with the Hispanic creative community here. The same is true of the women film maker community. We want all of it. As soon as we can get with those communities it will happen. On the top level of the Network we are about building community here, creating Above The Line activity and putting that out to the world. We have amazing resources here. There is so much interesting stuff going on here. The other thing Santa Fe represents is 3 distinct communities. Somehow they manage to get along. It is not perfect but we get along. We are not abusing each other in the press and not shooting each other in the streets. This County is extremely divided now. If we are not careful this civil discourse is on the verge of another serious civil war. One of the things the Network can do is to say "look, we figured out how to all get along." If the Network does nothing else but send out that message it is worth every dollar and hour we put into it. That is something we can share with the world. Right now 50% of the Country would like to hear that message. The quieter, deeper, spiritual, political and cultural story is there is a way we can all get along. This Network can do this effectively.

Chair Potter said thank you for those comments.

11. REPORT OF SFUAD GREER GARSON STUDIOS SPACE WORKING GROUP

Commissioner Gollin said this is a long process. He would like to start his report by reiterating about the Internet connection that is underneath it. It is as fast as you can get. If you are doing post production or some other high tech application, that is critical. It being there is something everyone should hold in mind. Lee has had discussions with City Councilors and the Mayor and one thing he had not heard before as an option is that there are a lot of City offices spread out around the City. There is some desire to

have an urban City Hall complex. It is City property, they own it and can do what if they want. There are 65 acres so there is plenty of room for a school and expansion of the film industry. In and of itself there is no reason to be concerned. However, in conversations about things like that he thinks it is a loss if was used for offices for government instead of something that will create a lot of jobs specifically in the film industry. There is room for quite a lot to happen there. The most interesting thing he has heard is a group called the Relativity School out of LA. He gathers that they have some Chinese financing. They have come and looked at the school and have met with the Union and Eric Witt. Their model is a studio and school intersperse for Creative arts including dance. They are interested in the campus. That or something like that could be exciting potentially.

Commissioner Rivera said she went to LA and toured their campus. It is a new school and quite impressive. They have done film training around the world. China just built a new studio and are using them to train their people to make their films. They are looking at New Mexico for certain training situations. That is one possibility. She thinks we would be lucky to get them. They have a good selection process of their students. They let students go to school free if they cannot afford it. They get a percentage of what they make over the next few years. Hopeful they will go with this. It would not be a private school but a community asset. They want to make this accessible for youth growing up here. Their campus in LA is set up similar to Garson.

Chair Potter said thank you. Do they have money to build sound stages?

Commissioner Rivera said yes, they have lots of money.

12. REPORT ON NEW MEDIA WORKING GROUP

Commissioner Shaening-Pokrasso said we may be lacking in some perspective on this group. Between now and next meeting his goal is to speak with some of those people and explore a separate Commission.

Chair Potter said if we decided that's what we want then we could recommend to the Mayor that he form it.

13. REPORT ON LONG RANGE PLANNING WORKING GROUP

Chair Potter said she wanted to give a brief report. Her report is part of the packet for the meeting. We have a lot of things to discuss at the August meeting. Attending our Long Range Planning Working Group were Commissioner Shaening-Pokrasso, Commissioner Elias, Commissioner Paisner, Commissioner Pierce and Commissioner Goffin.

14. GOALS FOR NEXT MEETING

Chair Potter said for our goals for our next meeting we will have a report from Commissioner Shaening-Pokrasso regarding the next Above The Line Event and the new media findings. We will have a long range planning discussion and a Network report. Is there anything else we need to add?

Commissioner Shaening-Pokrasso said he will contact his working group members to set up a meeting date for their next meeting.

15. OTHER BUSINESS OR ANNOUNCEMENTS

Commissioner Rivera said Shoot New Mexico has just launched the Hall of Fame. The nomination forms are on their website. The ceremonies will be held the day before Film and Media Day. We have a PR company from LA who will donate \$250,000 in press and a jet company to fly in celebrities to bring attention in to Incentive New Mexico. Put in your nominations and be part of it. The Santa Fe host event will be in the convention center. It will be Sunday evening before the Film and Media Day, February 11th.

Alternate Commissioner Darrah asked who are you looking for.

Commissioner Rivera said people who have contributed significantly to the Film Industry to New Mexico. Even as far back as Thomas Edison. We want an array of different people and a couple of celebrities. This is going to morph into where inductees will vote on the next ones chosen.

Commissioner Zlotoff said the New Mexico Film Office hosts a Media Weekend event in Albuquerque on August 25th and 26th. We are planning for the Network to do some kind of party event to make everyone aware of who we are and what we are doing. We will send out invitations. We will be meeting with them to plan what we want to do. We are planning to do something Saturday night. We will send out information.

16. QUESTIONS FROM VISITORS

Ms. Judy Bell said this was very exciting . She was at the event. She has a Twitter page started 6 years ago and has over 7,000 followers. She has a lot of time on her hands and volunteers for a lot these days. Any information you want to give her she will put out. Her Twitter page is called Film in New Mexico. She knows the *Longmire* cast members very well. They are pushing to make *Longmire* movies. She is helping with that She is also big on Facebook and does a lot of outreach to the Native community.

Commissioner Zlotoff said he would love to arrange interviews with the cast members about there experience in New Mexico.

Ms. Bell said she can help with that. She has time and needs stuff to do.

@filminnewmexico is the Twitter handle.

Chair Potter thanked her for the information.

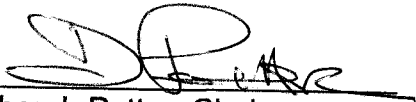
17. NEXT MEETING, AUGUST 1, 10:00 AM

18. ADJOURNMENT

MOTION A motion was made by Commissioner Zlotoff, seconded by Commissioner Shaening-Pokrasso, to adjourn.

VOTE The motion passed unanimously by voice vote.

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



Deborah Potter, Chair



Elizabeth Martin, Stenographer