



Agenda

DATE 7/25/17 TIME 12:13p

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Santa Fe Film and Digital Media Commission

August 1, 2017

10:00 – 11:45 AM

Santa Fe Convention Center, Nambe Room, 2nd floor
Agenda

| | |
|---|-------|
| 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 SFN funds request 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 | 10:24 |
| Update, Santa Fe Media Network, Lee Zlotoff | 10:40 |
| Report on SFUAD's Greer Garson Studios space working group, Jim Gollin | 10:55 |
| Report on New Media working group, Adam Shaening-Pokrasso | 11:00 |
| Report on Long Range Planning working group, Deborah Potter | 11:10 |
| Goals and possible date change for the 9/5 meeting, the day after Labor Day | 11:20 |
| Any other business or announcements | 11:27 |
| Questions from visitors | 11:30 |
| Adjourn | 11:45 |

Next meeting: Sept. 5 or a date to be determined, 10:00 – 11:45 AM

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 1, 2017, 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 |
| UPDATE FROM MATT BROWN REGARDING SFN FUNDS REQUEST AND INTERNET | INFORMATION/DISCUSSION | 2 |
| UPDATE FROM RANDY RANDALL | INFORMATION/DISCUSSION | 2-3 |
| REPORT SANTA FE ABOVE THE LINE EVENT | INFORMATION/DISCUSSION | 3-5 |
| UPDATE, SANTA FE MEDIA NETWORK | INFORMATION/DISCUSSION | 5-6 |
| REPORT ON SFUAD'S GREER GARSON STUDIOS SPACE WORKING GROUP | INFORMATION/DISCUSSION | 6 |
| REPORT ON NEW MEDIA WORKING GROUP | INFORMATION/DISCUSSION | 7 |
| REPORT ON LONG RANGE PLANNING WORKING GROUP | APPROVED | 7-10 |
| GOALS AND POSSIBLE DATE CHANGE FOR THE 9/5 MEETING | INFORMATION/DISCUSSION | 10 |
| ANY OTHER BUSINESS OR ANNOUNCEMENTS | INFORMATION/DISCUSSION | 10-11 |

QUESTIONS FROM VISITORS

INFORMATION/DISCUSSION

11-13

ADJOURN

ADJOURNED

13-14

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 1, 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, August 1, 2017, at the Santa Fe Convention Center, Nambé Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Adam Shaening-Pokrasso
Lee Zlotoff
Jim Gollin
Nani Rivera
David Aubrey
Michael Becker
Kirk Ellis
Pamela Pierce
Jacques Paisner
Chris Jonas, Alternate Commissioner
Elias Gallegos

MEMBERS ABSENT

Doug Acton, Excused
Andrea Meditch, Excused
Chad Burris, Alternate Commissioner
Edward McLoughlin
Anna Darrah, Alternate Commissioner, Excused
Jilann Spitzmiller, Alternate Commissioner, Excused
David Manzanares, Excused

OTHERS PRESENT

Matt Brown, Economic Development Director, City of Santa Fe
Randy Randall, Santa Fe Tourism
Councilor Michael Harris

Robert Benedetti
Robyn Reede
Elizabeth Martin, Stenographer

4. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

6. UPDATE FROM MATT BROWN REGARDING SFN FUNDS REQUEST AND INTERNET

Mr. Brown reported that the Santa Fe Network was approved for their funds. As to the Internet, the job recommendation for the contractor is going out this week. We have identified Sean Moody as the person we want to hire. Once he is on board we can start to put all the people interested in helping with broadband to Sean to build the strategy. He will have broadband and telecommunications. As far as the pipe going through here there is nothing new. Our effort is ongoing with Nicole in Archeology to find the least intrusive path. It won't be perfect but we will get it as clear as we can.

Chair Potter said let's give a hand for Santa Fe Network people and to Matt and his staff for all the help.

7. UPDATE FROM RANDY RANDALL

Mr. Randall reported that Eric was not able to be here today. He injured his ankle this past weekend and has to keep it elevated. At OTAB Jon Hendry reported that production in August is down. Higher rates in Santa Fe is one of the reasons. The \$50 million cap continues to be a bit of a problem. There is a new TV show being filmed here but it is based in Albuquerque. Most of the filming will be done here.

Chair Potter asked is it true that film makers have to wait 3 years to get their credit money from the State.

Mr. Randall said yes, we are into the 3rd year. Commitments are made ahead of

time and the money is committed years ahead. That is clearly an issue. We all should tell our Legislature that there is huge capacity and that we need to remove the cap. This has proved the capacity is there if the Legislature would just move it forward. They need to look at it as a revenue investment. It is a net gain. We all need to have that same message. We are competing with Georgia who does not have a cap and they don't have the restriction to hire local. If we could move the cap to \$100 million, that is where it easily needs to be. We need to be able to extrapolate how much more revenue would be brought in with the GRT. We have to give them factual data. To the extent we can get a 3rd party to verify the stats that would be helpful. We need to push the message through. It could happen this next year.

Commissioner Ellis said he will go with Randy to Senator John Arthur Smith's office on that. He will need the facts.

8. REPORT SANTA FE ABOVE THE LINE EVENT

Commissioner Shaening-Pokrasso handed out his report and reviewed it with the Commission. The report is attached herewith to these minutes as Exhibit "1".

Chair Potter said report findings to Matt but also we want you to report the findings to the Commission as well.

Commissioner Shaening-Pokrasso said yes of course we will share it with the Commission. It is a unique community that turns out to attend these events. We can pull ambassadors from that group to identify industry components and what areas need more support. We will have a goal of getting a bit more under the hood and into the details.

Mr. Brown said the hypothesis is Santa Fe as a new version of Hollywood. A complete film industry instead of a partial film industry. What are the components, what do we have and what is missing and strategize priorities so he can put them into a broader economic development strategy. We want to plan long term to build out components in a strategic, coordinated way over the right amount of time and decide where we want to be.

Commissioner Ellis said the first time he heard anything concrete in this presentation was what Matt said. A lot of this game playing, how does this get us anywhere. He attended the 2nd event. It was fantastic. There was a huge turn out for the Network launch. There were wonderful conversations. Our industry is task based. For the boat game you are proposing all the writers will sit on the island and watch the boats sink while they are on the island. He understands that you are looking to bring in more people to the Network. This goal of a full film industry is admirable. He is not sure these suggestions get us to that goal.

Commissioner Pierce said she has the same response. She feels we should consider the idea of defining the film industry first and then take on the luxury of playing games.

Commissioner Aubrey said the goal from the get-go was to develop talent in those positions where we felt we were lacking. He got the feeling his group wanted to get back together and work with a few professionals who could help them. They were more interested in working not playing. They are serious. Contests were discussed.

Mr. Brown said to clarify one thing, the Speed Boat is a serious game. That is serious work to solve problems. To the extent that these events want to use some time to problem solve games are often better than a facilitated conversation.

Chair Potter said maybe we need to use another word than game. Activity.

Commissioner Shaening-Pokrasso said let's review the order of operations. He agrees about the priority and importance of identifying the components of the industry at a higher level. With that said, part of that activity will be problem solving and an activity could be used to do that. The point is to surface some of those heavy anchors where we are hitting a wall. Ways to connect resources or low cost solutions is an outcome. He proposes a separate working group be formed to work on components of a film industry activity. The meeting can be synchronized with Matt Brown.

Commissioner Becker left the meeting.

Commissioner Shaening-Pokrasso said we might consider that.

Commissioner Gollin said as we move from Phase 1 to 2 to 3 it seems to start to need more and more hours of work and commitment and funds. Throwing the event once a quarter and adapting problem solving activities are doodle with volunteers. As you move to 2 and 3 it looks more like you need staff and a permanent home.

Commissioner Shaening-Pokrasso said as a example of a possible exit for that challenge, Katrina Mendoza is working with MIX, she wants something to do. She will volunteer at the beginning. Or Alexandra who used to throw actor and film makers parties in New York, she is with Meow wolf. We may be able to recognize revenue from ticket sales or sponsors. He does believe we have some good talent who are hungry to get involved.

Ms. Martin said she wanted to remind the Commission that if they start selling tickets they will have to have a nonprofit organization who will orchestrate that and accept the money. The money cannot go to the City or the Commission.

Commissioner Paisner said he spoke to Katrina and she would be an asset.

Chair Potter asked do you want to set a date for your next event.

Commissioner Shaening-Pokrasso said before that he feels it is important to have support across the Commission. Everyone needs to feel good about this trajectory. He welcomes comments and working on this plan. If we want to move forward then he can come forward with a date.

Chair Potter said it sounds like we need more discussion.

Commissioner Aubrey asked how many of these suggestions do we want to incorporate into the next meeting.

Chair Potter said we need to thank Adam for all his hard work and invite further discussion at the next meeting.

Commissioner Aubrey asked will the next meeting be to define what the next event would be.

Commissioner Shaening-Pokrasso said folks that want to have a deeper discussion could attend the next working group meeting. He is happy to include everyone.

Chair Potter said absolutely.

Commissioner Pierce said she would like to be part of that.

Commissioner Ellis said he would as well but it would have to be in the evening for him.

Chair Potter said thank you Adam. A tremendous amount of work went into that plan.

9. UPDATE, SANTA FE MEDIA NETWORK

Commissioner Zlotoff said we successfully got the money. Anna Darrah is going to work with Matt and Elizabeth on the details. We are marching toward world domination. We are moving forward on many fronts simultaneously. We have identified the gift to put on the marketing sites. We are continuing to develop submissions and have a steady stream coming in now. He and Jim just met with *Outside Magazine*. They are interested in connecting with their Outside TV. A significant amount of that work was done in New Mexico and we wants to put it on the Network. He did an interview with KRQE and we got a big spike in visits. He just did a series of radio interviews on a station that is syndicated around the State. We saw a spike. We

continue to develop publicity with this. Now with funds, we will start to do social media advertising. The data shows 60% of the people are visiting us through mobile phones. That is encouraging and interesting. The length of time they stay on the site is starting to go up. On the production side, we have a series of meetings set up with producers to start creating productions in New Mexico. Our hope is that within the next 3 months we will be announcing 2 to 4 productions that we are going into. We have had conversations with Randy about establishing a unique network about what is going on in Santa Fe at a given time, fed through the wifi systems of all the hotels in town. When you check in to a Santa Fe hotel and log into your wifi the first thing that comes up would be Santa Fe Today. If they are interested they will watch this and it supports the Santa Fe Network. There will be a link on the Network so you can click on that button and watch the production. It will have a host and it would travel around the community. We could do sponsored visits like someone reporting from the bar at the Hotel Santa Fe or this restaurant or that restaurant or at an event. It could be reporting in the Winter from the ski basin. It would be a whole separate production entity of the Network to create content for people interested in coming to Santa Fe and people we are here but it will be branded around the Network. We continue to talk about revenue streams and fund-raising. He and Jim and others on the Network working group continue to have conversations around that. We are having a series of meetings with fairly successful TV producers around town about how to structure things. We are starting to put together possibilities for great cross cultural shows. We are dealing with some successful comedy writers here and pairing them with Native American comedy writers to see if we get in a room and come up with material we may be able to make. When we come up with a concept we will go out for funding. Maybe a casino. We are exploring everything at this point. We have begun looking for an ideal permanent space for us. Not just office space but community space as well. We want a space that is a community space. He had a productive meeting with Anna from Warehouse 21. They just moved in a whole new Board and are working on reimaging that space. Potentially that would be a great space for the Network to do Above the Line. We could do live shows there. There are huge rooms. He and Chris will be talking about setting up classes and training opportunities. We could have a writers program with classes about how to build a story. What does a cinematographer need to know. We would like to develop that space for the Network. It is well situated in town and is a high visibility location. There is lots of stuff going on. It will take time and work but we are getting there.

10. REPORT ON SFUAD'S GREER GARSON STUDIOS SPACE WORKING GROUP

Commissioner Gollin said he has nothing new to report. Councilor Harris is here and he is one of two City Councilors who are focused on this issue.

Councilor Harris said that is why he is here.

Chair Potter said she really appreciates the Councilor being here.

11. REPORT ON NEW MEDIA WORKING GROUP

Commissioner Shaening-Pokrasso said there are no new developments

12. REPORT ON LONG RANGE PLANNING WORKING GROUP

Chair Potter reported the ideas that came from the last meeting of the working group as discussed at the last Commission meeting.

Chair Potter asked Adam do you think we should recommend to the Mayor that he start a new Commission on New Media.

Commissioner Shaening-Pokrasso said yes.

Chair Potter asked would you like to vote on that with a motion to recommend to the Mayor to start a new Commission to explore the New Media economy in Santa Fe.

Commissioner Ellis asked how does that differ from this Commission.

Commissioner Aubrey said he doesn't think they are different. This is a direct overlap. Digital media is New Media.

Commissioner Shaening-Pokrasso said he thinks what this working group was born out of was the fact that virtually the make up of this group is commercial and web media. New media differs in the sense that we are talking about games, interactivity, installation art and media and therefore we identified, as a Commission, that we are ill equipped with the expertise in those areas. We have no representative of gaming or Meow Wolf.

Commissioner Ellis said got it.

Commissioner Shaening-Pokrasso said how we make this recommendation is about the language of it.

Chair Potter said at our very first meeting in April of last year, we rushed in to adding digital media to our name. The way this Commission was set up it is required that we have so many people from film crews, so many from education, so many from nonprofits and so many from industry leaders. There are not a lot of slots for digital or new media there. Perhaps a separate Commission would be appropriate.

Commissioner Ellis said he gets all that and thank you Madam Chair for that clarification. His concern is that there are so many things happening with this Commission and given the current political climate in Santa Fe, it is not a good idea to start a separate Commission. Everyone would see it as overlap.

Commissioner Aubrey said another way to deal with that is with new appointments to this Commission. Can we make recommendations for appointments.

Chair Potter said the City Council mandated the make up when we formed.

Commissioner Aubrey said the diversity was not necessarily created with that in mind. Now we have gained more knowledge among ourselves.

Commissioner Shaening-Pokrasso said in terms of looking at a thriving economy which would benefit from this hybrid model or overextending ourselves, Austin, Texas has a hybrid model that is a huge driver for their economy. Something like a film festival or the like that could evolve into our plans. Other emerging media forms can be included. He is not sure what that looks like. He appreciates not duplicating and not overextending ourselves. How do we bring together strategy and intelligence to make things happen.

Mr. Brown asked do we need to have a Commission at all for that kind of thing. Can we just go get a group of people and work with them.

Chair Potter said Adam had done that.

Alternate Commissioner Jonas said he will take that on and form a new working group. Emerging Media Development Working Group. He will Chair.

Chair Potter said she will explain to Chris about how working groups work after the meeting.

MOTION A motion was made by Commissioner Ellis, seconded by Commissioner Paisner, to form the Emerging Media Development Working Group with Commissioner Jonas as Chair.

Commissioner Paisner said while the function of this Commission is Film and TV he does not think we need to get hung up on the semantics of the name. It just becomes our mission to be a group of industry professionals who work on a common goal.

Alternate Commissioner Jonas said he would like to solicit input of who to invite to such a thing. That is the most important thing for the success of this group.

Commissioner Shaening-Pokrasso said and the most challenging.

Commissioner Rivera asked are there any gaming professionals here in Santa Fe.

Alternate Commissioner Jonas said we have to find out.

VOTE The motion passed unanimously by voice vote.

Commissioner Zlotoff said the New Mexico Film Office has a Media Conference at the end of August. The 26th and 27th. The Santa Fe Network is in discussions with them to do an event to publicize the Network. It would be great to have a nice turnout. We have to get in cars and drive but the more Commissioners and people to support the Network, the stronger the showing will be. He will send out invitations.

Chair Potter said thank you.

Commissioner Paisner said it has been about 3 or 4 years in a row that the State Film Office has held this conference in Albuquerque. It is time to mention to them that we would like them to do it in Santa Fe.

Chair Potter asked who will do that.

Commissioner Paisner said it could be a letter that comes from the entire Commission to Nick Maniatis.

Commissioner Rivera said it could be their budget. They just lost their outreach coordinator.

Commissioner Pierce said there office is in Santa Fe.

Commissioner Gallegos said it could be the economics of Santa Fe hotel rooms.

MOTION A motion was made by Commissioner Paisner, seconded by Commissioner Gollin, that Chair Potter and Commissioner Paisner develop and send a letter from the Commission to the State Film office asking them to hold their Media Conference in Santa Fe in 2018.

VOTE The motion passed unanimously by voice vote.

Chair Potter said there is nothing new in the Long Range Planning Group. We talked about what else we can do to create additional pathways now that we have Above the Line and the Network launched. What do you all think.

Commissioner Gollin said the constraints we have in our membership is an issue now. We have worked very well within those mandates. As we develop this Emerging Media Working Group if we find we do not have the right people can we request that those mandates be changed.

Councilor Harris said yes you can

Chair Potter said we can look into that.

Commissioner Shaening-Pokrasso said this directly impacts the long range planning. If we are to evolve the nature of the Commission and the mission therein that might impact shifting the focus. It is hard to know until Chris works with his working group and we look into the City Council mandate.

Chair Potter said we do have an alternate position open. There are different things we can do. We need to see what we have and see what we need. We will meet again in the near future.

13. GOALS AND POSSIBLE DATE CHANGE FOR THE 9/5 MEETING

Chair Potter said we will discuss further the Above the Line.

Commissioner Shaening-Pokrasso said he will host a working group and report at the next meeting. He would like to open it up for further discussion and confirm the date for next meeting.

Chair Potter said she is really encouraged that so many people came the day after New Years for our meeting in January. Our next meeting is the day after Labor Day. She will be away but James will be here. The meeting is scheduled for September 5th.

After discussion it was decided that the next meeting will remain on September 5th.

14. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Commissioner Lujan said the school year is upon us. If any of you have opportunities for internships let him know. He recommends that students take internships in their Junior year. Most of them are 20 years old at that time. Their duties need to be part of an ongoing organization and someone needs to take responsibility for their hours.

Commissioner Zlotoff asked how many hours.

Commissioner Lujan said 120 hours per semester. 7 ½ hours a week.

Commissioner Shaening-Pokrasso asked are they paid.

Mr. Lujan said it can be either way. There is, of course, more interest in the paid internships. We have had an Intern for Jacques. Anything that relates to film is acceptable.

15. QUESTIONS FROM VISITORS

Councilor Harris said he did not know much about the Commission until the discussions began about the Network. He was impressed with members who spoke to us. He is looking forward to what develops with the Network. He wanted to hear Jim's report on the Santa Fe University property. That is one of his immediate responsibilities. He is working on a document that will be public very soon that will take us on a different course. Given the importance of that site and the history of the school there has been more trust than he expected. Has your presentation been given Jim.

Commissioner Gollin said there has been nothing new in last 2 weeks.

Councilor Harris said he would like to meet with Jim separately on this.

Commissioner Gollin said to summarize what he has heard there have been a variety of thoughts about what might happen there. Government consolidation activities, housing and there is lots of support for continuing a 4 year education program. He thinks the primary interest of the Commission is about the film industry and it being a key, core industry for Santa Fe and an industry which could potentially double. Whatever happens there it is the hope that it not be less than what it is today as far as support of the film industry. Increase the studios there, education and training for people in the industry are things we would like to see. Giving people internships and on the job training. A couple of specific schools have looked at it and we don't know how real that is. The overall thought is the reason you have not heard much is there is still some time before the current lease runs out and because it is such a physically large space that there is room to do more than one well thought out thing there. Because the gigabyte broadband goes right through there it has been discussed as a place for emerging media and digital media that can't function well without that level of broadband.

Councilor Harris said he has been a Councilor for a little over 1 ½ years now. At the first meeting he attended, this property was discussed. There has been a lot of work behind the scenes. Matt O'Rielly is taking the lead on that. There is a group called Legacy Santa Fe that is alumni from the College of Santa Fe. They are a well connected group who put together a list of universities possible, screened them and got down to a small group. There has been a lot of focus on getting a University to take over the whole place. He does not think that will happen or should happen. We will lower our risk and exposure when we diversify the campus. He thinks there will be a smaller physical core than that site. He thinks we will end up talking about a higher

learning component and a film component. The film component is something everyone wants to see flourish and have more of a presence. He did attend a session that Nani put on and he talked to Jon Hendry. He will be talking to more people in the industry for ideas as well, however, if your working group would be involved that would be beneficial. He will have a follow up conversation with Jim.

Councilor Harris said the overlay of St. Michaels Drive is deep on both sides. It is an incentive program as to what you do with your property and lessens impact fees. He sees this corridor has having book ends. The hospital on one end and the University property on the other end. One of his amendments to the overlay was to lift the height restriction. He thinks that overlay will allow for a lot of solutions that can go on that site. He does believe that Workforce Development will be looked at. We approved funding for an RFP and consultant for our library services last night. We could have other services for the citizens of Santa Fe at that site. The first thing we need to do is get rid of the guard house. One of the things he is advocating is a charrette. A design charrette was done for Garretts Desert Inn. There were 4 different participants who put together innovative plans for that site. The State Land Office participated. It opened their eyes as to what might be possible. He is talking to the Mayor and he is in support of doing a charrette with design professionals. Not too restrictive. At Garretts they opened it to anything possible. That is just not true. Everything is not possible. That is what is going on. He will follow up with Jim and feel free to contact him.

Mr. Benedetti said he was on the faculty there for 5 years. He has not heard from anyone to remind people that the Greer Garson building and Theater suffers from at least 10 years of deferred maintenance. Laureate had pledges to work on some of those things. They only came through with a portion of that money. So be careful of what you wish for. There are major maintenance issues.

Chair Potter said there is a shortage of good theater space. She hopes that can be brought up to speed.

Councilor Harris said he understands that. We have had well meaning theater groups come to us about taking it over. He talks about it as a business transaction. It is better than when Laureate took it over but there is a lot of work to be done.

Chair Potter said thank you so much for joining us Councilor.

Mr. Randall said for the flight to Phoenix, which is a connector to LA, we may reduce it to 3 days a week in the Winter so our revenue guarantees would be minimized. 3 or 4 days a week. Would that be an issue.

Commissioner Ellis said when we start eliminating flights here it crates problems for marketing Santa Fe as a destination.

Mr. Randall said he is afraid of American pulling the flight if we cant fill it. We

know we spent \$232,000 for the first quarter for the revenue guarantee. For the next year the entire amount allocated is \$200,000. If we spend it all that right away American may feel they have to pull out. This quarter we have had to pay no guarantees. We are going to put \$250,000 in advertising into it. For winter to get people from Phoenix to come here is much harder. We need the originating flight.

Commissioner Shaening-Pokrasso asked do we have data about how many people come from Phoenix to ski.

Mr. Randall said both Santa Fe and Taos are targeting them but Florida, Mexico and Texas are better markets for them. Phoenix has always been an underdeveloped market.

Commissioner Gollin said his sense has always been that LA is the flight we need. His instinct on Phoenix is who cares.

Mr. Randall said American cares.

Commissioner Gollin said all flights are important for the film industry.

Mr. Randall said the flight from Phoenix is 70 passengers. We were at a 70 seat load for a 50 seat airplane. We had not, as a City, put the effort in getting people on that plane. With the proactive Northern New Mexico Alliance we can handle another 70 seat flight like LA and we can have Denver go from 50 to 70. We will figure out capacity.

Commissioner Pierce said we bring in people from Phoenix as speakers. That would impact us. Does this impact IAIA on shared academics.

Commissioner Lujan said not too much.

Commissioner Shaening-Pokrasso said having attended the first Air Alliance meeting it was interesting to see the strategy. They are trying to solidify some of the essential markets. LA is one of those markets. It is a good idea to move to 3 or 4 days in the Winter. He has been seeing the billboards along the highway and they are one of the most effective ways of creating awareness. He wants to commend you on those. That would be a better way of spending our money during the Winter.

16. ADJOURN


MOTION A motion was made by Commissioner Paisner, seconded by Commissioner Gallegos to adjourn.

VOTE The motion passed unanimously by voice vote.

There being no further business before the Commission the meeting adjourned at 11:35 am.

A handwritten signature in black ink, appearing to read 'Deborah Potter', written over a horizontal line.

Deborah Potter, Chair

A handwritten signature in black ink, appearing to read 'Elizabeth Martin', written over a horizontal line.

Elizabeth Martin Stenographer