

# Agenda

# Santa Fe Film and Digital Media Commission

October 2, 2018 10:00 – 11:45 AM City Council Chambers 200 Lincoln Ave.

Call to order, Deborah Potter	10:00
Roll Call	10:01
Approval of Minutes and Agenda	10:02
Introduction of visitors	10:03
Update from Randy Randall Executive Director TOURISM Santa Fe, <a href="mailto:rrandall@santafenm.gov">rrandall@santafenm.gov</a> , 505.955.6209	10:04
Update from Eric Witt re productions	10:07
Update re: Telecommunications from Matt Brown Director of the Office of Economic Development, <a href="mailto:mpbrown@santafenm.gov">mpbrown@santafenm.gov</a> , 505.9556915	10:17
Update, Midtown Campus and equipment: Jim Gollin (Commissioner) Eric Witt (Santa Fe Film Office), Matt Brown	10:22
Update, Santa Fe Media Network and Above-the-Line: Lee Zlotoff (Commissioner)	10:32
Report on Emerging Media Alliance working group: Chris Jonas (Commissioner)	10:37
Letter to the Mayor re local industry needs: Deborah Potter (Commissioner) James Lujan (Commissioner), Jim Gollin, Eric Witt	10:50
What do you do and how we can help series: New Mexico Film Foundation	11:05
Goals for next meeting	11:25
Any other business or announcements	11:28
Questions from visitors	11:30
Adjourn	11:45

Next meeting: Tuesday, November 6, 10:00 – 11:45 AM, Peralta Room, Convention Center

# RECEIVED AT THE CITY CLERK'S OFFICE

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# SUMMARY OF ACTION SANTA FE FILM AND DIGITAL MEDIA COMMISSION CITY HALL, CITY COUNCIL CHAMBERS TUESDAY, OCTOBER 2, 2018, 10:00 AM

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## SANTA FE FILM AND DIGITAL MEDIA COMMISSION CITY HALL, CITY COUNCIL CHAMBERS TUESDAY, OCTOBER 2, 2018, 10:00 AM

#### 1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Deborah Potter, Chair, at 10:00 am on Tuesday, October 2, 2018, at City Hall, in the Council Chambers, Santa Fe. New Mexico.

## 2. ROLL CALL

## **MEMBERS PRESENT**

Deborah Potter, Chair James Lujan, Vice Chair Lee Zlotoff

**David Manzanares** 

Jim Gollin

Michael Becker

David Aubrey

Adam Shaening-Pokrasso

Chris Jonas

Andrea Meditch

Elias Gallegos

Frank Ragano

Pamela Pierce

Jilann Spitzmiller, Alternate Commissioner

Anna Darrah, Alternate Commissioner

#### **MEMBERS ABSENT**

Doug Acton, Excused Jacques Paisner, Excused Nani Rivera, Excused Kirk Ellis, Excused

#### OTHERS PRESENT

Matt Brown, Economic Development
Eric Witt, Santa Fe Film Office Director
Randy Randall, Tourism Director
Dirk Norris, NM Film Foundation
Lynette Kessler, Independent Dance Film Maker
Kate Noble
Elizabeth Martin, Stenographer

#### 3. APPROVAL OF AGENDA

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

**VOTE** The motion passed unanimously by voice vote.

#### 4. APPROVAL OF MINUTES

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

**VOTE** The motion passed unanimously by voice vote.

#### 5. INTRODUCTION OF VISITORS

Lynette Kessler, Independent Dance Film Maker and Dirk Norris, New Mexico Film Foundation, introduced themselves.

#### 6. UPDATE FROM RANDY RANDALL

Mr. Randall recognized David Manzanares and his band who performed at the Wine and Chili Festival. They were outstanding. Everyone loved them. The only thing that got better reviews was the wine. People loved him. Terrific job.

Commissioner Manzanares said like Santana, named after Carlos Santana, his band is named Manzanares.

Mr. Randall reported that the Airport is in the same pattern of waiting for the InterViSTAS report, which is a third party review of where we can expand service. It should be out in another couple of weeks. Our OTAB grant cycle is going on right now. We are taking applications for appropriate asks. The application process closes on November 2nd. We have had \$70,000 in the past, but this year we have \$100,000. We will support applications that make sense. We may not spend all the money. It has to be a good application. Also we have an RFP coming out this week asking for the creation of a new event in 2019. We are looking for a brand new event that would be the beginning of an ongoing series of events. This RFP allows up to \$50,000 and can be used to create and establish a new event. If we get 2 good ideas he will find money to support both of them. For OTAB funding the maximum is \$30,000. If you have already gotten funding from OTAB for your project you can get half of what you got previously. It is calendar year funding.

Mr. Norris asked is there any particular time of year you are looking at for the

new event.

Mr. Randall said any time there is a need for lodging is given a priority. If you propose an event when we have another event it won't get as much consideration. If you have questions call him and he can give his best opinion on occupancy.

Commissioner Zlotoff asked is this RFP posted now on website.

Mr. Randall said it is not posted yet. It is in the procurement office for review right now. It will be posted by the end of the week on the City procurement site.

Commissioner Gollin asked you had mentioned Alaska Airlines previously, is there anything new on that.

Mr. Randall said we were considering going to Alaska about flights. We realized we needed a more compelling argument for any new flights. InterVISTAS is doing a financial and capacity review in their report. There is also an issue with Alaska Airlines around if we have room for another carrier. The Airport has room for current carriers to have additional flights, but there may not be room for another carrier desk and space wise at this point.

#### 7. UPDATE FROM ERIC WITT

Mr. Witt reported that things are status quo from the last meeting. There is a lot happening.

#### 8. UPDATE FROM MATT BROWN ON TELECOMMUNICATIONS

Mr. Brown said we accomplished getting new regulations drafted and passed by the City September 1<sup>st</sup>, that work with the State regulations and rights of way. New Mexico Serve is working to deploy an antenna in the public rights of way that covers 10,000 homes. They are also looking at putting up antennas in 6 more spots in the City that they are applying for. Contera has started to break ground to connect all 26 public schools. They are adding as a feature excess capacity and they intend to sell that capacity. We have initiated a project, with Randy Randall as the lead, to pilot free Wifi on the Plaza. The goal is to have it up in early December. Depending on how well that works we will extend it to other sites within the City. We partnered with the County to pilot the use of fiber optic tape, but that project has been delayed until spring. The process with the County took too long for Corning to deploy the project before winter.

Mr. Brown said by the next time we meet Sean is going to have generated a status report for all telecommunications that we will be able to distribute. We have 4 additional franchises that have passed. He will report on their plans at the next meeting.

#### 9. UPDATE ON MIDTOWN CAMPUS

Mr. Brown reported that Sean Moody has been hired as the City Asset Development Manager. That change over has slowed things down a bit. He is getting up to speed as fast as he can. Matt is leading the planning and redevelopment work for the campus. The other parts of the project are facilities, small short term projects, long term leasing and economic development. We are in the process of figuring out if Public Works can take on the leasing part. We are understanding the magnitude of the project and situations and seeing where we can work interdepartmentally to accomplish the goals. We are close to issuing a 24 hour security contract on site. The number one priority is securing the site and inventorying the assets. Those issues restrict our ability to do some short term leasing and licensing on the property. For example, we can't rent out the library without an inventory of what is in it. In parallel, the redevelopment has been delayed a month to 6 weeks. By tomorrow he will be issuing an RFQ to hire a project manger to manage the planning process until the new governance model and the organization to manage the future redevelopment of the property is complete. Carol Johnson and he will start working on drafting the main RFP for an organization to do the land use development plan in anticipation of the project manager coming on. The project manager needs at least 12 years of experience in urban development. He is going to have that person on board in 30 days or fewer. Congratulations to Sean, Eric and Theresa who signed a contract with MGM. They rented out the entire studio, all three sound stages, for 6 months. There are a couple of other smaller contracts as well. The studio is full.

Commissioner Gollin said he heard about 3 things not determined, but under discussion. Regarding the Garson Theater, George RR Martin is in discussions to take over the management of it and do programs there. In the corner where the Santa Fe Art Institute is there has been discussion about that space with a number of art entities. In the bond proposal put forth by the Mayor a couple million has been set aside for the campus which includes money for maintenance and to pay for the redevelopment plan.

Mr. Brown said there is \$1.2 million in the bond allocated to the campus. \$400,000 for the planning process and \$700,000 for site preparation focusing first on the existing barracks and if they should be demolished or rehabilitated. We will then go look at other buildings on site. This is to make the site as attractive and ready as possible for the implementation plan we get. There are discussions going on and a proposal he reviewed around the Visual Arts Center and High Garden as the manager of the theater. There is also another organization who came to us about the sound studio and possibly building a business around managing that. We continue to have conversations with UNM and they continue to build relationships with Raffles. We have been approached and have had conversations with some other universities, but it is too premature to announce.

Commissioner Jonas asked has there been a determination made regarding

short term leases and what the term will be.

Mr. Brown said the default is 10 months. For certain buildings it may be different. For the studios we are open for a longer term. The Visual Arts Center could be longer term depending on the intended use. Parts of Benildus Hall as well.

Mr. Witt said there are a lot of moving parts going on. We stepped in to negotiate leases for production companies coming in. We are working closely with Sean and the City Attorney's Office to make sure it all works. Securing that property has become a big issue. At night the homeless come in through the tunnels and there are issues. When Laurette left they left a lot of capital equipment. A lot of it is vulnerable. There are 3 productions going on there now. One of which, MGM, is using the stages, the other 2 are located in other areas of the campus. Things as far as film production are going well. Matt's stuff is way more long term.

Commissioner Gallegos asked is the police sub station there a deterrent.

Mr. Brown said it has not proved to be.

#### 10. UPDATE OF SANTA FE MEDIA NETWORK AND ABOVE-THE-LINE

Commissioner Zlotoff reported the Santa Fe Media Network is status quo for now. We have some new initiatives, but it is too soon to report on them. We are planning another Above-The-Line event. He is meeting later this week with Mayor Keller to set up an Above-The-Line event in Albuquerque.

#### 12. REPORT ON EMERGING MEDIA ALLIANCE

Commissioner Jonas reported that the Emerging Media Alliance has had a slight change of course. We have determined it is time for us to slow down and work internally to develop ourselves more. We are going to use the November event for an internal mixer. Anyone who would like to attend is welcome. We would love the participation. He will get an invitation out to everyone. It will be on November 8<sup>th</sup>. We want to take our time in determining our internal structure. At our last meeting he said he would be coming to you with a proposal to be independent. We have decided to delay that by at least a meeting. We are talking about our next year and looking to apply for OTAB funds and do the event at Currents in June as well as other events. The energy is good. The group is engaged and energized.

Chair Potter said that is exciting.

#### 13. LETTER TO THE MAYOR REGARDING LOCAL INDUSTRY NEEDS

Chair Potter said she was not here for the last meeting, but she read in the minutes the discussion regarding the City lobbying the Legislature around the cap. She visited with the Mayor about City support to remove the cap, streamline and simplify the language and process of the program and repaying the film incentive as soon as possible. She also discussed this with Matt and Eric. The Mayor said lets do it and was very supportive. He asked that the Commission write him a letter and he will put it on the City's legislative agenda.

Chair Potter passed out the letter to the Commissioners and asked for approval today.

**MOTION** A motion was made by Commissioner Gollin, seconded by Commissioner Manzanares, to approve the letter to the Mayor.

**VOTE** The motion passed unanimously by voice vote.

Mr. Randall left the meeting.

# 14. WHAT DO YOU DO AND HOW CAN WE HELP SERIES NEW MEXICO FILM FOUNDATION

Mr. Norris said thanks to this group he has signed a lot of NDAs. We all know each other. The New Mexico Film Foundation is now in its 5th year. It was created to support men and women in New Mexico who want to make films. We provide programs and some grants and networking opportunities. We just closed out our George RR Martin screen writing grant. We had 52 qualified submissions. We will be announcing the winner at the end of October or early November. We have had in the past a stage reading of the winner. The other grant we have is our "Lets Make a Western" grant. We came up with criteria that it has to take place between 1850 and 1920 and be based on some kind of New Mexico history and has to have a horse in it. We had 45 wonderful submissions for that grant of \$5,000. The winner was Vince McDaniel, a producer in Albuquerque. His story is called "Blackdome, the Minnie Moore Story." Blackdome was a town that used to exist by Roswell and was started by a black man in the early 1800s. It became a haven for black residents. Minnie Moore was a brothel owner who bought up some of the surrounding property. We also have an actors showcase to highlight acting talent in New Mexico. We are having a regional showcase this year for the southern part of the state. The live event will be part of the Las Cruces International Film Festival. The winner will be invited to participate in the Albuquerque showcase. In years past some of the winners have gotten signed by agents. We have a category for actors age 17 and under. Two of the kids who participated in that are working and doing well. We have a travel stipend to help film makers get to film

festivals outside of New Mexico as well. This summer we have been talking to Legislators. There is a western town called Gabriella that is a complete western town inside and outside that was build a couple of years ago out in the middle of nowhere. They are trying to get movies made there. He has met with local Legislators to make them aware of that and he is telling them that we have lots of local filmmakers in New Mexico. He wants them to realize that New Mexico can have its own thriving film industry that we can build from within the state. We are working towards that. We need an investment fund to fund films. We will be working on that for the next 18 months.

Commissioner Zlotoff said recently he ended up at a fundraiser attended by lobbyists here in Santa Fe. The State Film Office lobbies to bring productions from out of state here. He was wondering if all these various organizations could give some thought to getting a lobbyist to lobby for that concept with New Mexico films. Legislators hear the people who are paid to talk to them. It seems at the least we might want to talk to some lobbyists and see if they can instruct us how to better inform the Legislators. They are civilians and not paid to do this. How can we be effective in lobbying them. It is great we have film industry who comes here and spends money, but that is a short term fix. In effect, the money we save the Hollywood Studios they use to build infrastructure somewhere else. We have to start shifting the thinking to use some of the dollars we are giving away so that we can build infrastructure here.

Mr. Norris said that is right. As a nonprofit we cannot lobby or put money toward lobbying. The more voices we bring to this issue the better results we will get. The Legislators like that idea. It is more beneficial and more film makers spread out throughout the state. It is a benefit to the Legislators constituencies. To his knowledge there has never been a concerted effort to grow the industry from within the state. There were ideas of doing that. Incentives became the target and the concentration. There is nothing preventing us from doing that, but the money.

Alternate Commissioner Darrah said the IATSE union has been so strongly lobbying for so many years it might behoove us to talk to them about adding this element to their push in a way they could see as potentially being a benefit to the Union. It could crate a stronger infrastructure for their crews.

Mr. Witt said this is a long conversation. It is both the immediate and long term goal of the State of New Mexico to have as much internally generated production as possible and has been from day one. Anyone looking at it objectively can see that there are more productions locally done now than 10 to 15 eyars ago when we started this. All the entities represented here are integral in making that happen. Regarding hiring a lobbyist he doesn't know what the specific ask would be. Usually there needs to be a specific ask. We used to have a film maker loan program which has gone dormant. There are challenges there. The State used to have several local film maker programs that are not in existence any longer. Maybe that is a specific ask. Reinstate the programs and funding that showcase New Mexico film makers.

Commissioner Ragano said he is confused. Are you asking for investment money from the State.

- Mr. Norris said he wants money from anywhere, but we have to have someone to shop it to and the money to bring to competition.
- Mr. Ragano said so you are talking about funding to help build projects or the ability for investment for finished projects.
- Mr. Norris said both. There are tons of projects out there. We also need a lighthouse people can look at with funding to go after. He is talking about investments.

Commissioner Shaening-Pokrasso said thank you for the work you do. It seems you are talking about two things. A general push towards in state development and the other is a direct ask for fundraising for the Film Foundation.

Mr. Norris said in this presentation he is not talking about money for the Foundation at all.

Commissioner Shaening-Pokrasso said what has been an ongoing conversation for this Commission is very much what several of us have identified as a component of this State's industry that is very vibrant and successful and the part that could catch up. The lobbyist proposal holds some weight around tangible action. Are there things we can do, direction action we can do now, and are there other things we can be creative about. Can we be proactive.

Chair Potter said when you talk to people running for office as an individual tell them what we need. The State Film Office lobbies and interacts with the Legislature tremendously.

Mr. Witt said the job of the State Film Office is to recruit outside production and oversee New Mexico filmmakers programs that do exist. They host an annual conference with educational and networking opportunities as well. We don't have the programs we used to have. They act in an official capacity as the Executive Branch lobbyist to the Legislature for the film industry in conjunction with private industry.

Commissioner Jonas said one thing we talk about is public funding. It occurs to him we have in Santa Fe a robust funding community. There is a philanthropic community here. The function of this Commission is to help connect the dots. How can we as a Commission, given all our connections and years of expertise and networks, form some kind of interconnectivity between programs and funders for locally made film.

Mr. Norris said that would be huge.

Chair Potter asked how do you raise your money now. Mr. Norris said we just go ask for it.

Commissioner Jonas said we could put a formal program together with the Santa Fe Community Foundation.

Chair Potter said we had an Above-The-Line event focused on funding.

Commissioner Jonas said he is talking about connecting the film making sector with philanthropic sector.

Commissioner Shaening-Pokrasso said if one successful project can become the model that would help us realize this. We could get behind one project and make it very visible about investment.

Commissioner Meditch asked what is the role of the Commission thinking forward to this election. Is there a way this Commission could consider weighing in to revitalize internal programs. A second investment model was created and has to do with bringing together consortiums of funders who are investing for equity. Those models have been successful. Is there a role for the Commission in encouraging the creation of an investment consortium like that.

Mr. Norris said he would love to talk to her about that. We need successful models.

Commissioner Meditch said it has been successful in the nonfiction side of film making.

Mr. Witt said as far as the legislative piece we are a bit late in the game now. What would be an appropriate path for this body would be to amend the letter you are sending and add a fourth item encouraging the State to reinvigorate local film maker programs. That gets folded into the City list of what it's legislative priorities are. They would then turn that over to their lobbyist, Mark Duran, who will state the priorities of the City. If the Albuquerque City Council could adopt a similar stance that would be helpful.

Chair Potter said she will ask the Mayor to do that when she goes in to hand deliver to him the letter approved today.

Mr. Witt said they can also amend the list at City Council.

Commissioner Shaening-Pokrasso said we have a tangible and meaningful effort here to our mission. This fourth item is forward thinking. We need to get it on the legislative agenda.

Chair Potter said she will ask the Mayor personally.

Mr. Brown said the legislative agenda is due in December. You have time to consider adding it.

Chair Potter said another idea is that she will give the Mayor the letter today and we can take a vote for an additional letter next month when she is back. We can refine what we are going to request.

Commissioner Meditch said as long as it does not feel tacked on.

Alternate Commissioner Darrah said another option is to hold this letter so that we can add this ask since there is no urgency.

Chair Potter said she would like take the Mayor at his word.

Commissioner Meditch said tell the Mayor we would like to add a fourth request.

Chair Potter said she is leaving today for a week. There is no time to re-write and deliver a new letter today. We need to figure out what we want to ask for and talk about that.

Alternate Commissioner Darrah said she thinks the Commission is clear in asking to reinstate programs for local film makers that used to be in place.

Mr. Norris said you are looking at programs for Santa Fe and not statewide. When he talked to Economic Development he wanted to go through the City and request money from their budgets to fund programs.

Alternate Commissioner Darrah said with all due respect to your schedule we are saying it would make more sense to add the fourth request to this letter.

Chair Potter said she has to talk to the Mayor to see if that is something he wants to do. He already approved the 3 things we have in this letter. Lets decide what the fourth thing is.

Alternate Commissioner Darrah said it is to reincorporate and fund programs that support and build economic development for the instate film and media industry.

Mr. Witt said new and more programs.

Commissioner Shaening-Pokrasso said reinstate and or cultivate and create programs that support the instate film and media industry.

Chair Potter said we are asking the City to ask the State.

Mr. Witt said yes, State projects.

Alternate Commissioner Darrah said we could ask that they incentivize as well.

Mr. Witt said that is a different ask.

Chair Potter said she will ask the Mayor if that is okay with him and then we can talk about the wording. Commissioners Meditch and Shaening-Pokrasso and Alternate Commissioner Darrah will work with her on the wording.

Mr. Witt said make it as broad as possible. Talk about supporting local film makers and reestablishing programs.

Commissioner Shaening-Pokrasso volunteered to draft the language.

Mr. Brown said feel free to share the draft with him and let the Mayor know that he supports this.

Chair Potter said she will share the draft with Matt and Eric.

Chair Potter thanked Mr. Norris for his presentation.

### 15. GOALS FOR NEXT MEETING

Commissioner Zlotoff said a lot more is going on now than was 5 or 10 years ago. Potentially we my have a new administration in a few months and that gives us some time potentially to start looking at what the State used to do. What can we draw on as indications of specific things we can propose. It is not beyond the possibility of asking the State, who invests in places other than New Mexico, to invest some State funds in building a local domestic film industry.

Chair Potter said we will put on the agenda a discussion about former programs.

Commissioner Zlotoff said what used to be, what is and what can we propose going forward.

Commissioner Meditch said we need to add what Chris is working on. It is not just the film industry.

Chair Potter said we will add Emerging Media too. Past, present and future.

Commissioner Jonas said there is power in our Commission potentially having a relationship with the Albuquerque Film Commission.

Mr. Witt said Albuquerque has a Film Office, not a Commission.

Commissioner Jonas said we could do joint letters with the Albuquerque Film Office.

Chair Potter said we will add that for discussion.

Commissioner Ragano said this Body is supposed to be knowledgeable. It seems odd that we have to ask the Mayor to make recommendations.

Chair Potter said we serve at his pleasure.

#### 16. ANY OTHER BUSINESS OR ANNOUNCEMENTS

Commissioner Lujan acknowledges Elias and his sister for the first annual George RR Martin scholarship for IAIA film students. The first year provides a \$15,000 scholarship that is a full ride and two \$5,000 scholarships which cover tuition. It is a great thing for the school.

Chair Potter said that is wonderful.

Chair Potter asked Commissioner Gallegos if he and Stagecoach would be the presenters for the November meeting. Commissioner Gallegos agreed to do so.

#### 17. QUESTIONS FROM VISITORS

Ms. Kessler said she would like to share a helpful tool. She is from Los Angeles and has been here for five years. Her background is in dance and she is involved in dance film making. She invited everyone to go on Google and look at the Otis report on creative economy. It is a report that comes out annually and is very helpful in writing grants and it talks about the creative economy thriving and the possibilities for that.

Chair Potter said that is good information. Thank you.

# 18. NEXT MEETING NOVEMBER 6, 2018

#### 19. ADJOURN

**MOTION** A motion was made by Commissioner Zlotoff, seconded by Commissioner Jonas, to adjourn the meeting.

**VOTE** The motion passed unanimously by voice vote.

There being no further business before the Commission the meeting adjourned at 11:40 am.

Deborah Potter, Chair

Elizabeth Martin, Stenographer