



# Agenda

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**Santa Fe Film and Digital Media Commission**  
Tuesday March 3, 2020  
10:00 – 11:45 AM  
County Building, 100 Catron St., Plaza Conference Room, 2<sup>nd</sup> floor

|  |       |
|--|-------|
| Call to order, Commissioner Deborah Potter, Chair  | 10:00 |
| Approval of Minutes and Agenda   | 10:01 |
| Introduction of visitors   | 10:02 |
| Report: LA Flights Randy Randall, Director, Tourism Santa Fe, 955-6209,<br><a href="mailto:rrandall@santafenm.gov">rrandall@santafenm.gov</a> ,  | 10:05 |
| Report: Jennifer LaBar-Tapia, Acting Executive Director, Santa Fe Film Office re current and<br>upcoming productions <a href="mailto:jlabar@sffo.film">jlabar@sffo.film</a> , 505-986-6293 | 10:10 |
| Report: Fabian Trujillo, Office of Economic Development, re tele-communications,<br><a href="mailto:frujillo@santafenm.gov">frujillo@santafenm.gov</a> , 955-6912                          | 10:20 |
| Above-the-Line incentives working group, Commissioner Jim Gollin   | 10:23 |
| Report: Midtown campus, Commissioner Gollin, Rich Brown, <a href="mailto:rdbrown@santafenm.gov">rdbrown@santafenm.gov</a> ,<br>955-6625  | 10:28 |
| Report: Resource list, Commissioner Elias Gallegos and Alternate Commissioner<br>Alexandria Bombach  | 10:50 |
| Report: Santa Fe Network, Commissioner Michael Becker  | 10:55 |
| Report: Contest working group, Commissioner Milton Riess   | 11:00 |
| Discussion: How best to utilize our funding, including Commissioner Shaening-Prokasso  | 11:05 |
| Any other business or announcements  | 11:20 |
| Goals for next meeting   | 11:27 |
| Questions from visitors  | 11:30 |
| Adjourn  | 11:45 |

**Next meeting: Tuesday, April 7, 10:00 – 11:45 AM, Peralta Room**

\*Parking is accessed off of Grant St., across from the Convention and Visitors Bureau (ramp to second level). Just tell the guard you are there for a meeting with the Film Office. Once entering the main entrance of the building, the conference room is to the right of the staircase. Parking is also available in the usual City structure.

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|--|--------------------------|
| <b>RECEIVED AT THE CITY CLERK'S OFFICE</b> |                          |
| <b>DATE:</b>                               | <b>February 26, 2020</b> |
| <b>TIME:</b>                               | <b>9:14 AM</b>           |

**SUMMARY OF ACTION  
 SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
 COUNTY BUILDING, 100 CATRON ST., PLAZA CONFERENCE ROOM  
 TUESDAY, MARCH 3, 2020, 10:00 AM**

| <u>ITEM</u>   | <u>ACTION</u>          | <u>PAGE</u> |
|---|------------------------|-------------|
| CALL TO ORDER   |                        | 1           |
| ROLL CALL   | QUORUM                 | 1-2         |
| APPROVAL OF MINUTES   | APPROVED               | 2           |
| APPROVAL OF AGENDA  | APPROVED               | 2           |
| INTRODUCTION OF VISITORS  | INFORMATION/DISCUSSION | 2           |
| REPORT: RANDY RANDALL   | INFORMATION/DISCUSSION | 2-3         |
| REPORT: JENNIFER LABAR-TAPIA  | INFORMATION/DISCUSSION | 3           |
| REPORT: FABIAN TRUJILLO   | INFORMATION/DISCUSSION | 3           |
| ABOVE THE LINE INCENTIVES<br>WORKING GROUP  | INFORMATION/DISCUSSION | 3-5         |
| REPORT: MIDTOWN CAMPUS,<br>COMMISSION GOLLIN AND RICH<br>BROWN                              | INFORMATION/DISCUSSION | 5-6         |
| REPORT: RESOURCE LIST   | INFORMATION/DISCUSSION | 6           |
| REPORT: SANTA FE NETWORK  | INFORMATION/DISCUSSION | 6-7         |
| REPORT: CONTEST WORK GROUP  | NONE                   | 7           |
| DISCUSSION: HOW BEST TO UTILIZE<br>OUR FUNDING, INCLUDING<br>COMMISSIONER SHAENING-POKRASSO | INFORMATION/DISCUSSION | 7-10        |
| ANY OTHER BUSINESS OR<br>ANNOUNCEMENTS  | INFORMATION/DISCUSSION | 10-11       |

|                                |                               |           |
|--------------------------------|-------------------------------|-----------|
| <b>GOALS FOR NEXT MEETING</b>  | <b>INFORMATION/DISCUSSION</b> | <b>11</b> |
| <b>QUESTIONS FROM VISITORS</b> | <b>NONE</b>                   | <b>11</b> |
| <b>NEXT MEETING</b>            | <b>APRIL 7, 2020</b>          | <b>11</b> |
| <b>ADJOURN</b>                 | <b>ADJOURNED</b>              | <b>11</b> |

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION  
COUNTY BUILDING, 100 CATRON ST., PLAZA CONFERENCE ROOM  
TUESDAY, MARCH 3, 2020, 10:00 AM**

**1. CALL TO ORDER**

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Deborah Potter, Chair, at 10:00 am on Tuesday, March 3, 2020, at the County Building, 100 Catron St., Plaza Conference Room, Santa Fe, New Mexico.

**2. ROLL CALL**

Chair Potter announced that the Commission has three new members: Kabby Kabakoff, Gay Dillingham and Steve Graham. She thanked Commissioner Manzanares and Commissioner Shaening-Pokrasso for their service.

**MEMBERS PRESENT**

Deborah Potter, Chair  
James Lujan, Vice Chair  
Pamela Pierce  
David Aubrey  
Jim Gollin  
Chris Jonas  
Elias Gallegos  
Jacques Paisner  
Michael Becker  
David Manzanares  
Frank Ragano  
Jilann Spitzmiller  
Kabby Kabakoff  
Gay Dillingham, Alternate Commissioner  
Steve Graham, Alternate Commissioner  
Anna Darrah, Alternate Commissioner

**MEMBERS ABSENT**

Adam Shaening-Pokrasso, Excused  
Andrea Meditch, Excused  
Milton Riess, Excused  
Alexandria Bombach, Excused  
Doug Acton, Excused

**OTHERS PRESENT**

Rich Brown, Director, Economic Development  
Fabian Trujillo, Economic Development Office  
Randy Randall, Director, Tourism Santa Fe  
Jennifer La Bar-Tapia, Santa Fe Film Office  
Katrina Mendoza  
Lauren Hendrickson  
Elizabeth Stahmer  
Elizabeth Martin, Stenographer

## **2. APPROVAL OF MINUTES**

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

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

## **3. APPROVAL OF AGENDA**

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

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

## **4. INTRODUCTION OF VISITORS**

Ms. Mendoza, Ms. Hendrickson and Ms. Stahmer introduced themselves.

## **5. REPORT: RANDY RANDALL**

Mr. Randall reported that the \$10 million request for the second phase of the airport terminal expansion was not approved by the Legislature because the first phase had not started. Next year, if the City moves ahead, we will see funding for the second phase. The LA flight starts on April 11<sup>th</sup> and will be once a week. It is favorably priced. The senior staff meeting was dedicated to the corona virus and the preparedness of the City and the State. St. Vincents is very well prepared by having a heavy flu season. The City will follow the Department of Health lead.

Commissioner Gollin said you said last month that the flight would take off before it left.

Mr. Randall said the timing is confusing. He will get clarity on that.

Commissioner Gollin asked what about the funding.

Mr. Randall said not spending the funds from the last session was the cause of the funding not happening. It was a good wake up call. It is high on the Mayor's priority list. The key is to get the thing planned out with the full facility with what we have. It will be in two phases.

**6. REPORT: JENNIFER LABAR-TAPIA**

Ms. LaBar-Tapia said the article about the American flight to LA went national in the press. She is super busy with the Deadline Hollywood Conference. It will be next week. Her tour with studio executives is on Saturday. They are heavy hitters in the industry. David was the man on stage with her to present Santa Fe. It is all on a sizzle reel. It includes cuts of trailers of films done here and education opportunities and a bit of tourism. We had a music video in last weekend. The *Harder They Fall* is getting ready to go into production next week. We may hear gun fire at Midtown. They will be practicing their blanks.

**7. REPORT: FABIAN TRUJILLO**

Mr. Trujillo said on telecommunications, we have Sean Moody working with us on telecommunications. He is doing an assessment of issues. Also we have a company doing the City's broadband. He will have better information next month.

Mr. Trujillo said the Economic Development Department office is doing well We are very busy. There are a lot of project. There are two companies in film and digital media looking at Santa Fe. One is from China and one from Texas. One is an audio company and the other is animation.

**8. ABOVE THE LINE INCENTIVES WORKING GROUP**

Alternate Commissioner Graham reported that the working group has a new name. It is now called the Film Makers Advocacy Working Group. We have new leadership with he and Anna serving as co-chairs. We had good attendance at our last meeting. Jim is staying on the working group and it is great to have him be part of that. We talked about the viability of the New Mexico State Fund.

Alternate Commissioner Darrah said we met with the Marquita Russell at the New Mexico Finance Authority to find out what is possible.

Chair Potter asked is that the same fund we met on Jim.

Commissioner Gollin said yes. The idea is to transform it.

Alternate Commissioner Darrah said where it is now with State Investment

Council it is not working. They don't know much about film. They look at things that make it only viable for studios at this point. We are talking about making it viable for local film makers. She is meeting with Marquita about moving it to another organization to manage it.

Alternate Commissioner Graham said Fabian gave us background on the management of it. We are looking to see if it was done by law and if we have to go to the Legislature.

Alternate Commissioner Darrah said first we are going to find out if Marquita is interested in managing the fund and if a production company could apply to this fund to get the incentive. Long term it would be a loan to help finance films.

Alternate Commissioner Graham said we discussed the Korman model. The idea is to spur production in New Mexico by doing genre films: action, thriller, horror and Christmas movies. You can make those with a low budget and get your investment back. Do a slate of those, have a fund. We are kicking around that idea. It looks to him like it would be sustainable. We had a discussion about is that the business we want to be in or shoot higher than that. It is an ongoing discussion.

Alternate Commissioner Graham put together a great budget around it for people learning the basis of film.

Alternate Commissioner Graham said the idea is to partner with an educational institution like IAIA and build homegrown films using locals.

Alternate Commissioner Graham said James gave a report on institutions offering above the line programs.

Commissioner Gollin said he had submitted questions for clarity on the Pinto award.

Commissioner Pearce said they are very strict at this point. We looked into it. You have to be Native American and from New Mexico.

Commissioner Gollin said Todd Christenson left the State Film Office. March 20<sup>th</sup> is the deadline for applying.

Alternate Commissioner Darrah said when we started this, one reason was that NBC Universal and Netflix were moving in and we wanted to know how it would involve us. The answer then was we are not going to train you. On February 27<sup>th</sup> NBC Universal will be seeking applicants to shadow a director of an NBC Universal series for two episodes in a row starting in April.

Chair Potter asked what is happening with the incentive program for above the

line. Are you still working on that.

Alternate Commissioner Graham said yes, that is one of the four spokes we are working on. We will talk about our Legislative agenda at the next meeting.

#### **9. REPORT: MIDTOWN CAMPUS, COMMISSION GOLLIN AND RICH BROWN**

Mr. Brown said he had been with the City for two and a half years and has been the Director of Economic Development since November.

Commissioner Gollin said he had a meeting with Daniel Hernandez and the working group. He will report on that and Rich will talk.

Commissioner Gollin gave some history for the new Commissioners. At this time Daniel is down to three proposals for interest and will be getting down to one very shortly. He mentioned there is going to be a notice of funding availability after they make their decision so groups can get together and meet with the developer to participate in a structured process for interaction on the project.

Mr. Brown said he was speaking in Daniel's stead. There are six items that are part of the planning guidelines. Those are the items developers are being scored on. They are based on public input. Our debt is \$32 million. We will need to be cognizant of that in the process of deciding use. There are three finalists. We are working on clarification and references. We hope to have one picked by the end of this month. All applicants are still in play in the expression of interest process. We are following the State Procurement Code so the evaluation committee is not pressured by outside interests. We have hired a public engagement manager who will work on the notice of funding. We will be having town halls with the Mayor and developers. We are working on film production as well. Each of the finalists did come in with a film production element in their proposal. We are creating *Midtown Monday* which is a newsletter that will come out every two weeks. We will add all of you to the list. He would like to come back at your next meeting to give you an update. Film production is key.

Chair Potter said tell us about the film aspect of the finalists and how they differ.

Mr. Brown said regarding the film aspect, each of the finalists have reached out to major production companies and studio. You won't be disappointed in any of the offerings. They are looking at the current studio footprint and expanding it with financial viable companies doing it. The film school building will still be there.

Commissioner Jonas said talk a bit about how it is that the NOFA and town halls information is gathered and included in documents given to the final developer. What is the accountable structure.

Mr. Brown said they already have our planning guidelines which informed their decisions. We are updating those with what is happening on the ground now. The public engagement will be added into what we give the developers. We will integrate the comments into what is viable and of value to the campus for the venture from a Santa Fe approach. The NOFA will be grant money for the communities to gather information. There will be film and digital media arts, culture, open space, technology entrepreneurship, residential and mixed use.

Alternate Commissioner Graham said in full disclosure, his production company, Goodwest Productions, made a proposal and are involved with a couple of master developers.

Mr. Brown said we are going through the FY 21 budget process right now. He has submitted funding for additional money to be dedicated to film proposals as recommended by the Commission.

Commissioner Jonas said one of the things we wanted to do as a Commission was to build the mechanisms for the designated money.

Mr. Brown said it is in our budget proposal that will go to the Finance Committee in April.

Chair Potter said thank you for coming and for all the work you do

Mr. Gollin said there is a lot of internal conflict about transparency. It is a delicate balance.

Mr. Brown said we are very excited about what is going to come in the future.

## **10. REPORT: RESOURCE LIST**

Commissioner Gallegos said due to Alexandria working we have not met. He will catch up with her when she returns.

## **11. REPORT: SANTA FE NETWORK**

Commissioner Becker said the Network is maintaining.

Alternate Commissioner Darrah said the Above The Line event will be on March 25<sup>th</sup> at the Hotel Santa Fe. It will be the same basic concept. We will be focusing on what we have had discussion on in working group. We want the event to vet some of the issues coming up that we are working on. Any of you who would like to head up a

table let her know. We will email out more information. Lee will be back the week before the event. If you have any input email her.

Mr. Becker said there is nothing new at the Network. We are maintaining and performing the required maintenance of a nonprofit. We have one paid staff person in charge of social media outreach. We have a constant presence. We don't have a staff person dedicated to manage submissions right now. We are in maintenance mode.

## **12. REPORT: CONTEST WORK GROUP**

There was no report.

## **13. DISCUSSION: HOW BEST TO UTILIZE OUR FUNDING**

Chair Potter said we are in a new phase of the Commission. She is so proud to hear all of you talk about how we are moving forward. We now have some funding. Lets talk about how to best to utilize our funding. She would like to hear ideas. We do not have to make a decision today. We will have \$25,000 from Randy and \$25,000 from Rich and the potential for another \$25,000.

Mr. Randall said what would be really great is if we get Economic Development dollars they don't have the same restrictions as lodger tax dollars. It can be more of an open discussion.

Alternate Commissioner Darrah asked what are the stipulations.

Chair Potter said our mission is to help stimulate and encourage sustainable media in the City and region. The Network is its own nonprofit. The Above The Line gatherings are their own nonprofit.

Mr. Randall said the use has to be to grow and evolve the film business. The funds do not belong to the Commission. They are to be made available to nonprofits by recommendation of the Commission. The relationship will be between a nonprofit and the City for funding. The responsibility to report and show value in the decision made to provide the funding is back to the Commission. The funds are not in the hands of the Commission. The City does not fund Boards and Commissions.

Mr. Randall said as to restrictions, the dollars from Tourism are more for marketing and promotion, but you can use a portion of them for start up needs. Economic Development funds have fewer restrictions. Once this group shares some thoughts that the Chair asks for he will go to the City Attorney and find out the real restrictions and how tight we need to be. For today's exercise it is better just to throw out some ideas about what you may want to fund. He will get the Commission all the information before July 1st.

Commissioner Spitzmiller asked will there be any administrative fees taken out.

Mr. Randall said no.

Commissioner Spitzmiller asked are fiscal sponsors allowed.

Mr. Randall said yes and they can be of any nonprofit status.

Alternate Commissioner Graham said it seems like the natural thing would be stuff we are already supporting like the Network and Above The Line and some initiatives we have talked about with our working group and the contest.

Commissioner Ragano said Tourism is helping support New Media Week and that would be possible. We are getting funds for marketing from Tourism, but need funds for production. Maybe we can get funds through Economic Development for production.

Mr. Randall said we need to be careful. If you are getting funding through Tourism from OTAB we would probably reject using more dollars out of a budget of \$50,000 unless no one else wants it. We can help with bringing people in. Talk to him. You can't use the funds for salaries. Flying someone in for a show is allowable. Maybe up to 50% from Tourism. He will get that clarified from the City Attorney.

Alternate Commissioner Darrah said when we first talked about this it was because we were shutting down the Emerging Media Alliance.

Commissioner Jonas said it was a case of no funding and also no passionate leadership.

Alternate Commissioner Darrah asked where are we with that and should it be on the list.

Commissioner Jonas said for Little Globe, one of the restrictions was we could not take any administrative fee for that. We were unable to do that.

Chair Potter said we need to establish a working group for this. Commissioner Jonas would you Chair this group for now.

Mr. Randall said this group comes up with criteria keeping in mind a path to self sustainability. With \$50,000 you can't fund things at a level year after year. You can ask for seed money to get things started that can be self sustainable.

Commissioner Jonas said he recommends setting up a working group, get together and determine leadership at that point. We will report back at the next meeting.

Commissioner Paisner said he disagrees with Randy a bit. Most of the projects Economic Development and Tourism have funded in that regard no longer exist. Putting out an RFP would be a good idea.

Mr. Trujillo said Randy is right. You need to come up with criteria. We are going to have to follow the City procurement code which is established. An RFP is not required. It is only required for \$60,000 or more. You could do an RFQ which is a request for qualifications. You have to decide the criteria and the amounts you are going to do. The other part of this is most of the time you will have to have a contract and a purchase order. We would do this on a reimbursement basis.

Commissioner Kabakoff said thank you for having me as a new Commissioner. An idea he stumbled across is that most work in one of his studios is tourist based. Famous people like to travel like everyone else. They have obligations to companies and they can stop by the studio for a couple of hours and get their work done. It makes Santa Fe a more desirable place in terms of tourism. We are about to build a surround sound studio. He is one of the few audio guys on the Commission.

Commissioner Manzanares said there are places for video here as well.

Commissioner Kabakoff said maybe in some way this could go to the private sector. It is an idea.

Commissioner Jonas said he thinks the conversation will be useful to get ideas from our group and any ideas that are out there and connect the dots. How do we create tools for new business. We would be providing contracts for the scope of services. We find tools to respond to the ideas we have.

Commissioner Manzanares said there are studios in town that he has used for ten years. He will add Kabby to his list. We have done Randy Travis, Jeff Bridges and others.

The working group was established with the following members: Commissioner Jonas, Chair; Commissioner Kabakoff, Commissioner Gallegos, Alternate Commissioner Dillingham, Alternate Commissioner Graham and Commissioner Pearce.

Commissioner Aubrey asked what is the goal. Is it grant-like. It needs to be very specific to our mission. It is important to have clarification before we go launching it out.

Ms. Mendoza said thank you for having her. Is this funding available to anyone in the Commission or is it specific to projects of the Commission.

Chair Potter said that will be worked out in the working group.

Mr. Randall said it cannot be specific to the Commission.

Char Potter said any visitors can be on the working group.

Ms. Mendoza was added to the working group.

Commissioner Becker said the money has to go to a nonprofit. Can they take a service fee.

Mr. Randall said they can have to disclose that they intend to take a portion as an administrative fee and their has to be agreement as to the amount.

Commissioner Pearce said she is assuming anyone on the Commission would have a conflict of interest in being considered for funding or as a nonprofit liaison.

Mr. Randall said if everyone on the Commission applied for funds we would have to disqualify everyone of you in considering the projects or voting or discussing the projects. You would have to abstain and not be part of the discussion.

Mr. Randall said to Jacques's point, most of our tourism investments have succeeded including yours. We only fund things now that help them move ahead.

Mr. Randall said if we spend over \$60,000 over a four year period with any one investment is has to go through Council. That why we do smaller amounts a year for four years stepping it down. The City Manager can give approval that way. Make your lives easy.

Chair Potter said this was a great first discussion.

#### **14. ANY OTHER BUSINESS OR ANNOUNCEMENTS**

Chair Potter said David is not having a third term with us. Please do come and visit us David.

Commissioner Manzanares said it has been wonderful to be part of this group and listen to all the ideas. He missed eight meetings and it feels odd to be an absentee member. The right thing to do is to step off. You can always call him. This will get better and greater. He is happy to have been a part of it.

Chair Potter presented Commissioner Manzanares with a gift.

Chair Potter said also leaving are Adam, Kirk and Lee. Replacing Adam is Frank, replacing Kirk is Alexandria, replacing Lee as our County representative is Jilann. Next

year we will have more openings.

Chair Potter thanked everyone for their service and contributions.

**15. GOALS FOR NEXT MEETING**

Chair Potter said we will discuss funding.

Mr. Brown asked to be on the agenda to give an update.

Commissioner Gollin suggested that Mr. Brown give a presentation after their decision is made.

**16. QUESTIONS FROM VISITORS**

None.

**17. NEXT MEETING  
APRIL 7, 2020**

**18. ADJOURN**

There being no further business before the commission the meeting adjourned at 11:30 pm.

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Deborah Potter, Chair



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Elizabeth Martin, Stenographer