

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
CONVENTION CENTER, CORONADO ROOM
Tuesday, May 3, 2016, 10:00 am**

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1. CALL TO ORDER

The meeting of the Santa Fe Film Commission was called to order by Deborah Potter, Chair, at 10:00 am, on Tuesday, May 3, 2016, at the Convention Center, Coronado Room, Santa Fe, New Mexico

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
Jim Gollin
Pamela Pierce
Adam Shaening-Pokrasso
David Aubrey
Nani Rivera
Doug Acton
David Sontag
Elias Gallegos
Susan Fiore

Edward McLoughin, excused
David Manzanares, excused
Andrea Meditch
Bruce McKenna
Kirk Ellis

OTHERS PRESENT

Sam Gerberding, Inn of the Governors
Charlie Gray, Santa Fe Lodgers
Jon Hendry
Randy Randall
Eric Witt
Tom McCann, Inn at Loretto
Jeff McMann, Sage Inn
Tobi Ives
Michael Becker, Filmtribe

3. WELCOME SUSAN FIORE, SANTA FE COUNTY REPRESENTATIVE

Chair Potter welcome Susan Fiore, who is a new Commission member, representing Santa Fe County. Chair Potter also informed the Commission that the City Council has approved five alternate positions for the Commission.

4. APPROVAL OF MINUTES

MOTION A motion was made by Mr. Sontag, seconded by Mr. Gollin, to approve the minutes.

Ms. Rivera said in the minutes it says "her" efforts on marketing and it should be Santa Fe's efforts.

Chair Potter said Bruce McKenna should be shown as absent in the minutes, on page 4 it is the New Mexico School for the Arts, not the College and on page 9 add Adam's name.

MOTION CHANGE The previous motion was changed to approve the minutes as amended.

VOTE The motion passed unanimously by voice vote.

5. APPROVAL OF AGENDA

Chair Potter said if you want something on the agenda please talk to her well in advance. We need to submit an agenda a week before being published

MOTION A motion was made by Ms. Pierce, seconded by Ms. Fiore, to approve the agenda as presented.

VOTE The motion was passed unanimously by voice vote.

6. UPDATES FROM KATE NOBLE ABOUT OUR NEW NAME AND OTHER NEWS

Ms. Noble reported that the City Council has approved adding five alternates to the Commission membership and did approve the name change. She has continued to work on the joint effort with Santa Fe County to create a film office. It will be overseen by Randy Randall and Tony Flores, County Manager.

Mr. Randall reported that they are developing an MOU between the City and the County to fund and operate a film office. We have contracted for the next 60 days with Eric Witt to create and set up the office. As of July 1st we will have a fully funded and operating film office. Both the City and the County will contribute \$150,000 a year toward the budget. We will go to the private sector to get \$50,000. This group will be advisory to the film office. It will be physically located in the County office building. The

County wanted it and Santa Fe was concerned about expansion things at this point. This office way is overdue. We are lucky to get the office. It will have paid staff.

Chair Potter said we will spend more time on this under other business.

Mr. Randall said he had an 11:00 commitment and will have to leave but will return. He left the meeting.

Ms. Noble said the name of the Commission has officially changed to the Santa Fe Film and Digital Media Commission.

7. REPORT FROM FINANCIAL WORKING GROUP, JAMES GOLLIN

Commissioner Gollin reviewed his report. The report is incorporated herewith into these minutes as Exhibit "1".

8. QUESTIONS, COMMENTS AND HELPFUL SUGGESTIONS

Commissioner Aubrey said one of the big things with this Commission and the film office is education for film makers. They can get tax exempt forms and it is key to let people know that they are there. Helping streamline the process for other incentives so small productions may not have to fill out the scale of paperwork that large productions have to is something that we need to do.

Commissioner Sontag said thank you, this is a terrific beginning. It is worth exploring on the financial side, an incubator and an accelerator. Regarding sustaining film and media production entities in the City, County and State, the future most likely lies in digital media. The chance to fulfill that here is key. This is an old statistic but, there are more PhDs between Albuquerque and Los Alamos than there are in Silicon Valley. The idea that we couldn't build enough computing and infrastructure and computer storage to make ourselves attractive to film makers in the digital world is ridiculous. His friend is going through the craziness with a new film she wants to start. She has no names in it. It is a sense of reality she wants to build. It is an independent film. She is facing lots of issues. He is suggesting this is an area that finance should take a look at.

Commissioner Shaening-Pokrasso said that is a great report. How much was discussed in the arena of private funding.

Commissioner Gollin said we discussed it as a concept and the concept that a fund might help attract films. We also discussed Blue Sky Productions.

Commissioner Lujan said Blue Sky Productions is an effort out of Albuquerque. There are some individuals who are known that are associated with it. He doesn't know

if they have resources yet but their intention is to create a media development company aimed at New Mexico talent. Also the development of scripts and packaging. They are launching a funding effort in May and will call for projects. Their preference is for projects produced in New Mexico with budgets under \$5 million.

Commissioner Shaening-Pokrasso asked what was discussed around arrangements.

Commissioner Gollin said we just discussed it as a concept. If we had money or a bunch of private investors it would be great.

Commissioner Lujan said the idea of a fund was central to our conversation. We also talked about hiring a sales agent and a board of established talent.

Commissioner Gollin said if private funding was available it would be great. There is a lot of money in Santa Fe and an extraordinary amount of talent in Santa Fe. We don't have a great funding system here. There is work to be done there but no magic funding source.

Commissioner Pierce said she was impressed with all the categories. They establish a game plan. It is great to probe and hope for that.

Commissioner Acton said congratulations. Any time you do something the first time you get a lot of snowballs thrown at you. Some you catch and some you throw.

Chair Potter asked if Commissioner Gollin needed more input, volunteers or members.

Commissioner Gollin said anyone with connections to investment side would be good. In terms of accelerator/ incubator, those would have to be working out with the Santa Fe Film Office after getting a sense of their budget and plans to see what is possible. We are reaching out to Blue Sky and Nani to the I Panda folks. Anyone who has sense of who could be contacted send him an email. He will send his notes to the Commission. Feel free to send me comments. He talked yesterday with Alan Webber. He asked him to put his thinking cap on about film.

Chair Potter said so your tasks are still on going.

Commissioner Gollin said he thought they would meet once between each meeting of this Commission.

Chair Potter said the purpose of these working groups is to find information. They don't vote on anything. They bring information to us for us to digest and work with and they reach out to community for input.

Chair Potter introduced Ross Chaney, City of Santa Fe Economic Development.

9. REPORT FROM ASSET INVENTORY WORKING GROUP, ELIAS GALLEGOS

Commissioner Rivera gave the report which is incorporated into these minutes as Exhibit "2".

Commissioner Rivera said we have barely touched the tip of the iceberg. She reviewed her report.

10. QUESTIONS, COMMENTS AND HELPFUL SUGGESTIONS

Chair Potter asked what help do you need from us.

Commissioner Rivera said someone skilled in each category who could help us.

Commissioner Shaening-Pokrasso asked what is the policy about sharing the spreadsheet. Is there any conflict with that.

Ms. Noble said the members can't start emailing each other in the group.

Commissioner Shaening-Pokrasso said he would love an opportunity to throw some things in the mix and fill in the gaps.

Commissioner Gallegos arrived.

Commissioner Gollin said given we have log jams in terms of studios that are filled up, is there some streamlining way, coordinating, or calendaring to make maximum use of the talent we have. We can look for bottlenecks.

Commissioner Rivera said buyers on movie sets have businesses on lists who can provide services. What do you mean in terms of bottleneck.

Commissioner Gollin said like when you need to be inside shooting but all of the studio areas are in use. Or we have great crews but they all working and waiting a month later to shoot when they are free.

Commissioner Fiore said we need a schedule and communication.

Commissioner Rivera said that is hard. The crew does not know when or where they will work the next day.

Commissioner Fiore said she sees what Commissioner Rivera is saying in the

long sense. But the Longmeier crew knows when they will complete shooting and in broad terms we can know what is in town and what is wrapping.

Commissioner Rivera asked can that information be disclosed. We are not allowed to say when films are coming. The New Mexico Film Office does that.

Commissioner Shaening-Pokrasso said the goal is to have a sales tool to be able to say we have capacity now or we won't until such and such a date. Tracking and broad strokes are what he is interested in, not what show and who is involved. Just what is available on this date.

Commissioner Sontag said that actually is in place. We have the New Mexico Film Commission. Part of their job is to bring film here. They know what is available and when and where. Productions go to them as their first choice. The Film Office will know what is going on. Now that we will have a Santa Fe Film Office, that body of information of what is available will come out of the Santa Fe Film Office. Every Production Manager, if thinking of going out of state, will call the Film Office. The New Mexico Film Commission goes to LA and NY and meets with all the major production companies. That is not something we need to create. We need to help the Santa Fe Film Office when it gets up and let them know the assets and not repeat what has been already done.

Commissioner Pierce said it is a huge job and this is a terrific job to start with those categories. We talked about making sure we have the vendors we know about and the unknown. Possibly this was an opportunity for those who are not used regularly on film sets to be vetted and listed. We can make sure non profits are part of that category.

Commissioner Sontag said most documentaries will be non profit.

11. REPORT FROM STRATEGIC PLANNING WORKING GROUP, ADAM SHAENING-POKRASSO

Commissioner Shaening-Pokrasso said thank you for opportunity to chair this. We focused on the vision for the Santa Fe film and digital film community. Exhibit "2".

Commissioner Shaening-Pokrasso reviewed his report which is incorporated into these minutes as Exhibit "3".

12. QUESTIONS, COMMENTS AND HELPFUL SUGGESTIONS

Commissioner Rivera said two festivals stand out to her, Sundance and South by

Southwest. Both are profitable for the community. Austin is crowded now and some of the community don't feel like they need it. They feel that it is a burden on their everyday life. There is also a lack of indigenous film making. Sundance is the only one doing it. It is a very important part of our community. She would like to have the indigenous work celebrated more.

Commissioner Shaening-Pokrasso said we are working towards creating a new public perception. There is a certain Santa Fe cliché'. Santa Fe is a great place to be a start up film maker and student. We can work on getting that word out and make our website pathway driven.

Commissioner Fiore said she is awesome with all that stuff. The one big thing missing in what we have and what we need is the weather. The weather in New Mexico is a big selling point. From a nut and bolts production standpoint, that is important. We know when we have monsoon season. We can educate people how weather friendly we are here. We could also look at commercial production.

Commissioner Fiore said from our end, it is the capacity of studios and crews. When it gets busy the first thing everyone asks is can we book a crew. That is again nuts and bolts. Her husband is a producer. It is how we measure what we have. You can't schedule a movie to come here and the line producer can't book a crew. How do we know when we have crews.

Commissioner Rivera said we do a lot of training. She focuses on the culture of a film set vs the technical aspects of how to do your craft. She works with the union, IASTE 480. We measure their skill sets and adjust and train them.

Chair Potter said tell me what you mean by Santa Fe cliché'.

Commissioner Shaening-Pokrasso said for the purpose of this discussion the idea that when you see the Santa Fe salad on a menu outside of Santa Fe, that is our brand. It is an image in part that is attractive to tourism but also an image that promotes Santa Fe without the light that it is a great epicenter for economic development. There are opportunities. We have beautiful backdrops for film making. It is about correcting that by adding more to our public reputation so it is understood globally that we are a great place to start a business or start a film.

Commissioner Potter asked James, do you have a sound stage.

Commissioner Gollin said no.

Commissioner Shaening-Pokrasso said we have the backdrop of Santa Fe. One of the things we need to promote on the website is our beautiful locations. We need pathways and not just depend on Nani's 480 programs. We need to understand the connection to the job market and educational opportunities. The representative we had

from the Santa Fe University of Art and Design shared that everyone wants to be a Director. There is a saturation of above the line talent. We can de-mystify that and work with the below the line people. There could be mentorship opportunities.

Chair Potter said what about Susan's suggestion to reach out more to the commercial making industry.

Commissioner Fiore said her dear friend has done a lot of commercial work in LA and she herself did a brief stint on that. If you got a commercial that was great. It would be terrific for Santa Fe. Crew members could have on going work. There are stunning places in New Mexico. She does not know what the set up is here for aggressively courting the commercial industry. Do we even have a commercial house here.

Commissioner Rivera said they are making a lot of commercials at the Space Port.

Commissioner Sontag said there is not a commercial house here. Commercials are equal to Hollywood productions. There is cash to the bottom line to the community. That is an important point. It is a vital area to be aggressive about. When the Film Office gets up and running it should look at that.

Commissioner Acton said when you talk about a meeting place are you talking about for above the line people. We have the workers taken care of. We have 1,250 members in 480 across the state. We don't have a place to shoot. We have a storage unit called Carson Studios that shoots for four months then becomes storage. The County has two places. As long as we are talking about a place for above the line people great.

Commissioner Rivera said she has been speaking with Monique at the Santa Fe Community College. They do have programs for below the line folks.

Commissioner Shaening-Pokrasso said it is certainly not an effort to do something redundant to what we have. It is non distinguished as far as above or below the line. We have groups doing interesting things in Santa Fe that are not networking. It would be an opportunity to get people into a room.

13. DISCUSSION OF ADDITIONAL GOALS PLUS HOW AND WHEN TO ACHIEVE THEM

Commissioner Fiore asked has anyone looked into VFX visual effects houses here.

Commissioner Aubrey said not as an entire house but individual.

Commissioner Rivera said the New Mexico Film Office sponsors visual and special effects workshops.

Commissioner Sontag said there are no bricks and mortar houses. There was an attempt in Albuquerque but they moved back to LA.

14. GOALS FOR NEXT MEETING

Chair Potter said our working groups need to gather more information, refine it more and see what we need to put on our website. Are there any other additional goals.

Commissioner Rivera said she does like the idea of fundraising money to help our local film makers make their films.

Commissioner Shaening-Pokrasso said he would like to revisit the discussion of the website. This Commission needs to move toward a resource center for Santa Fe. Our working groups can orient ourselves around that. Are we still striving toward that.

Commissioner Gollin said there were calls for the need for space. Meeting space, VFX place, additional sound stages or stage, a digital place with highspeed internet. There seems to be a call for brick and mortar. He is wondering which are the most pressing or possible.

Chair Potter asked is that a goal for this Commission to achieve.

Commissioner Gollin said a sound stage is expensive, a meeting place maybe not.

Commissioner Fiore said that is crucial.

Commissioner Shaening-Pokrasso said is that a higher priority than the website.

Commissioner Fiore said if you continue to build it they will come. If not they will go to other places. It is all so important, however, at the end of the day we are on the ground and want to be employed so it is a crucial part of the discussion of this Commission. The goal is how to promote film and digital media in Santa Fe.

Chair Potter said so the working groups need to get more information, develop more suggestions and define what to present on an eventual website. What are the goals for next meeting. We will have working group reports. What else.

Commissioner Aubrey said we are looking at areas in which we may be duplicating efforts. A directory is important and useful. It needs to be up to date and keeping it so is a process. What is different in what we are doing.

Commissioner Rivera said we could fall into that problem too with updating. Maybe we provide a link.

Commissioner Aubrey said it seems like we should house it in the Film Office.

Chair Potter said we can refine our goals with the information the working groups bring back and when they bring their recommendations.

Ms. Nobel said it might be helpful in refining the information and bringing back recommendations to us with documents for everyone.

Commissioner Acton said when we have the working groups we can't have a quorum in them.

Commissioner Shaening-Pokrasso said none of the working groups have a quorum of Commissioners.

15. ANY OTHER BUSINESS

Mr. Witt said he apologizes for this being a last minute thing. It all just came together for the Film Office. It is good to see you and this has been a fantastic discussion. Almost everything brought up in this meeting has been explored in some detail. There is a New Mexico Alliance that deals with FX houses. Commercials are a market that the state is going after. The Legislature passed a Bill last session to work on that. Local financing that has been an issue we have struggled with for twelve years. There is a New Mexico loan program that Jon Hendry worked on that is sitting dormant. There has been talk about bringing that back out and moving it into a more accessible program. The point is if you would like him to, he is happy to meet with the Commission or the working groups. In terms of the specific City/County entity we are working on, there are efforts in both public/private and the non profit sector to develop a regional Film Office. There are territorial issues that exist between the City and the County. That is one of the first efforts they have worked on.

Mr. Witt said he wanted to offer that information and offer to meet with you. He will be around for the next month to finish this. The goal is have the office established by July 1st. There is a lot of production here now and there is a lot more coming in over the summer. What are the priorities and needs here and statewide. How does this Commission support those efforts. This is a fantastic group and discussion. He will offer what he can.

Mr. Witt said his Email address is Ewitt1@gmail.com.

Commissioner Fiore asked who is going to be running this office

Mr. Witt said this just happened yesterday. We don't know yet.

Chair Potter said she and Eric will talk about putting him on the agenda for next month.

16. QUESTIONS FROM VISITORS

Ms. Ives said she has a small contract with the city to do an assessment and inventory. She would like to work with Elias. She did talk with Reel Scout and did domain checking. She is working with Jon Hendry and Eric Witt. She is available for the Commission and the working groups. When you do your outreach to film makers be careful about what your audience is. The Governor's Film Office has tried some of these things but did not have resources. Feel free to ask her anything. She would like to attend Elias' next group meeting.

Commissioner Gallegos said he will add Toby to his working group.

Mr. Hendry said you are all very committed. Thank you for that. These kinds of discussions have been ongoing. It is a good idea to look back at the history. We had a \$330 million loan program and that brought films here. We know why they don't work and we know opportunities where they can. There are so many opportunities and things you have talked about to move the business forward. We think that direct flight is a no brainer. They will go elsewhere if we don't have a direct flight to LA. We tried to get buildings like the Tina Griego pool and could not get it. We know what is there. Please try to understand we have a very successful business here. This city is shooting more of a lot of things than anywhere else. Try not to get involved in what our bargaining unit is doing. We hear that the City/County is going to want to do some things that we are already doing well and we ask that you try not to get into that.

Chair Potter said thank you. There is an alliance forming to bring more flights to the Santa Fe Airport. There are reasons why that flight is gone.

Commissioner Shaening-Pokrasso said he appreciates that Jon. A big part of what we doing is auditing efforts. This Commission is not redoing things that are already working well. Do you mind touching on areas that are deficient.

Mr. Hendry said we have got a great permitting system. Regarding crew development direct it through the union and work with us to do it. There are three people here who have sat in on meetings and worked on this for years. Himself, Toby and Eric. Let us say what works and not works and then make your decision. We are here to be a resource for this Commission. Don't get into what is already successful. There is optimism in this group and this is probably the most forward thinking group he has seen.

Commissioner Aubrey said the information is not hard to find. We should be a place to steer them toward 480. That one of our biggest functions to use the resources and send people and develop what new add ons we can. It is really important that we don't get into things that are functioning well.

Commissioner Shaening-Pokrasso said we have identified a lack of space.

Mr. Witt said space is being addressed in the private sector. Sound stages and an incubator as well. We are here to be a resource for you folks. Even if it is just going through the list of what you are thinking about. We can start with meetings with working groups. You would be surprised how much has been looked at. The good thing is you all get it and you are talking about the right things. It is a heartening conversation.

Chair Potter thanked everyone for their hard work.

Ms. Noble said the next meeting will be in the Council Chambers.

17. ADJOURN

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Aubrey, to adjourn the meeting

VOTE The motion passed unanimously.

The meeting adjourned at 11:45 pm.

18. NEXT MEETING DATE **June 7, 2016, 10:00 am**

Deborah Potter, Chair

Elizabeth Martin, Stenographer