



Agenda

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Santa Fe Film and Digital Media Commission
Tuesday, October 4
Santa Fe Convention Center, Peralta Room

Call to Order	10:00
Roll Call	10:01
Approval of Agenda	10:02
Approval of Minutes, August 2nd meeting	10:03
Note of error in June 7 minutes, Deborah Potter	10:04
Introduction of Alexandra Dunn, City Liaison	10:07
Update from Randy Randal, CVB Director	10:09
Update from Eric Witt, Film Office	10:13
Update from the Post Production Working Group	10:18
Update from Pathways Working Group	10:16
Update from Distribution Working Group	10:24
Discussion of possible gatherings for novice film makers	10:28
Discussion of other gaps and needs	11:06
Recommendations to Film Office and other entities	11:12
Goals for next meeting, October 4	11:22
Any other business	11:25
Questions from visitors	11:30
Adjourn	11:45

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**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 2, 2016, 10:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF MINUTES May 3, 2016	APPROVED	2
APPROVAL OF MINUTES June 7, 2016	APPROVED	2
WELCOME NEW ALTERNATES	INFORMATION	2
UPDATE FROM KATE NOBLE	INFORMATION/DISCUSSION	3
UPDATE FROM RANDY RANDALL	INFORMATION/DISCUSSION	3
UPDATE FROM ERIC WITT	INFORMATION/DISCUSSION	3
UPDATE FROM PATHWAYS WORKING GROUP	INFORMATION/DISCUSSION	3-4
UPDATE FROM FACILITIES WORKING GROUP	INFORMATION/DISCUSSION	4
DISCUSSION OF OTHER GAPS	INFORMATION/DISCUSSION	4-5
WEBSITE IDEAS SYNTHESIS	INFORMATION/DISCUSSION	6
RECOMMENDATIONS FOR FILM OFFICE	INFORMATION/DISCUSSION	6-11
GOALS FOR NEXT MEETING	INFORMATION/DISCUSSION	11

ANY OTHER BUSINESS	INFORMATION/DISCUSSION	12
QUESTIONS FROM VISITORS	INFORMATION/DISCUSSION	12-13
ADJOURN	ADJOURNED	13

**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE CONVENTION CENTER, NAMBE ROOM
TUESDAY, AUGUST 2, 2016
10:00 AM**

1. CALL TO ORDER

The Santa Fe Film and Digital Media Commission was called to order by Chair Deborah Potter at 10:00 am, on Tuesday, August 2, 2016, at the Santa Fe Convention Center in the Nambe Room, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
Adam Shaening-Pokrasso
Nani Rivera
Doug Acton
Elias Gallegos
James Lujan
Andrea Meditch, telephonically
Pamela Pierce
David Aubrey
Lee Zlotoff, Alternate
Michael Becker, Alternate
Jacque Paisner, Alternate

MEMBERS EXCUSED

Jim Gollin
David Sontag
Susan Fiore
Kirk Ellis
Edward McLoughlin
David Manzanares
Bruce McKenna
Jilann Sprtzmilller, Alternate

STAFF PRESENT

Kate Nobel, City of Santa Fe
Randy Randall
Eric Witt
Elizabeth Martin, Stenographer

WORKING GROUPS FORMED

PATHWAYS

Jim Gollin, Chair of the Working Group
Nani Rivera
Doug Acton
James Lujan
Deborah Potter

FACILITIES, HOUSING, STORAGE, STAGES

Nani Rivera, Chair of the Working Group
Jim Gollin
Adam Shaening-Pokrasso
Elias Gallegos

Chair Potter welcomed the newly appointed alternates to the Commission.

3. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Shaening-Pokrasso, seconded by Commissioner Gallegos, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote

4. APPROVAL OF MINUTES JUNE 7, 2016

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Acton, to approve the minutes of June 7, 2016.

VOTE The motion passed unanimously by voice vote.

5. APPROVAL OF MINUTES MAY 2, 2016

MOTION A motion was made by Commissioner Shaening-Pokrasso, seconded by Commissioner Acton, to approve the minutes of May 2, 2016.

VOTE The motion passed unanimously by voice vote.

6. WELCOME NEW ALTERNATES

This was done at the beginning of the meeting.

7. UPDATE FROM KATE NOBLE, CITY LIAISON

Ms. Noble reported that the Mayor had appointed alternates for the Commission. Also there were two high profile stories in the Santa Fe New Mexican recently about the activity and importance of film in Santa Fe. They said that the Commission's work to create a long term and sustainable industry is more important than ever.

Ms. Noble thanked the Commissioners for their service.

8. UPDATE FROM RANDY RANDALL, CVB DIRECTOR

Mr. Randall reported that the Film Office is up and running under the supervision of Tony Flores, Deputy County Manager, Santa Fe County, and himself. They are in the process of creating the Memorandum of Agreement between the City and the County. Eric Witt is now the Executive Director and is recruiting a second person to work with him. We all need to get together to put together a scope of work with measurable goals for the Film Office and he would like to solicit the help of the Film Commission in the development of this.

9. UPDATE FROM ERIC WITT, FILM OFFICE

Mr. Witt reported that Santa Fe is the busiest with film business as they have been in five years and there are more projects searching for fall and winter. There is an immediate need to streamline the permitting process and to coordinate the processes between the agencies within the City and County with the ultimate goal of unifying the process between the two jurisdictions since projects routinely cross jurisdiction boundaries. This is admittedly a challenge.

Mr. Witt urged the Commission to review and familiarize themselves with both the existing website, www.SFFO.film, as well as with the outreach, development, educational and administrative programs that already exist, and which subject matter the Commission's Working Groups are developing recommendations for, before they submit a final report as many of these issues are already being addressed to a greater or lesser degree.

Commissioner Meditch asked if the credit assignability applies to commercials.

Mr. Witt said yes it does.

10. UPDATE FROM PATHWAYS WORKING GROUP

Chair Potter said that Jim Gollin is in Denmark. Michael Becker will give the report for him.

Commissioner Becker said the group discussed pathways available and advancement within them. He gave his report which is attached herewith to these minutes as Exhibit "1".

Commissioner Acton asked that the Commission members be given copies of reports in writing in the future.

Chair Potter thanked him for a great report.

11. UPDATE FROM FACILITIES WORKING GROUP

Commissioner Rivera gave the Facilities Working Group report. Her report is attached herewith to these minutes as Exhibit "2".

Chair Potter said thank you for an excellent report.

Ms. Noble said she had one correction to the report, there is no bowling alley in the City space. The City owned space is empty.

Commissioner Acton said he had one thing, instead of Hostages it is Hostels.

Commissioner Zlotoff asked what is a gold room.

Commissioner Rivera said it is where they store the props.

Commissioner Pierce said it was discussed at one time that there may be space on the campus.

Commissioner Rivera said there were a lot of buildings not being used initially. Now, it is under new ownership and it would be good to have a conversation with them.

Chair Potter said that leads us to other gaps that we may need working groups for.

12. DISCUSSION OF OTHER GAPS

Chair Potter said what about post production.

Commissioner Rivera said she notices on movie sets that the person who edits the film tends to want to do it in their home and not live here for several months. That is one of the reasons why we have struggled with that.

Commissioner Shaening-Pokrasso said that was a great report Nani. Something we have all discussed a bit is how we bolster an even distribution of employment. Production is high here, post production has never been big for Santa Fe. There are editors coming out of school and going through programs here. He suggested that the Commission take a closer look at it. One of the pathways to look at is how do we bolster more of a community around post production. That is a gap. Look at how education is facilitating new editors and other items in post production and look at similar training programs with the union. What is the equivalent with post production.

Commissioner Aubrey said that has always been an issue. Most are not looking to hire an editor. Assistant editors do get hired if they have gone through the union. One of the big things is to understand what our capabilities are and that requires a merging of efforts of the people here.

Commissioner Pierce said she very much agrees with the statements that we stay open to reaching out into the post production arena. Even though it has been a challenge it is growing. It is a way to expand a community in Santa Fe that continues to draw in people. It is true that smaller productions can in fact have their editing based in Santa Fe. It is an area of growth, connectivity and support of a growing community. We could become a hub. She applauds this direction and is happy to support it in any way.

Chair Potter said lets form a working group. Who would like to serve on it.

The following Commissioners will be members of the Post Production Working Group:

Commissioner David Aubrey will serve as Chair.
Commissioner Adam Shaening-Pokrasso
Commissioner Elias Gallegos
Commissioner Nani Rivera
Commissioner Andrea Pierce

Commissioner Zlotoff said the only way to generate and maintain a viable post production community is to generate local production. The editors here, maybe they can get an assistant editing job while an editor is here but as soon as they get done shooting they all leave and that job is gone. One of the challenges is what is the best way to start generating local production. That is what is going to drive post production. Then there is a reason to stay here because there is a job.

Chair Potter said that is an excellent idea for the working group. Stimulating small films with budgets under \$1 million.

13. WEBSITE IDEAS SYNTHESIS

Chair Potter said we will go through the report on website ideas then get to the recommendations for Eric and others.

Commissioner Shaening-Pokrasso said this is the syntheses of all of the feedback from all of you. He reviewed his report which is attached herewith to these minutes as Exhibit "3".

Commissioner Shaening-Pokrasso said these are the recommendations for Eric for the website.

Chair Potter said thank you for putting all that together. Do we have a motion.

MOTION A motion was made by Commissioner Paisner, seconded by Commissioner Aubrey, to pass on the recommendations for the website to Eric Witt.

VOTE The motion passed unanimously by voice vote.

14. RECOMMENDATIONS TO FILM OFFICE

Commissioner Acton said he would like to recommend to Eric that we get a written report from him in future meetings.

Commissioner Rivera said that would be helpful to her as well. It helps when speaking to other people about what is going on so she can brag.

MOTION A motion was made by Commissioner Acton, seconded by Commissioner Shaening-Pokrasso, to recommend to Eric Witt that the Commission receive written reports from him for future meetings and that the chair of each working group also bring written reports to future meetings.

VOTE The motion passed unanimously by voice vote.

Chair Potter asked are there other recommendations.

Commissioner Zlotoff said one of the things we talked about in Pathways was trying to establish some kind of ongoing symposium for people here in the industry and

those who are interested in the industry. Is that something we could do or would that be the Film office.

Mr. Randall said it would be supported by the Film Office but come from the Film Commission because of the broader nature of the Commission. He would offer space for free. It would be Commission driven and office supported.

Commissioner Shaening-Pokrasso said he would like clarification on our directive. When the website came up as discussion we talked about using some of our budget for it. Now the Film Office is doing it. Do we have a budget.

Mr. Randall said the original funding provided to the Film Commission has been used to support the Film Office. The City's commitment was \$150,000. We got \$100,000 from lodgers tax and the \$50,000 for the Commission budget was used through Economic Development.

Commissioner Shaening-Pokrasso said so we have no budget.

Chair Potter said no but it may not cost anything. Should we form a working group to make that happen.

Commissioner Shaening-Pokrasso asked can we have more discussion here. If it is warranted we could do it and plan it. What does it look like.

Commissioner Becker said that may be an agenda item for the Pathways group.

Chair Potter said alright. We need to put on a good show.

Commissioner Zlotoff said the thinking was that given that we have a relatively small community, one of the things is that there are lots of resources here but they don't know how to get to them. We could focus them into one direction. It would be social interaction around a given subject that would begin to offer those possibilities. It is mostly to say lets get the people interested in doing these kind of things who are established and those hoping to do it together to interact. Those collisions tend to make things happen. Maybe a monthly or bi-monthly thing. We could start pulling all those people to a fun social event that will do two things. It would be a concrete thing the Commission can do and that is valuable, and it allows for that creative collision.

Commissioner Rivera said in December we do the tune up event with a number of film communities in Santa Fe. She would love to see more of that. We have had several thousand people attend. She is right there with you.

Commissioner Rivera said we do pay the people to put it on. The union does pay the employees to put it on. We are looking to expand.

Chair Potter said the Working Group will explore these things and develop an outline for an event or several events.

Commissioner Shaening-Pokrasso said so the process is that Pathways will mature that concept and bring it to the Commission as a potential actionable thing. Having a product of this Commission feels good and demonstrates a good use of our time and he is interested in developing it. He would like to attend the next Pathways meeting.

Chair Potter said the website recommendations are good too.

Commissioner Acton said both groups talked about Channel 28. Can we actually tie into the City. What can we do. Can the City get back to the Pathways group about that.

Commissioner Rivera said everyone is talking about it.

Ms. Noble said this has come up before. The issue is with student films. Many of them are x-rated. Any content that is family acceptable is acceptable. When Richardson was Governor and had a local film office they had an effort to bring forward award winners.

Chair Potter asked how do we let people know they can get their film on to the City channel.

Ms. Noble said we would have to develop a process, a streamlined process. We also have to get distribution rights. A lot of the leg work has to be done. We need to get with the City Manager to see how to do that and who in the City would be the point person.

Chair Potter said we would need to let novice film makers know how to do it.

Commissioner Aubrey said back to the website.

Commissioner Pierce said we need to make a motion to add that to the recommendations for Eric.

MOTION A motion was made by Commissioner Pierce to add Channel 28 and all the information about it to the website so that it is available for novice film makers.

After some discussion, Commissioner Pierce withdrew her motion.

Commissioner Shaening-Pokrasso said the City is already established to receive films but there is a requirement to screen each piece and ensure that licensing is

covered.

Ms. Noble said a lot of that was done before through the Governor's Film Office. That does not exist anymore so the City would need to set up those vetting procedures and set up a rotation with the Channel Manager. A process and time line needs to be worked out. Then we would need to put out a schedule for Channel 28. The Governing Body meetings are shown on that channel live and are not a defined length so developing a schedule is easier said than done.

Chair Potter asked does the City have the manpower to do this.

Ms. Noble said there was an entire position doing this at the state level under Richardson.

Chair Potter asked Eric if he can do it.

Mr. Witt said he doesn't have the manpower to do it at this point.

Commissioner Zlotoff said if he was an aspiring film maker he would not need to put his film on a public channel, he needs to put it on the web. Who is going to watch it on public access TV. We need a place where people will go to look for cool content.

Commissioner Rivera agreed. Her son is in the targeted age group of who would watch these films. He sees everything on the web.

Commissioner Pierce agreed. It will be a full time job to do this.

Commissioner Pierce said students who might look for putting their film on public access would be those who have a twelve or eight minute opportunity that might fit.

Commissioner Rivera said we would need to have national advertising to maintain it.

Commissioner Zlotoff said his thought is establishing a distribution channel and put a link on the website. Maybe clips of something could also be added.

Commissioner Shaening-Pokrasso said we are at a point at which this trend is being talked about in both groups. It is about elevating and creating exposure for film makers. With that in mind there are other ways to look at elevating that kind of thing. Even if the Film Office creates a YouTube channel. That would remove the City liability. That path does not have the hoops to jump through. Maybe we suggest to Eric that he explore channels.

Commissioner Rivera said there are so many possibilities. Maybe we could

collect the information and discuss it.

Commissioner Shaening-Pokrasso said he agrees with that.

Chair Potter said it sounds like we need a working group.

Commissioner Pierce said we talking about marketing and distribution. To maintain something like this is an enormous effort. It falls under some of the other categories. We can have a working group that explores the distribution and marketing.

Chair Potter said we will form a working group for distribution. Who would like to participate in this group.

Commissioner Zlotoff said it would be a working group to explore distribution opportunities for local content creators.

Chair Potter said that is great.

The following Commissioners volunteered to participate in this working group:

Commissioner Lee Zlotoff will serve as Chair
Commissioner Nani Rivera
Commissioner Adam Shaening-Pokrasso
Commissioner Elias Gallegos
Commissioner Michael Becker

Commissioner Pierce said we need to make sure we know what the Santa Fe Film Office is doing vs the State Film Office. We need a way to define which one you go to for what and what their relationship is to each other.

Mr. Witt said they are distinct and work hand in glove with each other. He would not put this on the website but if this group wants to know he is happy to explain. Film makers look at the State site first then that gets passed down to local offices. We work closely with the State and Regional offices.

Commissioner Pierce asked on the website is there a link to the State Office for questions.

Chair Potter said yes there is.

Commissioner Paisner said maybe the State can be a locations office and also show people how to fill out the paperwork for the tax credit. Maybe they could teach people how to receive the TPP funds.

Commissioner Paisner said we could recommend that Eric explore a system to

educate film makers and big productions how to do this.

Mr. Witt said there is a distinction between FTTP which is in school training programs and the thirty day apprenticeship program which is called the FCAP program. As far as the administration and marketing of it that it is a State administered program that runs through Economic Development. He can alert people but the administration is out of the State. Those links are on the website.

Commissioner Pierce said she just wanted to make sure there was clarity.

Chair Potter asked are there any other recommendations. Reaching out to commercial producers to film in New Mexico.

Commissioner Shaening-pokrasso said he is seeing the website and Film Office as the base line. To the degree that it looks beyond that and sees itself as a marketing body, one recommendation he has is looking at commercial production. He is thinking about targeting sections. He recommends exploring a technical marketing strategy to show that Santa Fe is a great place to film a commercial. A commercial could be produced for that purpose as an example.

MOTION A motion was made by Commissioner Shaening-Pokrasso, seconded by Commissioner Gallegos, that the Santa Fe Film Office explore marketing opportunities such as a commercial for themselves.

VOTE The motion passed unanimously by voice vote.

15. GOALS FOR NEXT MEETING, OCTOBER 4TH

Chair Potter said for the next meeting we will have reports from Pathways, Distribution and Post Production. Is there anything else.

Commissioner Rivera said she thinks her group is done.

Chair Potter asked to whom do we send your recommendations.

Commissioner Rivera said Santa Fe County is pursuing a bond.

Chair Potter said please bring your recommendations to the next meeting so we can vote on it.

Ms. Noble said we need to start working on pulling together all of the recommendations as a master set of recommendations and then act on them at a future date.

Chair Potter asked who would like to gather those recommendations for us.

Commissioner Rivera said she will do that.

Chair Potter said we will look at that at the October meeting.

Ms. Noble said we need to include the previous working groups as well.

Chair Potter said thank you Nani.

16. ANY OTHER BUSINESS

Mr. Randall said to the extent that this Commission could address the City and County as one is good. Don't worry about borders between the City and the County.

Commissioner Rivera said so we can add information on the County.

Mr. Randall said make sure there is no difference between the City and the County because this is a Commission of the City. Address both issues as one.

Chair Potter suggested to Nani that she coordinate with Jim Gollin on the Pathways recommendations.

Mr. Witt said he knows this body is officially a City Commission. This office is jointly funded and he answers to the City and the County. As a practical matter production takes place in both the City and the County. His office serves the City and County equally.

Chair Potter said we appreciate that you take our recommendations to heart since we were told by Randy to deliver them to you. They are good recommendations.

Commissioner Acton asked is the County planning to have a County Film Commission as well.

Mr. Tony Flores, Deputy County Manager for Santa Fe County said we are waiting to see how this Commission works and how the Film Office is successful. We are not recommending a separate body but a joint body may come out of this.

Mr. Randall said that would be the City recommendation as well.

Chair Potter said thank you everyone. This is the end of the formal part of our meeting. This is fantastic work. Thank you Elizabeth for taking notes and Kate for everything. We could not do this without you. Thank you to Randy and Eric as well.

17. QUESTIONS FROM VISITORS

Tony DellaFlora, audience member, said he would like to make a short presentation. He said he is here on behalf of Blue Sky Producers Lab in Albuquerque. Our goal is to develop and package projects for production. We work with writers and producers in New Mexico to get projects ready for development. We think development is a missing link. We launched a call on May 15th for productions. We have been getting about a script a day since then. We are looking at taking five projects this year with budgets between \$1 million and \$5 million. We want to have some small successes then build up. Last week we picked our first three projects for development. They are a mini series on the Taos revolt, Virgin Vampire Hunters and Tomahawk by James Lujan, one of your Commissioners. That will be the first Native American developed TV series. We are looking for viable film and TV projects that we can help prepare, package and then get them sold to production companies. They will be shot and edited in New Mexico. We are not affiliated with any studio or community. We will shoot wherever we can. Ken Noel is a partner. He is working on distribution issues. He has a company called Invest New Mexico who does investments in all kinds of projects in this state. It is also going to do funding projects for film and TV. He one of thirty eight companies certified to do crowdfunding.

Commissioner Zlotoff said with crowdfunding they are investing in the film.

Mr. DellaFlora said we looking for scripts. We would appreciate your help in getting the word out.

Commissioner Pierce asked do you fund documentaries.

Mr. DellaFlora said yes we work with them but we do not do the funding. We are doing the development to get you to the funding. The whole gambit.

Jon Hendry, audience member, said he loves these discussions. Try not to do micro management. The biggest issue we have is that the State is broke. We need a special session to address it. If we retreat from funding the incentives, the message to LA is that New Mexico is going backwards. To lose Eric and his lobbying ability is a big mistake. To have Eric get into the weeds is a mistake. Look at the higher level. We need to continue the rebate on the incentives. We need to keep the team in play. We cannot retreat from the incentives. We will lose business. He urges the Commission to look at that.

Chair Potter said that is an excellent point.

Commissioner Zlotoff asked where are you hoping to get the funding for your projects from.

Mr. DellaFlora said Ken is the person to speak to on that. He has film

connections with major studios and production companies. We are looking initially at crowdfunding.

18. ADJOURN

MOTION A motion was made by Commissioner Rivera, seconded by Commissioner Pierce, to adjourn.

VOTE The motion was passed unanimously by voice vote.

The meeting adjourned at 11:50 am.

Deborah Potter, Chair



Elizabeth Martin, Stenographer

Distribution Working Group – Meeting Notes
09-15-16

Goals: To develop and encourage above the line talent in Santa Fe.

- Create an environment that would support existing local talent and attract new talent (to move here)
- Benefit Santa Fe and environs
- Any recommendations / programs should be fiscally sustainable (not be dependent on government funding)

There are two main hurdles for independent and/or student filmmakers:

- Funding to make projects
- Exhibition / distribution of content

Distribution options for independents:

- Project gets acquired by a distribution company (best opportunity is getting exposure through film festivals, but very few films are acquired for distribution).
- Self-distribute (YouTube, Vimeo, VHX, etc.). Very difficult to monetize (for example, YouTube takes a big cut of any revenue).
- Get distribution on a streaming content service (Netflix, Amazon, etc.). Very difficult to get a film accepted and, with Netflix, the filmmaker receives a negligible flat fee (no revenue sharing).

Local Distribution avenues:

- Jon Hendry (I.A.T.S.E.) informed the group of a plan that had been discussed previously: creating a "Santa Fe True" YouTube (or Vimeo, etc.) Channel. The city tourism department was approached to commit \$50,000 in ad buying to finance the SF True Channel, content would be licensed with revenue.
- Invitee Bevin Carnes gave a presentation of her start-up online streaming distribution platform, "Upstream" (www.upstream.media). Based in Santa Fe, Bevin is close to launching this new content subscription service (like "Netflix"), focusing on "generation" independent films and content. Upstream offers a 85/15 revenue split favoring the filmmaker.
- Invitee Eric Streeper gave a presentation of another local start-up online streaming distribution platform, "XERB." It is also a subscription-based model, but unlike "Upstream," this service would allow filmmakers to create their own

content channel (with a favorable 70% revenue share). There would be no exclusivity required on "XERB" and the platform encourages filmmakers to share their content (and therefore revenue) across multiple channels.

Obstacles:

- With any of the distribution models above, the main question is, "how do you drive traffic to these sites?"

Solutions:

- Re-branding of "Santa Fe." Use "the city different" to our advantage ("Not L.A. - Santa Fe," "A different way..."). If we can create a vibrant above the line community here (with financing and distribution avenues), Santa Fe could become a nexus for independent filmmakers.

- Financing and distribution. Explore private sector raising of capital (\$1 million) to create a fund to produce projects / content. Once the local content is created, it would be distributed on a "Santa Fe Channel" (platform TBD). In addition to bringing awareness to Santa Fe, any revenue generated would be put back into the fund, with hopes of making it self-sustaining.

Action item:

- We believe all the elements necessary to promote above the line pathways exist in Santa Fe, the challenge is to raise awareness and bring everyone together. **To do:** contribute / create a list of any individuals or companies in Santa Fe involved in any aspect of content financing or distribution.