

**SANTA FE FILM AND DIGITAL
MEDIA COUNCIL
SEPTEMBER 3, 2024, 10:00 AM
MEETING VIRTUALLY**

1. CALL TO ORDER

A meeting of the Santa Fe Film and Digital Media Council was called to order by Gay Dillingham, Chair, on September 3, 2024, at 10:00 am, and was attended virtually.

2. ROLL CALL

MEMBERS PRESENT

Anna Darrah
Dezbaa'
Robert Dennis
Dr. Elizabeth Stahmer
Dyanna Taylor
Jason Ordaz
Steve Graham
Alessandra Dobrin
Milton Riess
Elisa Montoya
Frank Ragano
Dr. James Wysong
Gay Dillingham, Chair
Alternate Member, Jaydin Martinez
Alternate Member, Tara Tovarek
Alternate Member, Siena Bergt

MEMBERS ABSENT

Harvey Kahn, Excused
Jacqueline Frank, Excused
Vince Kadlubek
Rashan Ahmed, Alternate Member
Mark Glaser, Alternate Member, Excused

OTHERS PRESENT

Casey Dalbor, Business Growth Manager, Economic Development
Joanna Nelson, Director, Economic Development
Jennifer LaBar-Tapia, Director, Santa Fe Film Office
Tiffany Cole, Executive Director, New Mexico Film Foundation

Chris Jonas, Co-Director, Little Globe
Aurora Escabudo, Co-Director, Little Globe
Jack Kelly
Jordan Martin and Kevin (last name not audible), interns with Dr. Stahmer

3. APPROVAL OF AGENDA

Chair Dillingham said she would like to postpone item 4 to the next meeting

MOTION A motion was made by Mr. Graham, seconded by Ms. Darrah, to approve the agenda as amended.

VOTE The motion passed on a roll call vote as follows:

Ms. Darrah, yes; Dezbba', yes; Mr. Dennis, yes; Dr. Stahmer, yes; Dr. Wysong, yes; Mr. Ordaz, yes; Ms. Taylor, yes; Mr. Graham, yes; Ms. Dobrin, yes; Ms. Montoya, yes; Ms. Frank, yes; Ms. Tovarek, yes; Ms. Bergt, yes; Mr. Ragano, yes; Mr. Martinez, yes; Chair Dillingham, yes.

4. APPROVAL OF MINUTES

This item was postponed to the next meeting.

5. UPDAT4ES

A. SANTA FE FILM OFFICE UPDATE

Ms. LaBar-Tapia said we don't have a lot of production going on at this moment. She is getting phone calls for fall productions. Dark Winds has wound up their filming of the third season. It is on Netflix and is consistently in the top five shows watched. We have had some travel shows moving in and out. We are working on our location guide. Dean Carpenter is helping us with that. The AFCl Conference was held last week. She attended. There were great panels and lots of networking. Sundance is still moving forward. We are still in the top six. Conversations are active.

Chair Dillingham said kudos to Jen and her team for all the incredible work they are doing on Sundance.

6. PRESENTATIONS

A. LITTLE GLOBE UPDATE

Ms. Escabudo said she is the incoming Co-Director of Little Globe. Chris Jonas is the outgoing Co-Director. Jaydin Martinez is one of our team members.

Ms. Escabudo and Mr. Jonas presented a Power Point presentation on Little Globe.

Dr. Wysong said he appreciates all the good work Little Globe does. You do a wonderful job and are great partners to work with.

Mr. Reiss said the presentation was amazing. He will have a fair amount of equipment for Little Globe soon. Get in touch with me so we can work that out.

Mr. Martinez said Little Globe has been a huge help in his film making journey. They gave me so many opportunities to grow as a film maker.

Ms. Darrah said the presentation was beautiful and moving. She is super grateful for that. It illustrates why we are in film. Thank you for the work you are doing.

Chair Dillingham asked how the Council can help them.

Mr. Jonas said we are always looking for funding. If you know people interested let us know.

B. SANTA FE TOURISM UPDATE

Chair Dillingham said Mr. Randall will be on with us in about 15 minutes. We will begin with the working group updates until he arrives.

The Council moved to item 7.

The Council returned to item 6 B.

Mr. Randall said this discussion has been interesting. We have to encumber the dollars, but have a couple of years to spend them.

Mr. Randall said as to Tourism, through July, which is seven months into the calendar year, our occupancy rates have gone up one point, bringing us to 68.8%. The average hotel rate is up \$1.44, bringing it up to \$172.30 per night, with downtown being at \$238.00 per night. That is great news for the City as a whole. It may not be great news for film crews trying to find a place to stay. We do have a wonderful mix of hotels and short term rentals that can be lower rates, such as those along Cerrillos. Spending has been down for June and July. Tourism is healthy. It is clear that the film component continues to be strong.

Mr. Randall stated that we are moving ahead with the change in the MOA with the County to move the Film Office to City Administration and into the Economic Development/Community Development Department. We also want to see this office grow a bit and become stronger. We want to put a person in that office to help Jen and

to help film makers find funding and other resources. That will help Jen provide more support for our local film makers. Jen has done an outstanding job. We want to give her the opportunity to let her imagination grow. She is extraordinary. We hope to have this done by the end of this month.

Mr. Randall said Sundance is looking good. We are still in the hunt. If it really seems they are serious about moving, we think we may have a good shot. It is going to be something we have never encountered in Santa Fe if we are selected. We are moving ahead with the renovations at the Airport and are seeing a lot of progress there. We have a lot of concerns around homelessness and vagrant issues. The Mayor spoke about that at this morning's meeting. He spoke about the Built For Zero program saying the status quo is not working. We, at Tourism, are concerned from a visitor aspect and film production folks worrying about this. There continues to be a major effort to try to take care of some of this. There is a plan to increase the number of pallet homes available. We have stood up some downtown security to augment the Police force. Our goal is to have 16 security personnel with a mobile unit as well. The good news is that Santa Fe has again been named the number two best small City destination in the United States by Conde Nast. Charleston is number one with Alexandria, VA number three. He is very proud of that.

Mr. Randall said with the retirement of Rich Brown, he is serving as the interim Community Development Director as well as the Tourism Director.

Ms. Tovarek asked when will the Airport be complete.

Mr. Randall said we will move into another phase when we complete phase one. That should be in 45 days or so. There is one more phase of work to be done. We are back to having nine flights a day at the Airport. A flight to Burbank or LA is the number one priority for the Airport. We are working on getting that for at least three days a week.

Ms. Darrah said she wanted to be sure that Mr. Randall saw Tara's link in the chat regarding Finland's housing programs. Also, she remembers that previously you had some funding through Tourism for film.

Mr. Randall said the recipient would have to be a nonprofit. The funds are designed for event creation or expansion. The amount of the fund is \$150,000 annually. Currents currently receives funding through this fund. We like to see the dollars focused on marketing. Applications are open right now. The event has to bring people into Santa Fe to stay overnight or generate attention to Santa Fe, or be for a meeting or conference that has not happened here before that is sponsored by a nonprofit. The last category is for a lower amount of \$5,000.

Dr. Wysong asked about the work on the 599 connector.

Mr. Randall said Dr. Wysong is asking about the connector road from 599 to the Airport. It is still in the planning stages. The scope of work has been expanded. He is concerned about funding for an expansion and is trying to reduce the scope of work so we can get it done within two years. It is more complicated than it should be.

Mr. Ordaz asked what the grant is called for events.

Mr. Randall said go to the City of Santa Fe website and then go to Tourism. You will see a link there. You can also just email me and I will get you where you need to be.

Chair Dillingham asked how do you answer the question about people finding rooms for Sundance.

Mr. Randall said Sundance is ten days. He has proposed that during the two week period, we allow any homeowner to rent their home without a short term rental permit. There are 17,000 hotel rooms in Albuquerque that could be available as well. We will have special transportation to Albuquerque and back. The Sundance Express. We can sell a transit pass for that. We will probably change some of the routes for the City bus system as well. It will be an inconvenience to people who reside in Santa Fe, but it would be such a boon to the economy. There would be a one week overlap with the Legislature. We would have to deal with that. If we are selected, we will have two years of planning opportunity. That will go quickly.

There was a discussion around parking availability and other aspects of Sundance coming to Santa Fe.

Chair Dillingham thanked Mr. Randall for coming to the meeting.

The Council returned to item 7.

7. DISCUSSION ITEMS

A. STRATEGIC ACTION PLAN (SAP) WORKING GROUPS UPDATES

Robert Dennis - Governmental Affairs and Film Loan Fund

Mr. Dennis said we met with Ms. Nelson regarding monies the City has access to through the ARPA fund and GRTs. There is \$250,000 available from the City and \$250,000 available from the County through Arrowhead/NMSU. The distribution of funds will be to targeted, specific industries.

Ms. Nelson said we will be using our targeted industries, which include film and digital.

Mr. Dennis said these are one time funds.

Ms. Nelson said we have to encumber the dollars by the end of the calendar year. The funds will go to the Regional Development Corporation, as the fiscal agent, for micro grants.

Mr. Randall arrived.

Mr. Dennis said the other pot of money is from GRT coming back to the City. It is about \$500,000 a year. There are two opportunities in that fund. \$200,000 will be utilized for sponsorships and events and \$200,000 will be for micro grants to City targeted industries.

Ms. Nelson said the vendors must be approved vendors with the City.

There was a discussion around the CDFA.

Mr. Dennis said we have discussed, at previous meetings, the idea of the City bringing together financial people with our local folks.

Ms. Darrah asked how do people making a film, or wanting to make a film, access funding. It would be smart if the Council would get all this information together, review it and put it in a format so that it could be accessed and we would know how film is being supported. It could be put on a resource page. If you have any ideas, email her.

Ms. Nelson said we would be happy to move that conversation forward.

Chair Dillingham asked is there a place we can research this information.

Ms. Nelson said the deadline is ours. We have until December, 2024 to encumber the funds. We need to enter into a contract with NMSU and they will distribute the funds to the Rural Development Corporation. The \$250,000 from the County is not confirmed. There are no action items for the Council at this point. After the contract is established, we will have the opportunity to establish programming. The \$250,000 is not all for film and digital.

Ms. Darrah said this is super complex.

Chair Dillingham said we will return to item 6 B.

The Council returned to item 7.

Anna Darrah and Steve Graham - Above The Line

Mr. Graham said we are planning our next event. We want to do these events every three months. We will be meeting with Jason and Casey and Johanna regarding the event. The focus will be on finance and we hope to host the event at IAIA. We are very happy with the turnout we have had and the engagement. We have a vital Above The Line community here.

Ms. Darrah said it would be fun if the City could let our film makers know of possible City funding opportunities at the event so they can learn about financing and availability.

Milton Reiss - Education

Mr. Reiss said he has no complete updates. We are working on several things.

Alessandra Dobrin - Post Production

Dr. Stahmer reported that Stagecoach is partnering with IAIA to hold a Screen Writing Workshop in November. Stay tuned.

Mr. Dennis said he ran across a podcast all about film incentives. It illustrates how aggressive states and countries have become in that regard. It is called The Town.

Ms. LaBar Tapia said the summit that the State was going to have has been cancelled. They are hoping to hold it in the spring. She has not seen anything on the replacement of the Secretary of Economic Development. They had someone, but that fell through. Mr. Roper is the interim and is acting Film Office Director as well.

Mr. Ordaz said IAIA is featured in one of the travel show episodes Jen spoke about. Also we will be having an open house on December 19th from 1:00 pm to 5:00 pm.

8. MATTERS FROM THE PUBLIC

None.

9. MATTERS FROM STAFF

Ms. Nelson said we have our coffee and collab tomorrow. We will be having our office hours at the Incubator on the 9th. The New Mexico Economic Development Governor's Conference is on the 25th. The Santa Fe International Marathon is on the 15th. Our big New Mexico Outdoor Recreation Conference will be in Las Cruces. We are, for the first time, hosting a Business Association's meeting on the 12th. The contract is going through committees for the Santa Fe Community College to hire a coordinator for their trade programs. Our contract with Stagecoach, using ARPA

dollars, is moving forward. We will send you a written list of activities.

10. MATTERS FROM THE COMMITTEE

None.

11. NEXT MEETING, TUESDAY, OCTOBER 1, 2024

12. ADJOURN

There being no further business before the Council, the meeting adjourned at 12:00 noon.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer