



Agenda **Regular Meeting of the Santa Fe
Film and Digital Media Council
December 3, 2024 at 10:00 AM
Meeting Virtually**

Procedures for Santa Fe Film and Digital Media Council Meeting

Join on Zoom: <https://santafenm.gov.zoom.us/j/89018485376?pwd=TkZLL3pMTzEzT2dQYXZoOVArek1adz09>
Meeting ID: 890 1848 5376
Passcode: 127981

The agenda and packet for the meeting will be posted at
<https://santafenm.portal.civicclerk.com/>

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. Approval of the Minutes from the Oct 1, 2024 Santa Fe Film and Digital Media Council
- ,
5. Presentations
 - a. NMMAC Update (Mateo Frazier EDD, Acting Executive Director, NMMAC, Mateo.Frazier@edd.nm.gov) - ,
 - b. SFiFF Debrief (Stephanie Love-Riner, Festival Director, stephanie@santafe.film, Liesette Bailey, Executive Director, liesette@santafe.film) - ,
6. Reports
7. Updates
 - a. Santa Fe Film Office Update (Jennifer LaBar-Tapia, Santa Fe Film Commioner, jlabar@sffo.film) - ,

8. Discussion Items
 - a. Strategic Action Plan (SAP) Working Groups Updates (Gay Dillingham, Chair, Film & Digital Media Council: gayd@cncs.com) - ,
9. Matters from the Public
10. Matters from the Committee
 - a. Matters from the Chair (Gay Dillingham, Chair, Film & Digital Media Council: gayd@cncs.com) - ,
11. Matters from Staff
12. Next Meeting: January 7, 2025
13. Adjourn

Persons with disabilities in need of additional accommodations, contact the City Clerk's office at 505-955-6521, five (5) working days prior to meeting date.

**SANTA FE FILM AND DIGITAL
MEDIA COUNCIL
OCTOBER 1, 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 October 1, 2024, at 10:00 am, and was attended virtually.

2. ROLL CALL

MEMBERS PRESENT

Anna Darrah
Dezbaa'
Robert Dennis
Dr. Elizabeth Stahmer
Harvey Kahn
Jason Ordaz
Steve Graham
Jacqueline Frank, arrived later in the meeting
Milton Riess
Frank Ragano
Dr. James Wysong
Elisa Montoya, arrived later in the meeting.
Gay Dillingham, Chair
Alternate Member, Mark Glaser
Alternate Member, Jaydin Martinez
Alternate Member, Tara Tovarek
Alternate member, Siena Bergt, arrived at the end of the meeting

MEMBERS ABSENT

Alessandra Dobrin, Excused
Dyanna Taylor
Vince Kadlubek
Alternate Member, Rashan Ahmed Morris

OTHERS PRESENT

Casey Dalbor, Business Growth Manager, Economic Development
Joanna Nelson, Director, Economic Development
Jennifer LaBar-Tapia, Director, Santa Fe Film Office
Jeff Gonzales, President, Santa Fe Independent Film Club
Stephanie Love-Reiner, Santa Fe Film Festival

3. APPROVAL OF AGENDA

Chair Dillingham said she would like to move Presentations before Updates on the agenda.

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

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

Ms. Darrah, yes; Dezbaa, yes; Mr. Dennis, yes; Mr. Graham, yes; Dr. Stahmer, yes; Mr. Riess, yes; Mr. Ragano, yes; Dr. Wysong, yes; Chair Dillingham, yes; Mr. Glaser, yes; Mr. Martinez, yes; Ms. Tovarek, yes; Mr. Kahn, yes; Mr. Ordaz, yes.

4. APPROVAL OF MINUTES

A. APPROVAL OF THE MINUTES FROM AUGUST 6, 2024, SANTA FE FILM AND DIGITAL MEDIA COUNCIL

MOTION A motion was made by Dr. Wysong, seconded by Mr. Glaser, to approve the minutes of August 6, 2024.

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

Ms. Darrah, yes; Dezbaa, yes; Mr. Dennis, yes; Mr. Graham, yes; Dr. Stahmer, yes; Mr. Riess, yes; Mr. Ragano, yes; Dr. Wysong, yes; Chair Dillingham, yes; Mr. Glaser, yes; Mr. Martinez, yes; Ms. Tovarek, yes; Mr. Kahn, yes; Mr. Ordaz, yes.

B. APPROVAL OF THE MINUTES FROM SEPTEMBER 3, 2024, SANTA FE FILM AND DIGITAL MEDIA COUNCIL

Chair Dillingham said there are two misspellings of names in the minutes. The correct spellings are Dean Carpentier and Escobedo.

MOTION A motion was made by Mr. Graham, seconded by Ms. Darrah, to approve the minutes of September 3, 2024 as amended.

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

Ms. Darrah, yes; Dezbaa, yes; Mr. Dennis, yes; Mr. Graham, yes; Dr. Stahmer, yes; Mr. Riess, yes; Mr. Ragano, yes; Dr. Wysong, yes; Chair Dillingham, yes; Mr. Glaser, yes; Mr. Martinez, yes; Ms. Tovarek, yes; Mr. Kahn, yes; Mr. Ordaz, yes.

6. UPDATES

A. SANTA FE INDEPENDENT FILM CLUB UPDATE

Mr. Gonzales said he was born and raised in Santa Fe. Since 2017, he has been trying to support the local independent film community. We have monthly meetings and an annual golf tournament fundraiser. We give funds to local film makers through a screen writing contest. Last year there were 5 or 6 films produced using funds from our organization and with people to support them. We are working now to get on the radar of other groups.

Chair Dillingham asked what is the average amount of funds given to a film maker.

Mr. Gonzales said \$3,000.00.

Mr. Reiss said he can completely attest to the great work they are doing. They are a support mechanism for our advanced students. Thank you for all you are doing.

Mr. Graham asked how the Film and Digital Council can help the organization.

Mr. Gonzales said get the word out and we need volunteers at the golf tournament.

Ms. Montoya joined the meeting.

Chair Dillingham said thank you for coming today. Please join us at any of our meetings you would like to attend.

5. PRESENTATIONS

A. SANTA FE FILM OFFICE UPDATE

Ms. LaBar-Tapia said she has made her official move to the City of Santa Fe administratively. Yesterday was her first day in her new office. We were set up originally to be under Santa Fe County administratively. The MOA had been amended to reflect this move. She is now housed at the City. She is in the Convention Center across from Randy Randall. Her office is now under the Community Development Department. Everyone has been very welcoming. This is a good move.

Ms. LaBar-Tapia said Sundance is good news and heart breaking news at the same time. She heard from the Director that we were not chosen. They said they were in awe of Santa Fe, but we were not moving forward. She asked where we fell short, but he would not say the deciding factor. He said they fell in love with Santa Fe. The

three finalists are Cincinnati, Bolder, and Utah. If Utah is chosen, they will shift to Salt Lake. He did say they wanted to collaborate with Santa Fe in some way. That conversation is still to happen. If you have any ideas we can bounce those around and submit them. A big thank you to everyone involved.

Ms. LaBar-Tapia said the Santa Fe International Film Festival is coming up in a couple of weeks. We are a sponsor. She encourages all of you to attend.

Ms. Love-Riner said we just announced our schedule of films on our website.

Mr. LaBar-Tapia said Rez Ball is on Netflix and is in the top 10 viewed. LeBron James is one of the producers. Dark Winds has been in the top 10 viewed for a few weeks.

Ms. Dillingham noted that Dezbaa is a writer and actor on Dark Winds.

7. DISCUSSION ITEMS

A. STRATEGIC ACTION PLAN (SAP) WORKING GROUPS UPDATES

Above The Line

Mr. Graham said we are planning our next event with the City for the end of October or the beginning of November. He spoke with Philip at Aspect Studios. He is thrilled to host us. We will most likely have it at IAIA in January. He met with Curt Doty yesterday about AI and how it effects us. It seems like something we should spend some time on.

Ms. Darrah said we are always looking at ways to engage the digital side. Curt is working on applications of AI. It was an exciting meeting. He has a salon on October 15th at Violet Crown that is focused on film. She would like us to go. The City is putting support behind ATL projects and that is appreciated. How do we engage with these projects as a Council. She is curious about policy and the way we engage the ATL community with things that are happening. Maybe we can do a resource page.

Ms. Nelson said the Economic Development Department is a sponsor of the Salon.

Mr. Doty said it was wonderful meeting with Steve and Anna. The reason we started AI Salon was all of the issues surrounding this platform. We wanted to create a venue to discuss that. We created EI Salon with the support of OED. We have had two events and will have a 3rd in two weeks. We have guest speakers and engaging conversations. We educate people on the new technology and things to look out for and be prepared for.

Ms. Darrah said we will get the word out.

Chair Dillingham asked if the Council could use the ATL list.

Ms. Nelson said we are a sponsor and have sent an e-blast out to our lists already. We are promoting this on our website and social media. We are in the process of shifting to a new platform made to support government communications. We expect to make that shift by the end of October. The list lives at OED.

Ms. Frank said this is very interesting. The programming is not clear.

Mr. Doty said he is going to give a presentation and has invited international friends to give presentations and mingle. We will be showing films and commercials that are completely AI to spark conversation.

Education

Dr. Wysong said we are continuing to work on increasing our capacity and are working on our dual credit program. The Film Technician Certificate can be earned while in high school. Most credits are transferable into degree programs. We are working on a couple of projects that we are not ready to disclose yet. We will be making announcements.

Mr. Reiss said he echos the importance of the dual credit program. We are also not including Raton High School. They are an important part of the program.

Mr. Reiss reviewed the details of the Film Technician Program and the Set Construction Certificate Program, which they are working with the Union on. We are working with Eastern to get credits transferred there after high school graduation.

Mr. Reiss said he is working with Chelsey on the equipment left at the Midtown site. It is a great opportunity for the community.

Dr. Wysong said we had success with the Open House with IAIA. It was a great opportunity to show what we do.

Dr. Stahmer said the Screen Writing Conference is hot and running. We have five days to go and have a waiting list. Our guest speakers are lined up. David Goodman is our keynote speaker.

Dr. Stahmer gave a schedule of events for the conference saying, there will be a two day session at IAIA culminating in a pitch session. She wants to thank Steve and Anna who gave her the confidence to do this conference. They have been her advisors for over two years. Thank you so much. This is a celebration for New Mexicans. It is only for New Mexicans. She is grateful that it has come to fruition. She hopes that you

will all come out to the mixer and the pitch competition.

Mr. Dennis asked if there was an update on the MAC.

Dr. Wysong said another name change may be in the works. Restriction measures are under way. There is more effort to reconfigure it again. The topic of the next meeting is shared equipment. It is still reinventing itself.

Mr. Dennis asked what is the organization of the MAC.

Dr. Wysong said Mateo is the Director right now. It is under the oversight of the Secretary of Higher Education. They are moving toward what we had hoped.

Mr. Dennis said there was a recent announcement that a sound stage has started construction in Cruces.

Dr. Wysong said yes, Arrowhead Studios.

Mr. Dennis said there were two buckets of money.

Dr. Wysong said either they have been spent or encumbered. We were stupefied at the amount. We hope to see what comes of this latest change.

Chair Dillingham asked could we reach out to Mateo and ask him to give us an update at our next meeting.

Mr. Reiss said our next meeting is October 25th.

Chair Dillingham said she will reach out to him.

Dr. Stahmer said the Northern New Mexico Coalition for Work Based Learning is out of the LANL Foundation who funded a lobbyist. They have developed their top seven issues for the lobbyist. The Give Back Program is in that seven. When material is created, we will share it with you for use at the legislature.

Government Affairs and the Loan Fund

Mr. Dennis said he circulated an article about changes that are being looked at regarding the incentive program. People are recognizing that there are changes in the industry that are effecting employment. Paramount and Disney are laying off people. Rob Black is the new Secretary of the State Economic Development Department.

Chair Dillingham said she has been working on ideas about the Loan Fund. The SIC does not direct investments. We floated the idea of a third party. That was shot down. She feels this idea needs to be restarted from scratch.

Ms. Darrah said she has been thinking all along that the SIC cannot administer this. It makes sense to create a new Statute with the SIC and create an organization that could receive investments and make money for the State.

Chair Dillingham said that is the balloon we floated.

Mr. Dennis said we need to look for a different solution at this point. He will set up a meeting.

Mr. Dennis said Mesa Studios got approval of a \$1 million spend from the City of Albuquerque. They may become a film partner. We will see.

Ms. Darrah said maybe that would be a rare opportunity to talk about the State Loan Fund and creating a new pathway for something to help film makers.

Post Production

There was no report at this time.

8. MATTERS FROM THE PUBLIC

None.

9. MATTERS FROM STAFF

Ms. Nelson said she sent out a three page document to all of you regarding the things we are focused on. We have three positions open, one in Economic Development and two in Affordable Housing. If you know of anyone who might be interested let us know. The positions close in two weeks. With the ARPA funding, we have to deploy it or have it encumbered by the end of the year. We have a contract with NMSU and are meeting with NMSU soon to on-board the micro grant program.

Chair Dillingham asked how much is available for film and digital media.

Ms. Nelson said we have \$500,000, but it is not all for film or digital media. It is for different entities.

Chair Dillingham said so NMSU gives the money to the RDC. How many sectors can access that.

Ms. Nelson said eight.

Chair Dillingham said we want to be part of that.

Ms. Nelson said we are going to start a small business support grant program with City funds. Casey is working on that. We will have a draft by the end of the year. She has a call with Councilors on Friday. \$20,000 per grant will be the limitation. It is a small pot, but a good step in the right direction. We can update you at the next meeting and Casey can send you a draft.

Mr. Dalbor said it will be a rough draft.

Chair Dillingham said she is going to ask for a meeting with Rob Black and the working group chairs as to film and the top focus areas for the State.

Mr. Graham said he grew up with Rob Black. He is super smart and very film friendly. He has talked to him a lot about film. He would be open to a meeting.

10. MATTERS FROM THE COMMITTEE

Mr. Dennis said he spent some time with Chris Jonas talking about House Bill 2 Junior and the process. He took extensive notes and can forward the information to anyone who is interested.

Chair Dillingham asked Mr. Dennis to send the information to she and Casey to distribute it to the Council.

Ms. Montoya said we have updated the Santa Fe Exhibition. She put a link in the chat. Late this month, we will be opening our Houston experience. She can provide passes . Just reach out to her directly.

Chair Dillingham said she would like to tour the facility.

Ms. Montoya said we can do guided tours for Council members. It is not open to the public. We can talk more about that off line.

Mr. Dalbor said we have to avoid quorum issues.

Ms. Bergt arrived a the meeting.

Ms. Bergt thanked everyone who helped her get her second feature going.

11. NEXT MEETING: TUESDAY, NOVEMBER 5, 2024

12. ADJOURN

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

Gay Dillingham, Chair

Elizabeth Martin, Stenographer