



# AGENDA

FILM AND DIGITAL MEDIA  
COMMISSION  
MAY 04, 2021  
10:00 AM  
ATTEND VIRTUALLY

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## SPECIAL PROCEDURES FOR FILM AND DIGITAL MEDIA COMMISSION MEETING

Attendance: In response to the State's declaration of a Public Health Emergency, the Mayor's Proclamation of Emergency, and the ban on public gatherings in excess of those permitted in the current Public Health Order, the Film and Digital Media Commission meeting will be conducted virtually.

Viewing: Members of the public may join the Zoom meeting by internet or phone, as follows:

Internet: To join the Zoom meeting on the internet using a computer, laptop, smartphone, or tablet, use the following link: <https://santafenm-gov.zoom.us/j/95271905009?pwd=S3ZIR1QrcXk1dXUrdEICeHVpbGhFQT09>.

**Passcode: 570956**

Attendees should use the "Raise Hand" function to be recognized by the Chair to speak at the appropriate time.

Phone: To join the Zoom meeting using a phone, use the following phone numbers and Webinar ID: **US: 1 (346) 248-7799 - Webinar ID: 952 7190 5009 - Passcode: 570956**

Phone attendees should press \*9 to use the "Raise Hand" function to be recognized by the Chair to speak at the appropriate time.

The agenda and packet for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - a. December 1, 2020
  - b. February 2, 2021



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## 5. PRESENTATIONS

- a. Stagecoach Foundation update- Dr. Elizabeth Kianu Stahmer, [elizabeth@stagecoachfdn.org](mailto:elizabeth@stagecoachfdn.org).

## 6. REPORTS

- a. Introductions of Committee Liaison and Film Commission Members.
- b. Santa Fe Midtown and Office of Economic Development 'Progress Report' and introduction of Alessandro Minoli, Rich Brown, Director, Community & Economic Development, 505-670-0559, [rbrown@santafenm.gov](mailto:rbrown@santafenm.gov).
- c. Current and Upcoming Productions. Jennifer LaBar-Tapia, Executive Director, Santa Fe Film Office, 505-986-6293, [jlabar@sffo.film](mailto:jlabar@sffo.film).

## 7. UPDATES

Working Group Updates:

- 1) Screenplay Contest. Commissioner Milton Riess, [milton.riess@sfcc.edu](mailto:milton.riess@sfcc.edu) and Commissioner Steve Graham, [steve@goodwestproductions.com](mailto:steve@goodwestproductions.com).
- 2) Resource List. Commission Elias Gallegos, [elias@eliasgallegos.com](mailto:elias@eliasgallegos.com) and Commissioner Alexandria Bombach, [ajbombach@gmail.com](mailto:ajbombach@gmail.com).
- 3) Santa Fe Network and Above-the-Line Events, Commissioner Anna Darrah, [anna@annadarrah.com](mailto:anna@annadarrah.com).
- 4) Digital Media, Commissioner Chris Jonas, [chris@littleglobe.org](mailto:chris@littleglobe.org).

## 8. DISCUSSION ITEMS

- a. Working Groups- Are they working, do they need revision, confirm who is on them. – Gay Dillingham, Film & Digital Media Commission Chair, [gayd@cnscc.com](mailto:gayd@cnscc.com).
- b. Film Commission Agenda- Discuss format and content going forward – Gay Dillingham, Film & Digital Media Commission Chair, [gayd@cnscc.com](mailto:gayd@cnscc.com).



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9. **MATTERS FROM THE PUBLIC**
10. **MATTERS FROM STAFF**
11. **MATTERS FROM THE COMMITTEE**
12. **NEXT MEETING: Tuesday, July 6, 2021**
13. **ADJOURN**

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

## **MIDTOWN**

### **Progress Report**

Date: 28APR2021  
To: Rich Brown, Director of Community & Economic Development  
Santa Fe Governing Body  
Cc: Midtown Steering Committee  
From: Daniel Hernandez, Midtown Project Manager (Proyecto, LLC)  
Subject: **MIDTOWN MOVING FORWARD**

**Action Plan Updates** *(From Memo to Governing Body, from Rich Brown, Director of Community & Economic Development, dated March 26, 2021)*

#### **1. Cancel the RFEI Solicitation/ City as Master Developer**

MARCH RECAP: At the Direction of the Director of Community & Economic Development and City Manager, the City's Solicitation: Request for Expressions of Interest (RFEI) 20/05/P was cancelled. To continue moving forward with redevelopment plans, Mr. Rich Brown, the Director of Community & Economic Development, issued a Memo to the Governing Body, called "Action Memo for Moving Forward with the Midtown Redevelopment", dated March 26, 2021 ("Memo") in which a series of actions were identified.

Current and future Progress Reports will provide updates on the Action Plan identified in the Memo.

NOTE: The term "City as Master Developer" is being used to define early planning and development work that the city will undertake. This work is often called "horizontal development" (the land) to prepare the Midtown Site for "vertical development" (the buildings). Preparing the land for development typically includes: land use zoning, infrastructure planning and implementation, development planning and phasing, existing building assessments, and site preparation activities..

As such, the Action Plan outlined in the Memo align with these standard horizontal development tasks.

#### **2. Site Rezoning (Development Framework Plan)**

MARCH RECAP: Governing Body expressed concern and provided guidance regarding the need to increase the City's staff capacity to manage and complete the tasks outlined in the Memo.

Mr. Brown has proceeded with increasing the City's capacity to undertake the work outlined in the Memo:

- a. Confirm consultant contract terms are in alignment with the duration of the estimated period for land use and development framework planning.
  - Contractor: Strategic Economics (Lead – land development economics and public finance) with Opticos (Sub-consultant – land use and development framework planning)
- b. Reconnaissance on internal city staffing position to lead zoning and master planning and application process.

Pursuant to Memo: Staffing and consultant team with costs due by May 15.

### **3. Plan for Infrastructure**

MARCH RECAP: This work will include items such as: clearing grounds, mitigating site conditions, planning phased development of main utility lines (electric, water, sewer, gas, data fiber) and primary road(s). These are the issues that we identified over the last year as needing to be addressed to add value to the site and make ready for overall development.

The infrastructure tasks outlined in the Memo will occur during the early phases of the land use and development planning process, and will continue to align with the process to ensure that the infrastructure capacity is in alignment with the site development plans. The planning consultant team is outlining the intersection of infrastructure analysis with the planning process.

Pursuant to Memo: Infrastructure team and costs due by June 30.

### **4. Reuse Existing Buildings for Community Purposes**

MARCH RECAP: City staff to develop an initial assessment of buildings to determine priority buildings for reuse with a focus on community-oriented uses.

The City is receiving inquiries from various local organizations expressing interest in submitting proposals for reusing buildings. Initial buildings with potential reuse in an early development phase (occupancy dependent on zoning and master plan approvals) include:

- Fogelson Library Complex – community learning and innovation center with public library
- Visual Arts Center – community arts organization hub
- Garson Performance Theater – theater with public programming

Pursuant to Memo: Strategies for obtaining and evaluating qualified proposals for the reuse of existing buildings is due June 30.

## **5. Prepare Site and Buildings for Reuse and Redevelopment**

MARCH RECAP: City staff to develop an initial assessment of buildings to determine substandard buildings to be demolished, as well as buildings with interim leases and potential for permanent adaptive reuse

City staff in Public Works has proceeded with preliminary evaluation of existing buildings.

Pursuant to Memo: Contracts and scopes of work for assessment, demolition, and remediation are due July 30.

## **6. Garson Studies Complex**

MARCH RECAP: City to proceed with a full corps effort to promote and identify highly qualified entity for developing and operating a premiere film and multi-media production complex with a state of the art film school.

Office of Economic Development will provide updates commencing in June to meet August 30 regarding studio development and leasing, and agreements with educational institution.

## **7. Identify Parcels for Mixed-Income and Affordable Housing Development**

MARCH RECAP. As part of land use and development framework planning process, the City will identify parcels for affordable housing development.

Parcels for affordable housing will be prioritized for early disposition and development projects.

Pursuant to Memo: Proposed sites will be presented as part of the early synthesis of the development planning and public engagement process due by August 30.

## **8. Access and Establish a Public Financing Mechanism**

MARCH RECAP. The Governing Body expressed interest in learning more about research as to the most promising structures to support the type of mixed-use, phased development

City staff, with the economics team, Strategic Economics, have commenced preliminary research.

Pursuant to Memo: Finance team will present findings by July 30.

## **9. Public Engagement for Development Planning**

MARCH RECAP: City to proceed with planning efforts pursuant to previous Governing Body Resolution (2018-54) to ensure public engagement in land use and development planning efforts for Midtown. In that Resolution, three planning stages were identified:

- *Concept Stage*: completed in August 2018 culminating in the “Planning Guidelines for the Midtown Property” approved by the Governing Body.
- *Planning Stage*: currently underway with the Action Plan items listed in the Memo, which will culminate in an appropriately scaled land development plan and financial model that can be successfully executed”.
- *Implementation Stage*: early development projects and development phases will be identified as part of the land use and development planning process.

The UNM Design & Planning Assistance Center and Opticos are presently developing a coordinated schedule with more clearly defined outcomes/deliverables. Public Engagement activities are planned for commencing in May and June 2021.

Pursuant to Memo: Because the City’s commitment to the public engagement process, the public engagement and planning team will provide regular updates each month during the planning process.