

**FILM AND DIGITAL MEDIA COMMISSION
TUESDAY, FEBRUARY 2, 2021, 10:00 AM
ATTENDED VIRTUALLY**

1. CALL TO ORDER

The meeting of the Film and Digital Media Commission was called to order by Deborah Potter, Chair, at 10:00 am on Tuesday, February 2, 2021 and was attended virtually.

2. ROLL CALL

COMMISSIONERS PRESENT

Deborah Potter, Chair
James Lujan, Vice Chair
Jim Gollin
Steve Graham, Alternate Commissioner
Kabby Kabakoff
Katrina Mendoza, Alternate Commissioner
Pamela Pierce
Milton Reiss
Frank Ragano
Jilann Spitzmiller
Anna Darrah, Alternate Commission
Doug Acton
Gay Dillingham
Alexandra Bombach
Michael Becker
Chris Jonas, Joined mid meeting

COMMISSIONERS ABSENT

Chris Jonas, Excused
Andrea Meditch, Excused
David Aubrey, Excused
Elias Gallegos, Excused

OTHERS PRESENT

Mayor Alan Webber
Rich Brown, Director, Community and Economic Development
Randy Randall, Director, Tourism Santa Fe
Jennifer LaBar-Tapia, Director, Santa Fe Film Office

Fabian Trujillo, Commission Liaison, Economic Development

Chair Potter introduced the Honorable Mayor, Alan Webber.

Mayor Webber said a few folks are stepping off of the Commission today. He wants to thank everyone for their hard work. Deborah has been there day after day for this Commission since the beginning. You have all done amazing work and continue to do amazing work. He is looking at a memo to all Mayors about what we can do for recovery. In Santa Fe, as we look at what happens next starting in Spring, film and digital media are critical in bringing our economy back to life. Thank you all. Thank you to those stepping up to take new leadership. This is a remarkable and talented group. Thank you to staff as well. Here is a group hug virtually. Clapping hands and hearts.

Mayor Webber left the meeting.

3. APPROVAL OF AGENDA

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

VOTE The motion passed on a voice vote.

4. APPROVAL OF MINUTES

The minutes were deferred to the next meeting.

5. INTRODUCTION OF VISITORS

There were no introductions.

6. REPORTS

A. LA FLIGHTS RANDY RANDALL

Mr. Randall reported that there has been no movement in getting LA flights. The Air Alliance is in a dormant state. They have \$250,000 in their account at this time and are poised to be back in action. They are ready to go. They are bringing on a new Board member who is a former executive at American Airlines and who has great contacts. He will be quite an asset to the Board. The State Tourism Department has requested \$25 million extra to spend over the next two years. That was supported by the Governor and was in the Governor's budget. If fully funded that will help with the Airport expansion of services, but not with the physical upgrades. The improvements are slowly moving along.

Mr. Randall said Deborah, it has been an honor to work with you as Chair. If it were not for Deborah we would not be meeting today. He salutes her.

**B. TELECOMMUNICATIONS AND SANTA FE MIDTOWN
RICH BROWN**

Mr. Brown said he is now the Director of Community and Economic Development. As such, we are focused on residents, visitors and growth. Midtown is an avenue for growth. We recently reached a mutual termination with the developer we were negotiating with. We learned a lot in the process. We had a planning charette in December after the developer realized that what needed to happen was not feasible for them due to COVID. On February 10th we will issue a report to the Governing Body. On February 24th the Evaluation Committee will come up with recommendations as to which of three paths to move forward with.

On February 24th we renewed our agreement with Garson Studios for the short term.

Mr. Brown said thank you so much Deborah for being a leader for this Commission. Film is vital to our growth. Thank you for making sure we have a diverse group to bring enthusiasm and guidance.

Commissioner Reiss asked what was going to happen with the film education component.

Mr. Brown said that will be coming down the road. It will take a year to launch it, but education and a film school are in our sites. We are hoping to have some clarity on that after February 24th.

Commissioner Reiss said there has been some debate as to what is entailed in the education component. Does it have to be accredited or can it be unaccredited or a nonprofit.

Mr. Brown said that is a bit far ahead of him at this point. Until we have clarity on that he cannot answer the question.

Alternate Commissioner Graham asked if the report on February 10th would be public.

Mr. Brown said yes it will be. It will be in the Governing Body packet and on the Midtown website. We are going to do a report every two weeks.

Alternate Commissioner Graham asked if they were going to be engaging with

companies who submitted proposals previously now.

Mr. Brown said no, not until the path has been approved by the Governing Body. The expressions of interest process is not closed yet. Things changed after the termination. The Evaluation Committee will go back to each respondent and let them know what has changed.

Alternate Commissioner Graham said in full disclosure, his company has a proposal in.

Commissioner Gollin said we had at the beginning of the process a working group of this Commission to make sure whatever future the campus had film and digital media would not be obliterated. He is not worried about that anymore. One thing proposed early on was locating City government functions out there. Is that still being potentially contemplated.

Mr. Brown said he would send Commissioner Gollin a link to the Midtown site. Transferring City Hall to Midtown was not in the top five list of uses. Currently there is no plan for that. We are looking at swapping some land with the State that they own around the campus to expand the film operations. Our public engagement partner is doing a planning charette. He would like one of them to come to this Commission to get your feedback to inform what we will see in the next several years.

Chair Potter said she thought that was a good idea. Fabian and Gay can work on scheduling that.

Commissioner Paisner said he was interested in an update on The Screen.

Mr. Brown said he did not have an update at this time. We have not severed any agreements with CCA. They will have an opportunity to reopen.

Commissioner Dillingham asked if the report will include the things that are non-COVID that we can do now such as zoning.

Mr. Brown said the following things will be part of the process:

- Buildings and site conditions
- Master Plan
- Infrastructure
- Entitlements - including zoning. We need to change the zoning to C2. That will probably take a year to accomplish.
- Public Financing
- The question of a big developer or lots of partners
- Access
- Surrounding land that is there

Those are the key elements of the report we will be giving every two weeks. Our goal is to raise the value of the land.

Chair Potter thanked Mr. Brown.

**C. CURRENT AND UPCOMING PRODUCTIONS
JENNIFER LABAR-TAPIA**

Ms. LaBar-Tapia reported that last week *Moviemaker Magazine* has the top places to live and work in. In the category of small populations Santa Fe was number two. We moved up from number three last year. New Orleans was number one and Pittsburgh was number three. Albuquerque was number one in populations over \$500,000. She received an email from the chief of the magazine saying what a powerhouse our region has become. A couple of days ago the cover of this magazine had Regina King out in the landscape of Santa Fe. We are super busy with inquires. She recently received two scripts from a scout who was here.

Ms. LaBar-Tapia said thank you Deborah for keeping us in line and informed and thank you for your leadership.

**D. STATE FILM COMMISSION
JIM GOLLIN**

Commissioner Gollin said it had been great to work with Deborah. He really applauds her for the attention she brought to both the form and structure of this group. She has done terrific work.

The State Film Commission was relaunched by Governor Lujan Grisham. She asked me to Chair it. The minutes and the annual report can be found on the website. The formal name of the group is the Governor's Council on Film and Digital Media. Like this Commission it has no power to issue money or make decisions. It does have a podium to speak from. The good news is that there are no major or meaningful attacks going on against the film industry. There are a number of proposals out there regarding the incentive system.

Ms. Dillingham asked if Commissioner Gollin was willing to continue to give the Santa Fe Film and Digital Media Commission regular updates from the State Council.

Commissioner Gollin said sure, he would be happy to.

7. UPDATES

A. WORKING GROUP UPDATES

Commissioner Reiss reported that the Screenplay Contest group had not met. She and Steve have been discussing it and will get back to the process. He will send out an email about a meeting.

Commissioner Bombach reported that priorities had shifted with the pandemic. She would like to partner with other organizations to work on the resource list who has money to do it. We are in a holding pattern right now. She is still interested in the project.

Commissioner Jonas joined the meeting.

**B. SANTA FE NETWORK AND ABOVE-THE-LINE EVENTS UPDATE
ANNA DARRAH**

Alternate Commissioner Darrah reported that the Santa Fe Network is in hibernation. The Above-The-Line events stopped with COVID. We talked about having some kind of event virtually. We have changed the name of the working group to the Film Advocacy Working Group. We are working on a structure.

Alternate Commissioner Graham said in partnership with the New Mexico Film Foundation and Stagecoach we put together five panels for five virtual discussions. The first one will be this Saturday and will be the Producers Panel. You can sign up to attend it on the Foundation or Stagecoach website. We want to have another big in-person Above-The-Line meeting in the future.

Commissioner Pierce said she encouraged them to add nonprofits to the discussion.

Alternate Commissioner Graham said he would love to have everyone's input.

Commissioner Reiss said you might want to add resources where producers can rent cameras and gear, find out about insurance coverage, all aspects of the logistics of the production.

Alternate Commissioner Darrah thanked Deborah for putting this Commission together and getting us all together. She asked as a Commission in what ways are we able to do things in the community. That is why the Network took over.

Chair Potter said that leads us into the next agenda item.

8. DISCUSSION ITEMS

**A. HOW THE FILM AND DIGITAL MEDIA COMMISSION CAN SUPPORT
EMERGING MEDIA AND THE MOTION PICTURE INDUSTRIES**

DEBORAH POTTER, CHAIR

Chair Potter stated that she wanted to have this discussion before we turn the Commission over to Gay.

Mr. Trujillo said the working groups are subgroups set up to work on things the Commission is interested in. As far as events you could champion or be part of events. The City does not host anything that serves alcohol. It depends on what the event is. He would have to check with Legal to see what the ramifications are.

Mr. Randall said it depends on what it is. Most Boards and Commissions do not do things. They advise and recommend. They advise staff to do things. If you have a proposal we could take it to Legal to get an opinion on it.

Alternate Commissioner Graham said it sounds like it is flexible. Our working group wants to be involved in community outreach. It is important to get feedback. It is very common that these would be jointly sponsored.

Mr. Randall said there is nothing that says the Commission cannot sponsor things. You don't have any money. Boards and Commissions do not get money. You could have your name on it.

Mr. Jonas said it seems there are two dimensions. We have all worked together now for years. Our goals and objectives for moving forward include the tools we can use to facilitate projects. We had started talking about funding and how that could or could not work and we discovered many things. The Commission cannot be a fiscal agent. We may be able to recommend money from one source to another source. We have a good set of tools for moving things forward.

Chair Potter stated that they had run out of time for this item. This discussion can continue to the next meeting.

B. MARCH FAREWELL COMMISSIONERS LEAVING DUE TO TERM LIMITS: DOUG ACTION, MICHAEL BECKER, JIM GOLLIN, JACQUES PAISNER, DEBORAH POTTER

Chair Potter said she wanted to say goodbye and thank you to those who are leaving the Commission.

Doug Action has been so helpful with our ability to work successfully with IATSE. He has been a steel beam in the Commission.

Michael Becker. It has been interesting to watch his career soar. He is very

involved as a line producer at Meow Wolf.

Jim Gollin has been the political force behind this Commission. We could not have succeed without him.

Jacques Paisner. What you are doing with your festival is incredible. It put Santa Fe on the map of independent film makers. You are a gift.

Chair Potter said she has enjoyed her time here tremendously. Lets stay close. She values all of you tremendously.

Chair Potter said Gay Dillingham is a treasure for all of us. It is a pleasure to have her as the new Chair of this Commission.

Commissioner Dillingham said Deborah, she does not know how you do what you do. You have not left any stone unturned. She appreciated your leadership and generosity. She will be reaching out to each Commission member to discuss what is important to you. She has a lot to learn. Our next meeting will be in May.

Chair Potter said thank you to Fabian, Jennifer and Randy for all you do and the support you have given us. She then turned to meeting over to new Chair Dillingham.

Chair Dillingham said she appreciated the support from each of you. She would like to ask everyone to think of new members to recommend. She is going to recommend Harvey Kahn. He moved here from Vancouver. She looks forward to introducing him to you all.

The Commissioners congratulated and welcomed Chair Dillingham.

There was a discussion about the five vacancies in the Commission, the categories they cover and the need for diversity and parody.

Mr. Randall said the Commission can make recommendations to the Mayor on members, but cannot eliminate anyone. The Mayor makes the choice of who he will nominate for membership to the City Council. The City Council approves the nominees.

Chair Dillingham asked who might be interested in serving as a working group to review applications for membership.

Mr. Trujillo said he could advertise the vacancies in a press release.

The following members expressed interest in serving on the review working group: Alternate Commissioner Darrah, Commissioner Pierce, Alternate Commissioner Graham, Commissioner Reiss, Commissioner Ragano and Chair Dillingham.

The maximum number of members allowed on a working group is six.

9. MATTERS FROM STAFF

None.

10. MATTERS FROM THE COMMISSION

A. GOALS FOR NEXT MEETING

Not discussed.

B. QUESTIONS FROM VISITORS

None.

11. MATTERS FROM THE PUBLIC

None.

**12. NEXT MEETING
MAY 4, 2020**

12. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:34 am.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer