



AGENDA

FILM AND DIGITAL MEDIA
COMMISSION
NOVEMBER 02, 2021
10:00 AM
ATTEND VIRTUALLY

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, and the need to incorporate technology and practices to re-institute in-person meetings consistent with the limitations established by the 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/86139919525?pwd=azNpdUNocjl2azhqeTgySGxVUXI5Zz09>.

Passcode: 993870

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: 861 3991 9525 - Passcode: 993870**

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. September 7, 2021



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5. **PRESENTATIONS**

- a. Sponsorships for Young Filmmakers (Hari Mitar Singh, Southwest School of Filmmaking Camp Director, nmfilmcamp@gmail.com, 505-692-0625)

6. **REPORTS**

7. **UPDATES**

- a. Welcome New Commissioners- Brief Introductions (Gay Dillingham, Film & Digital Media Commission Chair, gayd@cncsc.com; Austin Ross, austinross@brownhaus.org; Raashan Ahmed, raashan@gmail.com; Harvey Kahn, Harvey@acra.media; Robert Dennis, robertedennis@gmail.com; James Wysong, james.wysong@sfcc.edu)
- b. Santa Fe Film Office (Jennifer LaBar-Tapia, Director at Santa Fe Film Office, jlabar@sffo.film)

8. **DISCUSSION ITEMS**

- a. Meeting Schedule and Future Commission Candidates (Gay Dillingham, Film & Digital Media Commission Chair, gayd@cncsc.com)
- b. Film and Digital Media Commission Strategy/Vision and Funding for Plan (Gay Dillingham, Film & Digital Media Commission Chair, gayd@cncsc.com)

9. **MATTERS FROM THE PUBLIC**

10. **MATTERS FROM STAFF**

11. **MATTERS FROM THE COMMITTEE**

12. **NEXT MEETING: Tuesday, January 4, 2022**

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.



City of Santa Fe

AGENDA

FILM AND DIGITAL MEDIA
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10:00 AM
ATTEND VIRTUALLY

**FILM AND DIGITAL MEDIA COMMISSION
TUESDAY, SEPTEMBER 7, 2021, 10:00 AM
ATTENDED VIRTUALLY**

1. CALL TO ORDER

The meeting of the Film and Digital Media Commission was called to order at 10:00 am by Commissioner Gay Dillingham, Chair, on Tuesday, September 7, 2021, and was attended virtually.

2. ROLL CALL

BOARD MEMBERS PRESENT

Commissioner Gay Dillingham, Chair
Commissioner James Lujan, Vice Chair
Commissioner Frank Ragano
Commissioner Pamela Pierce
Commissioner Andrea Meditch
Commissioner David Aubrey
Commissioner Chris Jonas
Commissioner Jilann Spitzmiller
Commissioner Milton Riess
Alternate Commissioner Katrina Mendoza
Alternate Commissioner Anna Darrah
Alternate Commissioner Steve Graham
(5 Vacancies)

BOARD MEMBERS ABSENT

Commissioner Alexandria Bombach
Commissioner Elias Gallegos

OTHERS PRESENT

Rich Brown, Director, Department of Community Development
Janice Krish, Economic Development Department
James Wysong, Santa Fe Community College
Hari Mitar Singh, Director, Southwest School of Film Making - Summer Camp
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

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

Chair Dillingham, yes; Commissioner Lujan, yes; Commissioner Ragano, yes; Commissioner Pierce, yes; Commissioner Meditch, yes; Commissioner Jonas, yes; Commissioner Spitzmiller, yes; Commissioner Riess, yes; Commissioner Aubrey, yes; Alternate Commissioner Mendoza, yes; Alternate Commissioner Darrah, yes Alternate Commissioner Graham, yes.

4. APPROVAL OF MINUTES

A. DECEMBER 1, 2020

MOTION A motion was made by Commissioner Ragano, seconded by Commissioner Jonas, to approve the minutes of December 1, 2020 as presented.

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

Chair Dillingham, yes; Commissioner Lujan, yes; Commissioner Ragano, yes; Commissioner Pierce, yes; Commissioner Meditch, yes; Commissioner Jonas, yes; Commissioner Spitzmiller, yes; Commissioner Riess, yes; Commissioner Aubrey, yes; Alternate Commissioner Mendoza, yes; Alternate Commissioner Darrah, yes Alternate Commissioner Graham, yes.

B. JULY 6, 2021

Chair Dillingham asked that on page 5 of the minutes the title of the working group be changed to Resource List Working Group.

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Riess, to approve the minutes of July 6, 2021 as amended.

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

Chair Dillingham, yes; Commissioner Lujan, yes; Commissioner Ragano, yes; Commissioner Pierce, yes; Commissioner Meditch, yes; Commissioner Jonas, yes; Commissioner Spitzmiller, yes; Commissioner Riess, yes; Commissioner Aubrey, yes; Alternate Commissioner Mendoza, yes; Alternate Commissioner Darrah, yes Alternate Commissioner Graham, yes.

Chair Dillingham thanked Ms. Krish and Ms. Martin for getting all the minutes in order and Ms. Krish for doing all she does for the Commission when they are short staffed.

5. PRESENTATIONS

A. SOUTHWEST SCHOOL OF FILM MAKING-SUMMER CAMP

Mr. Singh stated that this is the first year the school has had a summer camp and he reviewed a Power Point presentation.

Chair Dillingham asked Mr. Singh if he needed teachers or coaches.

Mr. Singh said yes. We are expanding and will need three additional teachers for next year for film making and acting.

Chair Dillingham congratulated Mr. Singh on his camp. It is so great that you coordinated with the Stagecoach Foundation. It is wonderful to hear about such a great project. The Commission is here to foster connections between projects and to help talented young film makers into the industry so that they stay here. How do you see your program recruiting with schools and giving a warm hand off to students so they can take advantage of opportunities.

Mr. Singh said there is a lot of opportunity here. It is more exciting to be in a place that is up and coming. We help our students to start a portfolio and to get into higher education. We have partnerships with higher education in the state. We would love to set up an on-set activity for the students during the next camp. We are open to discussing further training curriculum for 17 and 18 year olds. We want to help them form relationships with local productions so they can get a foot in the door. Age is a limitation since no one under 18 is allowed to work on set.

Alternate Commissioner Darrah said this is amazing. Did you do any documentary film work or was the focus just on narrative.

Mr. Singh said documentary programs are complicated for the camp. They are using real people with real schedules. It is hard to fit that into a camp schedule. We see that as a separate program maybe to be held on consecutive weekends. Maybe we could chat more on what that would look like.

Commissioner Ragano asked what the tuition was for the camp.

Mr. Singh answered that it was \$1,000 per person for the camp this year. Next year we are raising it to \$1,500 per person in order to be sustainable.

Commissioner Ragano commented that \$1,500 was reasonable. If someone wants to sponsor a student do they pay the full amount.

Mr. Singh said yes, the full \$1,500.

Chair Dillingham asked if they were working with a nonprofit.

Mr. Singh said no, not yet. When George RR Martin gave us the initial funds he just gave them to us. We still need to look into that and maybe have a nonprofit arm or use a nonprofit as a fiscal agent to pass the funds through. We would pay them a small fee.

Chair Dillingham recommended that he look into that.

Commissioner Reiss congratulated Mr. Singh for his idea and a successful outcome and asked where the camp was held.

Mr. Singh answered that the Santa Fe Waldorf School was the primary location.

Commissioner Riess asked if Mr. Singh had reached out to the New Mexico School for the Arts. Maybe there could be a partnership and a sharing of ideas. Also the Santa Fe Community College has a great green screen studio that is not used in the summer. Reach out to us if you have green screen work to be done.

Mr. Singh said that he had met with NMSA. We had participation in the camp from their students. The NMSA is very supportive.

Ms. Krish stated that she and Rich Brown found Hari and what he was doing with this program. It fits into the workforce development piece that we are working on. The camp has the potential to serve the New Mexico film community and is important to what we are already doing. It is already a success. Thank you Hari.

Chair Dillingham thanked Janice and Rich for bringing this to the Commission. She asked Mr. Singh what his students were talking about as to where they might go next.

Mr. Singh said that they did not have those conversations. They leave New Mexico for opportunities. Sharing what opportunities are here goes a long way.

Chair Dillingham thanked Mr. Singh.

6. REPORTS

Mr. Brown reported that they had recently been told by State Regulation and Licensing that Garson Studios, as a municipality owned facility, is not eligible for film tax credits. He is looking into why that is when Garson is leased out by a for profit that is our fiscal agent. We may need to reach out to this Commission for advocacy.

Mr. Riess reported that the Santa Fe Community College had an open house for our film school. It was well attended and successful. We had 56 attendees. It took a lot of ground work and marketing. It was the brain child of Mr. Wysong. We had speakers that included former students who are now working in the film industry, personnel and a representative from the Union. We gave a tour of the film department and did demonstration classes. Some of our class sizes doubled overnight. A big thank you to James Wysong.

Chair Dillingham reminded the Commissioners to send emails through Janice to let us know the when, where and why of events and gatherings you may be having or are aware of.

Alternate Commissioner Graham asked Mr. Brown if the Regulation and Licensing Office was saying that Garson Studios is not eligible for the incentives.

Mr. Brown said yes. The incentives in general.

Commissioner Aubrey asked how Mr. Singh and Commissioner Reiss how they get the word out to people about their programs. How can we help.

Mr. Reiss said we do a lot of outreach on local radio, social media and through word of mouth. We do need help with that.

Chair Dillingham suggested that he have his students make a short viral video about the program.

Mr. Riess said we are doing exactly that.

Mr. Singh said we can use all the help with outreach that we can get.

Mr. Reiss commented that the Santa Fe Community College has a dual credit program with high schools. It has great participation.

Commissioner Meditch stated that the New Mexico Film Office is doing a great job in sharing information. They have a wonderful list. Is there a way to coordinate these lists to better reach the community.

Commissioner Pierce said she so appreciates this discussion about education. What each of you have said are core values of this Commission. Keeping students here by providing opportunities. Our nonprofit teaches documentary film making for the Tribes. We also teach the teachers so they can share their knowledge with their students. She loves the idea that we coordinate. We have similar goals, but are not duplicating programs.

7. UPDATES

A. WORKING GROUPS-ARE THERE ANY UPDATES

None.

8. DISCUSSION ITEMS

A. FILM AND DIGITAL MEDIA COMMISSION STRATEGY AND VISION

Chair Dillingham said this is an exciting item on our agenda. We will not get it done in one meeting. Let's open up the discussion to all these bright minds.

Commissioner Meditch said she looked at the document that Chair Dillingham sent to the Commissioners from the new Women's Commission. A charter like that has never been done for this Commission. It is essential. There are so many questions that we all have here. Are we focused on above or below the line, are we education based and driven, are we just film or other mediums, is the Commission a resource and more. Where are we now and how do we want to go forward in the next several years.

Alternate Commissioner Darrah said she totally feels Andrea. There are so many questions that have never been fully answered. We are movers and shakers here. Is this just a place for us to discuss things. It has felt like a passive listening collective thing and anyone from the public that comes can catch up on stuff. We help to share what we are hearing into the world. Many of us have tried to enact things to make a difference. It is not clear at all that this Commission was meant to do that or should do that. Are we developing something here. When she came on the Commission what got her most excited was pushing to create a way in which film makers in New Mexico can go from the origins of development through post with plenty of funding and support. She thought this Commission was going to look at what was missing. What do film makers need so there is a voice from within New Mexico and not just LA. She thought we were trying to improve the world of film making here. Are we doers or talkers. Is talking enough. We need to have a mission so we are all clear as to what our purpose is.

Commissioner Reiss said he applauds what Anna said. What can the Commission really do and what are the limitations. Where do we focus our attention. Do we need to focus on a few major things. What is our long game. Our short game is education, workforce development and outreach in specific areas that we can inspire. He would like us to focus on our short game and long game as to what the element of that would be.

Chair Dillingham said we don't have the answers today. She wants to have a free form and open conversation to begin with. It is super important for our City and

County. This is an inflection point for the Commission. We have a lot more to offer, as a creative and cultural, than just replicating a big industry's paradigm. This is very exciting. It will be an ongoing process for us.

Commissioner Jonas said he applauds what people have said so far. It is important for us to identify what our values are. We need to first look at our charter and the programs we have done so far and the level of success we achieved. Then we need to look at what would be the projects best suited to express our values. The Commission can then work with City staff as to what the City agenda is. It is important that we build a process to assess stuff from the past and build from the past. Do we want to continue with our charter as it is or look at revising it. He thinks we can be more successful than we have been in the past.

Mr. Brown said he is excited about this conversation and believes we are on the right track. The conversation is helpful to us in finding out how we can support you. In order for the City or County to provide financial assistance we would need a plan for the Commission. Maybe we can help you fund a plan or support you in programming. The Biden Administration is looking at passing the Jobs and Infrastructure Act as a grant program. Part of it will focus on industry sector development and building resiliency. That includes diversification of the economy. We are looking at the film industry to do just that for Santa Fe. Be mindful that it takes a while for the City or the County to do things. This is a start. This is a diverse group. They will be looking at funding diverse groups rather than one organization. We can work with the North Central New Mexico Cog who do great work with grants. He would like to bring them in as to grants that the Film Commission could apply for.

Commissioner Ragano said he seconds what everyone has said. It is great to see everyone and get the scoop on what is going on, but the main thing is to be effectual. We have to be able to have some kind of effect outside of the Commission. Do people even know that we exist. Do we have an instagram account or some social media way of communicating. What Rich said is a good start. Also where does digital media fit in. There is a VR chat where you can meet people and attend events with them as an example.

Ms. Krish commented that she had just sent the Commissioners the committee book for the Commission that contains why it was established and its purpose. The second document she sent was the Womens Commission Strategic Plan. It is impressive. It was contracted out to be done. Maybe we could use that template for our Commission planning. It is very well laid out. She can reach out to see if we can use it as a template.

Chair Dillingham asked if there was a third party that helped with the plan.

Ms. Krish said she would have to find out.

Alternate Commissioner Darrah said she would like to back up to what Rich said. The digital side of this is the diversity Rich mentioned. That is why she was so excited for workforce development. It is not just one track. Her question to Rich is that he mentioned programming. Could that be projects or programming on workforce development and education. What is the difference between those two. It occurs to her, from what Janice sent, that this Commission was created at the behest of the Mayor. Once we are clear we may want to have the Mayor join us to see what his thoughts are before we spend money to create a proposal.

Chair Dillingham commented that was a great point.

Mr. Brown said as to programming vs projects, as a Commission you are not doing programming, you are doing advocacy for things in the ecosystem. The Commission could sponsor things such as the camp we heard about today. You could get a grant to have a third party complete your plan. You could get a grant for developing the future of film in all aspects and help the City get in front of that. Economic Development is looking for that in future forecasting for the City. There are also currently some EDA grants as well.

Commissioner Meditch said she wanted to reinforce what Anna and Rich said. We really have not heard what the Mayor's intent is. We really are not clear who we are speaking to. Who is our audience. Are we speaking to the City and County. We added digital to our title but never explained why we did that. She also wants to express push back on the idea that we need to promote ourselves. Are we really supposed to do that. She is not sure that is valid. Aren't we promoting others. Is our audience the City and the Governing Body. We are all kinds of media. It is a way of keeping people here that does not just involve a huge studio and ten days of shooting. What is our role in the political structure. How do we support what Rich and Janice are doing and what the Mayor wants with workforce development and other programs.

Chair Dillingham said that there was an article on *Breaking Bad* and its relationship to high crime in Albuquerque. We would not say what content can't happen, but what do we need to promote. We are a rich cultural community and could be more proactive as to what we want to put out into the world.

Commissioner Meditch said she thinks we have been focusing on promoting the Commission and that has not worked. The community is asking what we are doing for them. The shift needs to be resources for others in creating connections and value. Social media takes effort. There are so many great programs going on. We need to find out how we can be powerful in making use of those programs stretching across all kinds of media. There is an extraordinary scope of resources we have here. How do they become more powerful rather than us being the centerpiece. That is her philosophy for the purpose of this Commission. You have to be here to tell a story about here. There are plenty of young film makers here to be encouraged to create their own stories in any media they choose. What we don't have here is above the line

strength. How are they supported. We have great crew strength here. What is the purpose and scope of the Commission. We don't have a clear answer right now.

Mr. Aubrey said he largely seconds what has been said. The original duties of the Commission are the same. We exist for the City and how the City can do some of these things. In the past, we have largely done that. A lot of times our information is not going out into the community. He thinks we should be supportive of what is already going on and if we can support activities that is great. He does not think we are here to start programs. That was well defined originally. We are not here to create something new.

Commissioner Ragano said how to get the word out in this day and age is a conundrum. He did not mean to get the word out about the Commission, but about programs that are out there. If we don't have a platform no one will listen.

9. MATTERS FROM THE PUBLIC

Chair Dillingham asked if there were members of the public who wanted to speak.

Ms. Krish said there is no one indicating that they wish to speak.

Chair Dillingham asked if any of the new Commission candidates wished to speak.

Mr. Wysong said his intent was to listen to this conversation. There are a lot of resources here. The key is getting them together. The Commission could take a look at what groups we are targeting and get the message out appropriately. There are several education representatives here and we are interested in workforce development a thriving community. We need to put the resources together and make them available.

Commissioner Meditch said it is such an important point that we have never gone back to the City or the Mayor with facts and recommendations as to where the industry is going and what can be done to widen the focus. It is important to use the resources of this group and to promote connections between resources and programs. The recommendation process between the City and this Commission has not been implemented in the past. That would be a way to be more strategic in focusing us on what we need to do.

Mr. Brown said to that point, there are two Committees that could take your ideas and bring them forward to Council and the public. EDAC and the Quality of Life Committee. You could speak to these Committees to build advocacy with them for your ideas and recommendations. That can then lead to policy coming forward with his staff. He can get you on the agenda when the Commission is ready.

Chair Dillingham said this has been a very exciting meeting.

Commissioner Jonas asked if there was a next step plan for the nuts and bolts. We need a process.

Chair Dillingham asked if there was any funding to help build a plan for the Commission.

Mr. Brown said he thinks there might be. He will look into that with the City and the County as well. That will take a couple of weeks. He will report on that at the next Commission meeting.

Ms. Krish reported that the Womens Commission plan was done with a consultant - Via Consulting. They used a facilitator for the discussions. Also the potential candidates for Commissioners have been presented to the City Clerk and the Mayor. They will have to go to the Governing Body for approval.

Chair Dillingham thanked everyone for their participation.

10. MATTERS FROM STAFF

None.

11. MATTERS FROM THE COMMITTEE

None.

**12. NEXT MEETING
TUESDAY, NOVEMBER 2, 2021**

13. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:55 am.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer