



AGENDA

FILM AND DIGITAL MEDIA
COMMISSION
FEBRUARY 01, 2022
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/82644167986?pwd=WjZsZlNyR1RGR0FYdWd0RmYraUg1dz09>.

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 -**

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 7, 2021
5. **PRESENTATIONS**



AGENDA

FILM AND DIGITAL MEDIA
COMMISSION
FEBRUARY 01, 2022
10:00 AM
ATTEND VIRTUALLY

- a. No Name Cinema (Justin Rhody, Proprietor,
justincliffordrhody@gmail.com)

6. REPORTS

7. UPDATES

- a. Commissioner updates (Gay Dillingham, Film & Digital Media Commission Chair, gayd@cnscc.com)

8. DISCUSSION ITEMS

- a. Annual Chair Appointment (Gay Dillingham, Film & Digital Media Commission Chair, gayd@cnscc.com)

9. MATTERS FROM THE PUBLIC

10. MATTERS FROM STAFF

11. MATTERS FROM THE COMMITTEE

12. NEXT MEETING: Tuesday, March 1, 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.

**FILM AND DIGITAL MEDIA COMMISSION
TUESDAY, DECEMBER 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, December 7, 2021, and was attended virtually.

2. ROLL CALL

BOARD MEMBERS PRESENT

Commissioner Gay Dillingham, Chair
Commissioner Pamela Pierce
Commissioner Chris Jonas
Commissioner Jilann Spitzmiller
Commissioner Milton Riess
Commissioner David Aubrey
Commissioner James Wysong
Commissioner Harvey Kahn
Commissioner Raashan Ahmad
Alternate Commissioner Anna Darrah
(2 Vacant Alternate Commissioners)

BOARD MEMBERS ABSENT

Commissioner Alexandria Bombach, Excused
Alternate Commissioner Steve Graham, Excused
Commissioner Austin Ross, Excused
Alternate Commissioner Katrina Mendoza, Excused
Commissioner James Lujan, Excused
Commissioner Frank Ragano, Excused
Commissioner Andrea Meditch, Excused
Commissioner Elias Gallegos, Excused
Commissioner Robert Dennis, Excused

OTHERS PRESENT

Rich Brown, Director, Community and Economic Development
Janice Krish, Economic Development
Jennifer LaBar-Tapia, Director, Santa Fe Film Office
Stephanie Love
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

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

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

Chair Dillingham, yes; Commissioner Pierce, yes; Commissioner Jonas, yes; Commissioner Aubrey, yes; Commissioner Wysong, yes; Commissioner Kahn, yes; Alternate Commissioner Darrah, yes; Commissioner Ahmed, yes.

4. APPROVAL OF MINUTES NOVEMBER 2, 2021

Chair Dillingham noted several corrections.

MOTION A motion was made by Commissioner Pierce, seconded by Commissioner Jonas, to approve the minutes as amended.

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

Chair Dillingham, yes; Commissioner Pierce, yes; Commissioner Jonas, yes; Commissioner Aubrey, yes; Commissioner Wysong, yes; Commissioner Kahn, yes; Alternate Commissioner Darrah, yes; Commissioner Ahmed, yes; Commissioner Spitzmiller, yes; Commissioner Reiss, yes.

5. PRESENTATIONS

There were no presentations.

6. REPORTS

Ms. LaBar-Tapia reported that *Holiday in Santa Fe*, starring Mario Lopez, is premiering on the Lifetime channel this Saturday night. They held a sneak peak showing last weekend at the Violet Crown and it was very well received and was sold out. The film really highlights Santa Fe and the Plaza. She said Mr. Lopez sent a thirty second shout out to Santa Feans.

Ms. LaBar-Tapia showed the thirty second spot.

Ms. LaBar-Tapia informed the Commission that the City did a press release last week, and the County will do one this week, for the premier of the film that will be held on Friday night.

Ms. LaBar-Tapia reported that she has been appointed to the Stagecoach Advisory Board and will keep the Commission informed of their activities. *Dark Winds* wrapped at Camel Rock Studios. So far we have eight significant productions coming to Santa Fe in 2022. The County received \$50,000 for training programs earmarked for film. We have a meeting on Thursday to discuss how to use the funds.

Chair Dillingham stated that the Economic Impact Study of film in the State really shows the big impact *Breaking Bad* had on the economy of Albuquerque. Chair Dillingham asked Ms. LaBar-Tapia if she has any ideas about what we can do that would be similar for Santa Fe.

Ms. LaBar-Tapia said she has had discussions with Economic Development about that issue. Albuquerque has tours of sites used specifically in the filming of *Breaking Bad*. Here so much of the filming is done in the County on private property and on the western sites that are not open to the public. If any of you have ideas about how to embrace more film tourism in Santa Fe please let her know. Las Vegas, New Mexico has produced a physical map of sites for tourists, and we could start there.

Chair Dillingham said she would like to have Ms. LaBar-Tapia join our subcommittee on the strategic plan as an ad hoc member, noting that film tourism is one of our categories in the plan.

Ms. LaBar-Tapia commented that George RR Martin is interested in that as well.

Commissioner Jonas said having this conversation is great, but it is also about looking inward. Ms. LaBar-Tapia, do you see strategies to connect locals to the film makers coming into Santa Fe, noting we are seeing a gulf between our local creative body and films coming into town.

Ms. LaBar-Tapia said maybe in the future this is something we could discuss further. We could do a meet and greet during the initial interview or the exit interview with the film makers and the local film community. Let's get together in the next few months.

Ms. LaBar-Tapia reported that she is working on a job description for a second individual for the Santa Fe Film Office. The job description will include set visits, public safety and permitting. She will share it with the Commission when it is agreed upon. *MovieMaker* magazine identifies the top ten best cities to live in and make films in every year. Santa Fe is included in the under 50,000 population group. We are waiting for the results of the ranking.

Chair Dillingham asked if there is anything new on the *Rust* set tragedy.

Ms. LaBar-Tapia said all of the questions go to the Sheriffs office.

Ms. Krish said that there is a comment in the chat from Stagecoach saying that the Film Prize Festival is planning on coming to Santa Fe.

Alternate Commissioner Darrah stated that she is working with Film Prize Junior. They have worked at getting information out to as many schools and students as they can across the state. She said they are now in the phase where the kids are writing their scripts. They are mentored throughout the process. The idea is that next year Film Prize Senior is going to come to New Mexico. There are awards and cash prizes given in both junior and senior. The competition is for short films and the entries are coming in. Elizabeth Stahmer is highly involved. Film Prize Senior is open to the world. The films submitted must be filmed in the community where the festival is held. We are thinking that Film Prize Senior will come here in the fall of 2021.

Chair Dillingham suggested that the senior festival be added to the Commission plan.

7. REPORTS

A. COMMISSIONER UPDATES

Commissioner Pierce reported we are working with Zuni Pueblo to teach the teachers how to work with the students in a training program. The training programs we are working on are funded with the County funds and Pro Tech.

Alternate Commissioner Darrah said she sent an email to Jim Gollin, Chair of the Governor's Film Council, discussing some issues that we, as small businesses, have been having with the tax rebates.

Chair Dillingham commented that she would like Mr. Gollin to be our liaison to the State Council.

B. WORKING GROUP REPORTS

Chair Dillingham asked for an update on the working group who is looking at sponsorship criteria for the Commission.

Commissioner Pearce said we have not met, but she will set up something after this meeting.

8. DISCUSSION ITEMS

A. PROPOSED COMMISSIONER CANDIDATES

Chair Dillingham said we have a working list of people to invite to join us as

Commissioners or Alternate Commissioners. We will reach out to James Lujan for a recommendation of someone from IAIA to replace him when his term runs out in March.

Ms. Krish suggested that the Commission may want someone from the New Mexico Film Office to join the Commission. She attended a virtual meeting with the New Mexico Film Office regarding a program they are beginning that will offer pathways for Veterans who want to work in film. It seems like someone from the economic development side would also be good to address workforce development.

Chair Dillingham said that is a good point. We need cross pollination with the State. If everyone agrees, she would like to invite the State Film Office to make a presentation to us.

Commissioner Jonas said Michelle would be fabulous. He wonders if there is a disparity in agenda statewide. It would be great to have someone from the Council. Maybe we could have Michelle give a presentation to us.

Commissioner Aubrey stated that he thinks it is important for us to look for a crew member to be on the Commission.

Chair Dillingham said she would reach out to the crew members on our working list.

**B. FILM AND DIGITAL MEDIA COMMISSION STRATEGIC PLAN
FUNDING AND SCOPE OF WORK; REVIEW OF THE ECONOMIC
IMPACT OF THE NM FILM TAX CREDIT: A STUDY FOR THE NM FILM
OFFICE AND HOW THE STUDY RELATES TO THE COMMISSION**

Chair Dillingham said a study was done by the State Film Office regarding the economic impact of the film industry on the State. It showed that the return on investment for films filmed in our State is that for every \$1 spent, we see \$8.4 in return, which is more than she expected. We will discuss this in our working group on the strategic plan.

Commissioner Aubrey said it is a great report and supports the industry. That report, in the past, has been questioned as to its validity. Simple interviews with people and businesses who have interactions with films would help that perception.

Commissioner Kahn said the audience for this report is elected officials and wonders if they even look at it.

Chair Dillingham said our challenge here is not having enough film crew for all the productions that are coming here.

Commissioner Reiss informed the Commission that he just had a meeting to finalize the Community College's most recent certification program, which is the Film Technician Certificate. We are teaching on set safety and etiquette as well as skills. It is exciting.

Commissioner Wysong stated that the College is looking at ways to expand the Film Program. He said the College just signed a 501c3 to be an arm of the college moving forward. The President of the College is committed to film education.

Chair Dillingham asked when they will see the impact of that.

Commissioner Wysong said as the students receive their certificates. As we open classes they are filling up. We will have a pathway to stackable certificates pilots in the summer and will keep you posted. Our new master plan includes a future sound stage. We are promoting quality.

Ms. Krish said it is great to hear about these micro credentials. We really want to push that out. Please send us any notices so we can share them. We want folks with job ready skills. She asked if the stackable certificates are filling gaps in the community.

Commissioner Wysong said we are in the early stages of that, but there is a framework. We are interested in having folks in the industry speak to our classes because they bring with them credibility and cutting edge qualifications.

Commissioner Reiss said the Film Technician Certificates are, by design, to fill in the gaps. They provide specifics in the crafts needed by the film community. We can put students on a path to specific skills with this tool.

Commissioner Jonas said some of the storytelling we are talking about is by someone in Santa Fe County. We are seeing cost of living and housing issues. Real estate prices in Santa Fe are up 28%. We need to talk about that. We can tell people through these programs you can sustain yourself. What are your thoughts Mr. Brown.

Mr. Brown said we are trying to create a one page funding sheet for the Special Session as to how to use ARPA funds. One idea is for a guaranteed income program so students can attend these programs. The State has \$1.1 billion to distribute so they have choices. We also are proposing other uses for the film community. The funding sheet will be used by our lobbyist for the session.

Chair Dillingham asked where is low income housing in the list.

Mr. Brown said he would have to get back to the Commission on that at the next meeting. We are hoping there will be funds for that. We are also hoping that at the next meeting we will have an update from our lobbyist from the Special Session and

information on the Legislative Session. We do have our first tranche of money. We are conducting public engagement sessions as to where the public would like to see the money distributed.

Chair Dillingham asked about the Santa Fe Airport expansion and flights to Los Angeles.

Mr. Brown stated that he has scheduled a meeting with Fly Santa Fe and will have an update after that. They are shovel ready at the Airport to begin the expansion, noting that is on the ARPA list.

Mr. Brown said we are working on putting funds into buckets where we can accept proposals for funding through our procurement process for funding.

Commissioner Jonas asked how the Commission can be useful through its partners to create RFPs for our interests.

Mr. Brown said first we are funding the Commission's Strategic Plan. The money is a four year deal. From there we will look at how proposals can be submitted.

Commissioner Darrah said this is an exciting moment for us to put our heads together and help come up with a plan for the development of funds for which production companies can apply.

Commissioner Kahn said that would be great. It is all about whether the Legislators want to supplement films other than through film credits.

Chair Dillingham stated that we have a subcommittee now that could meet sooner rather than later. We should meet soon. She will be sending Mr. Brown the funding form he requested by the 13th. Maybe we could meet within the next week or two.

Ms. Krish said she would like to participate in the subcommittee meetings to ensure that the plan follows City goals and the Resolution.

Chair Dillingham asked Ms. Krish to send an orientation packet to all of the new Commissioners.

9. MATTERS FROM THE PUBLIC

None

10. MATTERS FROM STAFF

None.

11. MATTERS FROM THE COMMITTEE

None.

**12. NEXT MEETING
JANUARY 4, 2022**

13. ADJOURN

There being no further business before the Commission the meeting adjourned at 11:40 am.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer