



Agenda **Regular Meeting of the Santa Fe
Film and Digital Media Council
February 4, 2025 at 10:00 AM
Meeting Virtually**

Procedures for Santa Fe Film and Digital Media Council Meeting

Join on Zoom;
Meeting ID:
Passcode:

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 December 3, Film and Digital Media Council Meeting Minutes.
5. Presentations
 - a. Post-Production Update (Vince Rose: CEO, DeadEye Creative, Vince Rose vince@deadeyepost.com)
6. Updates
 - a. Santa Fe Film Office Update (Jennifer LaBar-Tapia, Santa Fe Film Commissioner, jlabar@sffo.film)
7. Matters from the Committee
8. Matters from Staff
9. Matters from the Public
10. Next Meeting:
11. 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.

**FILM AND DIGITAL MEDIA COUNCIL
TUESDAY, DECEMBER 3, 2024, 10:00 AM
VIRTUAL MEETING**

1. CALL TO ORDER

A meeting of the Film and Digital Media Council was called to order by Gay Dillingham, Chair, at 10:00 am, on Tuesday, December 3, 2024, and was held virtually.

2. ROLL CALL

MEMBERS PRESENT

Anna Darrah
Dezbaa, arrived at meeting after approval of minutes
Robert Dennis
Dr. Elizabeth Stahmer
Harvey Kahn
Jacqueline Frank
Milton Reiss
Frank Ragano
Dr. James Wysong
Elisa Montoya
Alessandra Dobrin
Dyanna Taylor
Gay Dillingham, Chair
Alternate Member Jaydin Martinez
Alternate Member Siena Bergt, arrived later in the meeting

MEMBERS ABSENT

Jason Ordaz, Excused
Vince Kadlubek
Alternate Member, Rshan Ahmed Morris
Alternate Member Tara Tovarek
Alternate Member Mark Glaser

OTHERS PRESENT

Casey Dalbor, Business Growth Manager, Economic Development
Joanna Nelson, Director, Economic Development
Jennifer LaBar-Tapia, Director, Santa Fe Film Office
Michael Donneley
Jacque Paisner

Scott Rorie
Mateo Frazsier, EDD, Acting Executive Director, NMMAAC

Stephanie Love-Riner, Festival Director, SFIFF
Michael Kaplan
Lizette Bailey, Executive Director, SFIFF
Melessia Jobe
Vince Rose

3. APPROVAL OF AGENDA

MOTION A motion was made by Ms. Darrah, seconded by Dr. Stahmer, to approve the agenda as presented.

VOTE The motion passed on a roll vote as follows:

Ms. Dourah, yes; Mr. Dennis, yes; Dr. Stahmer, yes; Mr. Kahn, yes; Ms. Frank, yes; Mr. Reiss, yes; Mr. Ragano, yes; Dr. Wysong, yes; Ms. Taylor, yes, Ms. Dobrin, yes; Ms. Taylor, yes; Chair Gillingham, yes; Mr. Martinez, yes.

4. APPROVAL OF MINUTES

MOTION A motion was made by Dr. Stahmer, seconded by Ms. Taylor, to approve the minutes as presented.

VOTE The motion passed on a roll vote as follows:

Ms. Dourah, yes; Mr. Dennis, yes; Dr. Stahmer, yes; Mr. Kahn, yes; Ms. Frank, yes; Mr. Reiss, yes; Mr. Ragano, yes; Dr. Wysong, yes; Ms. Taylor, yes, Ms. Dobrin, yes; Ms. Taylor, yes; Chair Gillingham, yes; Mr. Martinez, yes.

5. PRESENTATIONS

A. NMMAC UPDATE

Mr. Frazier gave an update on the New Mexico Media Art Collective including the following: the two capital projects are funded from years ago and the Albuquerque Railroads Project with CNM is coming. The Railroads project will be the building of a modern structure within a historic structure. It will include a tech incubator, sound stages and office space which will be shared with CNM. There will be two sound stages, a Foley sound set, full color and teaching spaces for hair and make-up. It will be 70,000 square feet.

Mr. Frazier said our other collaboration is with NMSU with Arrowhead. A new

film and media facility was just built. We are building a 20,000 foot sound stage. An RFP will be going out for a production partner to manage the space. We will leverage the space with the rural uplift to encourage films to come to Las Cruces. We are collaborating with Steve Graham and IATSE.

Mr. Frazier stated that the MAC Innovation Track will be opening next year. It will be an opportunity for advanced Technology training, such as lighting and programming. Advanced technology has been a constituent need.

Chair Gillingham thanked Mr. Frazier for the update. We have all been anxious to know how the MAC has been evolving.

Mr. Dennis asked about the capital expenditure funding.

Mr. Frazier said the Capital and ARPA funds are already encumbered or spent. The breakdown is \$15 million for southern New Mexico, \$20 million for the facility in Albuquerque and \$5 million for training and programming in Albuquerque.

Mr. Dennis asked when do you plan to bring something to northern New Mexico.

Mr. Frazier said we would love to see something up here in Santa Fe. He has not been part of that conversation in a direct way. There are conversations with Farmington, Taos and Espanola. Santa Fe would be central to that effort. He would love to hear ideas and how we can help you. He would like to see more independent film making and above the line as well.

Mr. Dennis asked what is your perspective on leaving out Espanola and other communities in the bill.

Mr. Frazier said he is disappointed. He would love to have that discussion again, but opening up the film legislation would open it up for all kinds of discussion and criticism. This may not be the best time to do that. It would be better to wait until the political will opens up. There are opportunities to do it. It is about timing. Do we have the support is what is important.

Chair Dillingham said we were all very frustrated with the previous Film Office. She is grateful that Steve Graham is now the Film Office Director. She realizes opening it up right now may not be the best time.

Chair Dillingham asked if the \$5 million covers his operations.

Mr. Frazier said it does not cover operations. That money runs out in June 2026. We have an Executive request for funding from the Legislature.

Chair Gillingham said we are team players. Keep up posted.

Ms. Darrah asked if there are plans to push education out to northern New Mexico through the MAC.

Mr. Frazier said yes.

Mr. Reiss said we are doing workshops with the MAC this spring regarding safety. He would love to bring Taos here. We need an outside location.

Chair Dillingham said there is a new non-lethal fire arms company opening in New Mexico. That may be an option.

Chair Dillingham said it would be nice to get regular updates routinely through the year. Maybe 3 to 4 times a year.

Mr. Frazier said a great argument could be made for Santa Fe. He needs ideas from all of you.

Chair Dillingham said we have a consistent message as to above the line and have been holding well attended events. We have working groups that include above the line, education and government affairs.

B. SFIFFR DEBRIEF

Ms. Love-Riner and Ms. Bailey gave an overview of the Santa Fe Independent Film Festival including the following information: the film awards, an award for Lifetime Achievement given to Bryan Cranston and sold out screenings and news coverage. We also did a survey of the attendees.

Chair Dillingham said she has been talking with Harvey Kahn regarding festivals. How could our City make them more visible.

Ms. Bailey said in Santa Fe, banners are illegal. There are certain places we would love to work with the City on to make it more visible. We will be discussing that with Casey.

Mr. Ragano said he was very impressed with how the festival has improved and grown year after year.

Chair Dillingham thanked Mr. Love-Riner and Ms. Bailey for the presentation.

6. REPORTS

Reports will be covered under item 8 (A).

7. UPDATES

A. SANTA FE FILM OFFICE UPDATE

Ms. LaBar-Tapia said she attended a mandatory training for City Senior Staff on open records and IPRA requests.

Ms. LaBar-Tapia gave an overview of the IPRA process.

Ms. Dobrin left the meeting.

Ms. LaBar-Tapia said the City is having a Legislative Breakfast before the Legislative Session for senior staff to meet with our delegation. If there is anything you want me to bring up let me know. She was asked to speak at th SAG AFTA event on Saturday in Albuquerque. Aspect Media Village is a big project at Midtown. It is coming up again tomorrow night and will be going to other committees before going to Council. It did not pass the Quality of Life Committee. She asks that you, as individuals, send emails to Councilors about the importance of this project.

Ms. LaBar-Tapia gave an overview of the project.

Chair Dillingham said we did write a supportive letter previously. Should we write again.

Ms. LaBar-Tapia said yes. Council meets next Wednesday. Anyone who wants to should come.

Chair Dillingham said two of us on our Council were on the selection committee and have gotten to know Phillip. If we lose this opportunity it would be tragic.

Dr. Wysong said we have been working with this project since the beginning. It has been nothing but a positive experience. We will do a letter.

Mr. LaBar-Tapia stated that the County, last week, appropriated \$1 million to go to a back lot project using ARPA funds.

8. DISCUSSION ITEMS

A. STRATEGIC ACTION PLAN (SAP) WORKING GROUPS UPDATES.

Post Production

Mr. Dennis said Vince Rose is on the call this morning. He has a post production facility in Santa Fe. I invite him to speak.

Mr. Dennis said he had a conversation with Steve as he was departing. There may be some changes in his facility. More news to come.

Mr. Rose said things are going well. We are going to expand into offering comprehensive dallies. Northern New Mexico College reached out to place interns. We are very excited about that. We will be at the meeting to support Phillip. We are Dead Eye Post Production. We are a locally-owner boutique business with all local employees. Most of our work is coming from out of state. We are building a robust film community here which is crucial. That is why he came back here after being in New York for ten years.

Government Affairs

Mr. Dennis said the 2025 Legislative Session dates are in his report. Let's all be in support of Aspect Studios.

Ms. Dillingham said there are new and emerging ideas on making our local festivals stand out. They are coming from being in the final six for Sundance. What if we put the major players in Santa Fe together to make them more visible. The consensus of our meeting was yes, that we play together quite well. How can we make more together. We will be continuing that conversation. There are some City funds possibly available. More to come.

Mr. Dennis said we will be meeting with people with the idea of taking a look at the incentives and where there might be a need for improvement. He would like to come up with a 1-2 page idea sheet to keep in our back pocket for conversations with Legislators. They are not going to open up the Legislation this session. He asks that all of you send him an email with the top 3 things you think need work in the incentives and the top 3 things that are not working for New Mexico. He will put that information together as a draft and send it out to Council members.

Ms. Darrah said she has things that do not involve the incentives. Maybe that as well.

Chair Dillingham said salary rates below market.

Education

Dr. Wysong said our partnerships in education are very important. That has been the emphasis of our meetings.

Dr. Stahmer said she agrees. It is great to be part of a team. We had 114 people at our Screen Writing Conference. We are having classes in partnership with IAIA on writing next week. Thank you all for your support.

9. MATTERS FROM THE PUBLIC

Scott Garen. Mr. Garen said the Aspect Studios endeavor is so important. This is a huge opportunity for the City and State. Reach out to whomever you can. He will be at the Council meeting.

10. MATTERS FROM THE COMMITTEE

A. MATTERS FROM THE CHAIR

Chair Dillingham said she is working on term expirations with the Clerk's office.

We need resumes from Alessandra, Dezbaa and Mark Glaser if you want to stay on. She and Casey are working on this.

11. MATTERS FROM STAFF

Mr. Dalbor said he is working with the Clerk's office on terms and appointments and with the Chair. They used to use Prime Gov for applications. They are now using Civic Clerk. If you want to stay on the Council, you need to send your letter and resume to Civic Clerk and copy him. He will email each of you the Directors report.

Chair Gillingham said we appreciate you Casey.

12. NEXT MEETING: JANUARY 7, 2025

13. ADJOURN

There being no further business before the Council, the meeting adjourned at 11:59 am.

Gay Gillingham, Chair