

**FILM AND DIGITAL MEDIA COUNCIL
JANUARY 7, 2025, 10:00 AM
MEETING VIRTUALLY**

1. CALL TO ORDER

A meeting of the Film and Digital Media Council was called to order by Chair Dillingham, at 10:02 am, on January 7, 2025 and was held virtually.

2. ROLL CALL

MEMBERS PRESENT

Anna Darrah
Dezbaa
Robert Dennis
Dr. Elizabeth Stahmer
Jacqueline Frank
Jason Ordaz
Milton Reiss
Frank Ragano
Elisa Montoya
Dyanna Taylor
Alternate Members:
 Mark Glaser
 Jaydin Martinez
 Tara Tovarek
 Siena Bergt
Gay Dillingham, Chair

MEMBERS NOT PRESENT

Harvey Kahn, excused
Vince Kadlubek
Dr. James Wysong, excused
Alessandra Dobrin, excused
Alternate Member Rashan Ahmed

OTHERS PRESENT

Casey Dalbor, Economic Development Department
Steve Graham, Director, New Mexico Film Office
Daniel Goodman, Museum Director, Las Golondrinas

3. APPROVAL OF AGENDA

Item 4 was removed from the agenda

MOTION A motion was made by Ms. Taylor, seconded by Ms. Darrah, to approve the agenda as amended.

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

Ms. Darrah, yes; Dezbaa, yes; Mr. Dennis, yes; Dr. Stahmer, yes; Ms. Frank, yes; Mr. Ordaz, yes; Mr. Reiss, yes; Mr. Ragano, yes; Ms. Taylor, yes; Mr. Glaser, yes; Mr. Martinez yes; Ms. Tovarek, yes; Ms. Bergt, yes; Chair Dillingham, yes.

4. APPROVAL OF MINUTES

A. FILM AND DIGITAL MEDIA COUNCIL MINUTES DECEMBER 3, 2024

This item was removed from the agenda.

5. PRESENTATIONS

A. NMFILM UPDATE

Mr. Graham said he has been on the job for six and a half weeks and has been getting up to speed on the Film Office workings, procurement and how the State works.

Mr. Graham gave a PowerPoint presentation that included the mission of the Film Office - to bring productions to the State, promote New Mexico as a world-class film destination, customer service and to administer the incentives.

Mr. Graham said the office has seven staff plus him.

The Power Point presentation gave a brief overview of the office and the incentives, marketing initiatives and goals.

Mr. Dennis asked if Mr. Graham is making a pitch to the Legislature for more funds.

Mr. Graham said no. He came into the position after the budget was done. We are not asking for additional funds.

Mr. Dennis asked if he is going to Sundance.

Mr. Graham said not this year. The best use of his time right now is to meet

folks one-on-one.

Mr. Dennis asked if there is a plan to continue to look at the incentives legislation.

Mr. Graham said a coalition may make sense. A coalition to work with producers and others to see how we may continue to attract productions to New Mexico would be great. From a policy standpoint, that work would come from the Governor's Film Council. He is not allowed to lobby. Looking at this from a business perspective is important and is part of our public relations efforts for the incentives. He would support a coalition, if someone did the ground work.

Mr. Dennis asked how will the Film Office integrate local film offices.

Mr. Graham said there are three film offices - Santa Fe, Albuquerque and Las Cruces. We are going to meet every month to share information and needs. There was a liaisons meeting recently as well. We have also done some training of local liaisons.

Dr. Stahmer said she has two things to ask about - the termination of the Give Back Program and the Film Loan Fund. How can we resolve the termination of the Give Back Fund and will the State Film Office help navigate the Film Loan Fund.

Mr. Graham said no one seems to know why the program was terminated or who asked for that to happen. No, there is not a plan to reopen the Legislation for that. Any lawmaker could put forth a bill to change the incentives. If that happens, Give Back will be at the top of the list.

Mr. Graham said it will be part of the mission of the MAC to look at funding training across the State.

Mr. Graham said as far as the loan fund, this group knows more about that than anyone. As far as he knows, there is no legislation around that. They want the loan fund to move out of the Investment Council.

Ms. Darrah said she is excited that the Film Office will be listening to the Governor's Council. We need to work closely with the Council. Is there any update about Netflix opening a production facility as they agreed to do.

Mr. Graham said he has met with Netflix, but not about that issue. Mark reports that everyone is in compliance with their requirements.

Ms. Montoya said she has a suggestion regarding TRD. We need to work on our relationship with TRD. In the film incentives application there are forms required by the Film Office and by TRD that are duplicated and repetitive. We need to look for

opportunities with the application process.

Mr. Graham said he would like to speak with Ms. Montoya in more detail about that off line.

Ms. Tovarek asked that Mr. Graham share his PowerPoint presentation.

Mr. Dalbor asked that Mr. Graham send the presentation to him and he will send it to all the Council members.

There was continued discussion about job openings, documentary film expansion in the incentives and commercials incentives.

B. LAS GOLONDRINAS UPDATE

Mr. Goodman thanked the Council for allowing him to speak today. We are a Santa Fe Site asset.

Mr. Goodman gave a PowerPoint presentation of the overall operations of El Rancho de Las Golondrinas, it's connection as a film location and other aspects of the site.

6. REPORTS

None.

7. UPDATES

A. SANTA FE FILM OFFICE UPDATE

Ms. LaBar-Tapia was not present. Chair Dillingham read a text update from Ms. LaBar-Tapia saying that the annual Movie Maker rankings will be out next month, thank you to the Council for supporting Aspect Studios. We are off and running with the Midtown site. Her vacant position will be posted sometime this month on the City website.

Chair Dillingham said many of us were at the recent Council meeting where the Aspect Studios project was heard. We were unified and effective. The Council went into executive session and when they returned, they voted unanimously to approve the project.

8. DISCUSSION ITEMS

None.

9. MATTERS FROM THE PUBLIC

Hunter Baker Mr. Baker said he shoots and produces movies and commercials. He thinks New Mexico has a lot to offer in terms of commercials. We are working to incentivize large companies to come here to shoot commercials.

10. MATTERS FROM THE COMMITTEE

Ms. Frank said commercials are a great area for training people to get started in the industry.

A. STRATEGIC ACTION PLAN (SAP) WORKING GROUPS UPDATES

GOVERNMENT AFFAIRS.

Mr. Dennis said the Legislative Session starts on January 21st. There is no film legislation being considered. He thinks it makes sense for us to bring together a coalition to take a look at the incentives to ensure we remain competitive. He thinks the coalition should be separate from the Council in order to not be encumbered by the restrictions on policy recommendations to the State. Maybe we could work with the Governor's Council.

Chair Dillingham said she is leaving the Country on January 31st and would love to have a meeting for government affairs and the film loan fund prior to that.

Mr. Dennis said we will do that.

EDUCATION

Mr. Reiss said we just finished out 4th Production Assistant Training Program. We had 65 applicants that were narrowed down to 21 students. Our plan is to do two more workshops this year. This year they will be open to the state.

Dr. Stahmer said Stagecoach is working on a collaborative project to build a city street backlot. She is not able to speak publically about it yet, but stay tuned.

ABOVE THE LINE

Ms. Darrah said we lost Steve when he took his new job. If anyone wants to be involved in this working group, please let her know. We have been working with Casey to have a finance themed Above the Line event and are looking at an education themed event as well.

POST PRODUCTION

Ms. Dobrin was not present to give an update.

B. MATTERS FROM THE CHAIR

None.

11. MATTERS FROM STAFF

Mr. Dalbor said we are doing interviews for our Downtown Coordinator position. We are working on a Finance Fair for business owners and a film financing event as Anna mentioned. We are also looking at additional above the line events for 2025. We are in the process of writing our application for summer interns and St. John's interns. We are holding officer hours twice a month. On the first Monday of the month we are at the Santa Fe Business Incubator from 10:00 am to 2:00 pm. On the last Monday of the month we are at the Cerrillos Road location of the Del Norte Credit Union. We are going to expand to all four districts in 2025.


Some of the public attendees on Zoom introduced themselves.

12. NEXT MEETING

February 4, 2025

13. ADJOURN

There being no further business before the Council, the meeting adjourned at 12:00 noon.



Gay Dillingham, Chair



Elizabeth Martin (Apr 13, 2025 22:21 MDT)

