

**FILM AND DIGITAL MEDIA COUNCIL  
FEBRUARY 4, 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 Darrah, at 10:03 am, on February 4, 2025 and was held virtually.

**2. ROLL CALL**

**MEMBERS PRESENT**

Anna Darrah  
Dezbaa  
Jacqueline Frank  
Jason Ordaz  
Milton Reiss  
Elisa Montoya  
Dr. James Wysong  
Alessandra Dobrin  
Dyanna Taylor

Alternate Members:

Mark Glaser  
Jaydin Martinez  
Tara Tovarek  
Siena Bergt

**MEMBERS NOT PRESENT**

Gay Dillingham, excused  
Robert Dennis, excused  
Dr. Elizabeth Stahmer, excused  
Harvey Kahn, excused  
Frank Ragano, excused  
Alternate Member Rashan Ahmed

**OTHERS PRESENT**

Johanna Nelson, Director, Economic Development Department  
Casey Dalbor, Economic Development Department  
Vince Rose, CEO, DeadEye Creative  
Jennifer Labar-Tapia, Santa Fe Film Commissioner

### **3. APPROVAL OF AGENDA**

**MOTION** A motion was made by Ms. Taylor, seconded by Ms. Frank, to approve the agenda as presented.

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

Ms. Darrah, yes; Dezbaa, yes; Ms. Frank, yes; Mr. Ordaz, yes; Mr. Reiss, yes; Ms. Montoya, yes; Dr. Wysong, yes; Ms. Dobrin, yes; Ms. Taylor, yes; Mr. Glaser, yes; Mr. Martinez, yes; Ms. Tovarek, yes; Ms. Bergt, yes.

### **4. APPROVAL OF MINUTES**

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

Chair Darrah gave several changes to the minutes.

**MOTION** A motion was made by Ms. Taylor, seconded by Ms. Montoya, to approve the minutes as amended.

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

Ms. Darrah, yes; Dezbaa, yes; Ms. Frank, yes; Mr. Ordaz, yes; Mr. Reiss, yes; Ms. Montoya, yes; Dr. Wysong, yes; Ms. Dobrin, yes; Ms. Taylor, yes; Mr. Glaser, yes; Mr. Martinez, yes; Ms. Tovarek, yes; Ms. Bergt, yes.

### **5. PRESENTATIONS**

#### **a. POST-PRODUCTION UPDATE**

Mr. Rose gave a PowerPoint presentation on DeadEye Creative giving an overview of the company, projects, goals and future plans.

Mr. Martinez asked what is the size of the crew you are operating at now and is there a website where editors can apply.

Mr. Rose said we are working on getting information about employment for when we start hiring. At this time, we are working with freelancers. We have about 12 that we work with. If you are interested, reach out to me. We have lots of projects coming up.

Chair Darrah asked if they have any relationship with Mango Media.

Mr. Rose said we have talked with them, but do not have a relationship.

Joanna Lovetti (member of the public) congratulated Mr. Rose and asked do you have experienced editors, are you going to do animation, and are you doing TV episodes and feature movies.

Mr. Rose said animation is close to his heart. He hopes to be going in that direction. We are moving into feature length projects and narrative projects including picture services. We are seeing the need for editors. He is hoping to meet with people like you to form a stable of editors.

Ms. Frank asked what sort of education opportunities are there in what you are doing.

Mr. Rose said that is something we would love to do. We are teaching and engaging with people we hire and have internships as well. Northern New Mexico College placed two interns with us this quarter.

Ms. Frank asked if there was a plan with Aspect to develop the education piece.

Mr. Rose said we are part of that conversation.

## **6. UPDATES**

### **a. SANTA FE FILM OFFICE UPDATE**

Ms. LaBar-Tapia said she went to Sundance for the weekend. We had an event on Sunday night for Film Commissioners. There was great conversation at the event. Film USA, the National Organization for Film Commissioners, is headed out of Louisiana. One of the goals is to form a Federal Film Commission and try to have Federal incentives. There was one Santa Fe based film that premiered at Sundance. It was Opus. It will be in theaters in March. She attended the NYU Tish party and made some great connections. The Santa Fe International Film Festival was there as well. Aspect Studios was there and Steve Graham is flying into LA today. We are all meeting with a list of studios in the next three days.

Ms. LaBar-Tapia said her Film Coordinator position is posted on the City Hr website and closes on February 10<sup>th</sup>. She has a production looking for a line producer. If you are interested or know someone who is let her know. It is an independent film and is a western. Film and Media Day at the Legislature is on March 13<sup>th</sup> at the Capital from 8:00 am to 2:00 pm. Please join us. She is still working on the locations directory. The airport is moving along. Phase 2 is happening. There are conversations going on to have a flight to and from Burbank. She met with Mateo at the MAC. We talked about northern New Mexico representation.

## **7. MATTERS FROM THE COMMITTEE**

## **Post Production**

Ms. Dobrin said we have not met and are due another meeting. She would love to have Vince Rose involved. She will send out an email to members with a meeting date. If members of the public want to be involved, please put your contact information in the chat.

## **Education**

Mr. Reiss said the PA Training we just had was the best one so far. The semester is well under way. We have openings for several film positions. Go to our website if you are interested.

Dr. Wysong said they are faculty positions. They close on March 3<sup>rd</sup>. We are moving forward on the back lot training facility. We have a request in to the Legislature for funding. Good things are happening on that. It will be built on our campus. We will bring the master plan to you. It was originally planned as a training facility, but when it is not in use, it will be available to productions to rent. It will be a city street. The facility will be managed by Stagecoach.

Mr. Ordaz said we have been working with AMC, which allowed some of our students to work on the filming of Dark Winds last summer. More to come.

## **Above The Line**

Chair Darrah said she and Jason have been working on the next event. It will be hosted by Jason at IAIA on March 7<sup>th</sup> from 9:30 am to noon. It will be an education focused event titled Pathways to Storytelling and will be an above the line meet up. After the event, there will be a tour of the digital dome.

## **Government Affairs/Loan Fund**

Mr. Dennis was not present.

Chair Darrah said she is in discussions with Steve Graham about putting together a plan for reconstructing the Film Loan Fund. We are still in discussion mode.

## **8. MATTERS FROM STAFF**

Ms. Nelson said we are hitting the ground running this year. Arrowhead is having their grand opening at the Incubator. We are offering tax help for bilingual folks. The ARPA funds are in the development phase. We just got the PO to begin the Comprehensive Development Strategy. We have a consultant to help us. Small business grants are very much in the wings. They will be available for film related folks

to utilize.

Mr. Dalbor said we have new staff as well.

Ms. Nelson said we received \$100,000 to support creative industries. The PO will be out within seven days. We can't focus specifically on film. We will be keeping you informed.

Chair Darrah thanked Ms. Nelson and Casey for all their work.

## **9. MATTERS FROM THE PUBLIC**

Blaise Basara said she started her career at 18 in post-production and editorial. She is a De Vinci colorist. She hopes she can be part of the efforts in this State.

Jerry Natelson introduced himself saying he is working on opening a film studio in Taos and, hopefully, a sound stage eventually. We are in very early development.

Reinhard Lorenz said thank you for having this meeting.

## **10. NEXT MEETING**

March 4, 2025

## **11. ADJOURN**

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

*Anna Darrah*

Anna Darrah (Apr 14, 2025 19:30 MDT)

Anna Darrah, Chair

*Elizabeth Martin*

Elizabeth Martin (Apr 15, 2025 10:41 EDT)