



Agenda

**Regular Meeting of the Santa Fe
Film and Digital Media Council
June 3, 2025 at 10:00 AM
Meeting Virtually**

Procedures for Santa Fe Film and Digital Media Council Meeting

Join on Zoom:

<https://santafenm.gov.zoom.us/j/89018485376?pwd=TkZLL3pMTzEzT2dQYXZoOVArek1adz09>

Meeting ID: 890 1848 5376

Passcode: 127981

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 Minutes from the May 6, 2025, Film and Digital Media Council Meeting.
5. Updates
 - a. Santa Fe Film Office Update (Jen LaBar-Tapia, Santa Fe Film Commissioner, jlabar@sffo.film)
6. Presentations
 - a. Modern Elder Academy Film Festival at Saddleback Ranch (Chip Conley, Founder, Modern Elder Academy, tiana@chipconley.com)
 - b. Updates on The New Mexico Film Foundation & The Studio @ WESST (Tom Ragan, Studio Director, The Studio @ WESST, Board President at the New Mexico Film Foundation, tragan@wesst.org)
7. Discussion Items
 - a. Film and Digital Media Working Group Update (Working Group Chairs)

8. Matters from the Committee
 - a. Matters from the Chair (Gay Dillingham, Chair, Film and Digital Media Council, gayd@cnscc.com)
9. Matters from Staff
10. Matters from the Public
11. Next Meeting:
 - a. July 1, 10:00 AM - Noon
12. 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
MAY 6, 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 10:09 am, on May 6, 2025 and was held virtually.

2. ROLL CALL

MEMBERS PRESENT

Gay Dillingham, Chair
Anna Darrah
Robert Dennis
Dezbaa
Jason Ordaz
Dr. Elizabeth Stahmer
Alessandra Dobrin
Dyanna Taylor
Jaydin Martinez
Sienna Bergt
Mark Glaser
Tara Tovarek
(1 vacancy)

Alternate Members:

Lisette Bailey
Barbara Bentree
James Cresanthis
Talia Pura
Max Walukas

MEMBERS NOT PRESENT

Dr. James Wysong, excused
Jacqueline Frank, excused
Harvey Kahn, excused

OTHERS PRESENT

Johanna Nelson, Director, Economic Development Department and Interim Director of the Affordable Housing Department

Casey Dalbor, Economic Development Department
Fawn Zimmerman, Managing Director, Council of Development Finance
Agencies
Toby Rittner, CEO, Council of Development Finance Agencies
Jennifer LaBar-Tapia, Santa Fe Film Office Director
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

Mr. Dalbor asked that the Santa Fe Film Office Update be moved up to the first item after the approval of the minutes.

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

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

Ms. Darrah, yes; Mr. Dennis, yes; Dezbaa, yes; Mr. Ordaz, yes; Dr. Stahmer, yes; Ms. Taylor, yes; Ms. Dobrin, yes; Mr. Martinez, yes; Ms. Bergt, yes; Mr. Glaser, yes; Ms. Bailey, yes; Ms. Bintree, yes; Mr. Cresanthis, yes; Ms. Pura, yes; Mr. Walukas, yes; Chair Dillingham, yes.

4. APPROVAL OF MINUTES

A. APPROVAL OF MINUTES FROM APRIL, 2025 FILM AND DIGITAL MEDIA COUNCIL

MOTION A motion was made by Mr. Glaser, seconded by Ms. Tovarek, to approve the minutes as presented.

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

Ms. Darrah, yes; Mr. Dennis, yes; Dezbaa, yes; Mr. Ordaz, yes; Dr. Stahmer, yes; Ms. Taylor, yes; Ms. Dobrin, yes; Mr. Martinez, yes; Ms. Bergt, yes; Mr. Glaser, yes; Ms. Bailey, yes; Ms. Bintree, yes; Mr. Cresanthis, yes; Ms. Pura, yes; Mr. Walukas, yes; Chair Dillingham, abstained.

5. UPDATES

A. SANTA FE FILM OFFICE UPDATE

Ms. LaBar-Tapia said we are a very busy office of two. Dark Winds season 4 is filming at Camelrock, there is a documentary on Rt. 66 coming in and several student films have been filming here. There are a few other independent films ramping up as

well. She has been sitting on a lot of panels, including the Economic Development Summit, the New Mexico Tourism Group and the Hospitality Group. The New Mexico Film and Media Conference will be on May 31st in Albuquerque. There will be a Liaison Summit the day before. She just went through the City budget process and presented her budget to the Councilors last week. The Mayor's State of the City Address will be Thursday night at 6:00 pm, at the Convention Center. Elisa Montoya is the new Rich Brown. She is the new Community Development Director. She will be in California the week of the 19th. If you have anyone you want her to meet with, reach out to her.

Chair Dillingham welcomed the new members to the Council and thanked the guests for attending.

Chair Dillingham said the next Above The Line event will be on June 26th at Los Golondrinas. The Governor's Council and the Santa Fe Film and Digital Media Council are touring Los Luceros on Friday. We are capped on the attendance. We can set up a second tour.

6. PRESENTATIONS

A. SANTA FE STRATEGIC FILM FINANCE PROJECT

Ms. Zimmerman said we are here today to talk about the tools available for projects, infrastructure small loans, mico-funding, finance tools, the consensus exercise and to make sure everyone is on the same page for priority initiatives.

Ms. Zimmerman introduced Toby Rittner, CEO.

Mr. Rittner gave a PowerPoint presentation regarding the Strategic Film Finance Project.

Ms. Zimmerman said we would like to open this up to a white board exercise with the Board for consensus around the top things you want to finance and barriers.

The first question is "What Do You Want to Finance". Responses were as follows:

- Pilot TV series, feature films, development funding for series, locally generated TV shows, art documentaries, student thesis projects, animation, small business support, infrastructure-not buildings, pod casts, back lot, documentaries, post production facilities, film festivals, post production training, way to mitigate capital risk with inventors - creative is a huge risk, script development, an incubator to help series or film development by cultivating our own for project development and production grants.

Anthony Emerson said he just started an animation company. He is trying to do language translations in Navajo. He is looking for financing to continue to do these projects.

The second question is "What Are the Barriers". Responses were as follows:

- Small business loans in New Mexico don't seem to like film projects, dearth of producers, knowing how to raise money, understanding of the film process versus traditional loans, incentive programs are build around transitory revenue - not developing local funding for investment in the State, affordable housing to keep our youth here and small film makers are not clear on how to pitch and where.

Mr. Dennis said the heightened risk in investing in film is the start of the creative process of production while working on the story outline. The concern is when you are dealing with an idea, you try to get food on the table while you are writing.

Mr. Rittner said it is no different than when communities incubate investment ideas for commercial application, as an example. It is very hard to finance. You have to create an ecosystem.

Mr. Walukas said we want to intentionally bring together finances with the film community to demonstrate home grown grants. We are going to do events around this. He will put the contact information in the chat.

Chair Dillingham said we had 49 people on the call. We know Santa Fe has creative assets. How do we continue to connect. We need to develop a professional panel on this.

Mr. Rittner said you have to have a robust State program and Santa Fe has to have a robust local program. Most inventors want to get a State benefit as well.

Ms. Darrah said this is a whole different language for people in the film world. Is there anything that can be done to do education about small business loans as an option.

Mr. Rittner said you have to change that perspective. We can show success rates. It is changing the landscape. Bring inventors together to understand financing in the film industry. Build a lending environment. It is a mind set. It won't happen over night.

Michael Donnelly said he grew up in the food industry. Intellectual property is an investable commodity. It is the same thing as something not in the ground yet. Film is IP.

Chair Dillingham said we are running out of time for this meeting. Please complete the survey. She loves the participation today. We will continue this. Thank you Fawn and Toby. All of you, please keep coming back..

7. DISCUSSION ITEMS

A. FILM AND DIGITAL MEDIA WORKING GROUP UPDATES

None.

8. MATTERS FROM STAFF

None.

9. MATTERS FROM THE CHAIR

A. MATTERS FROM THE CHAIR

None.

10. MATTERS FROM THE PUBLIC

None.

11. NEXT MEETING

A. JUNE 3, 2025, 10:00 AM

12. ADJOURNED

There being nothing further before the Council, the meeting adjourned at 12:00 noon.

Gay Dillingham, Chair