

MINUTES of the Governor's Council on Film and Media Industries Meeting
Wednesday, June 26, 2013
Albuquerque City Council Chambers
1 Civic Plaza NW, Albuquerque, NM 87102
2:00 pm – 4:30 pm

Call to order: The second quarterly meeting of the Governor's Council on Film and Media Industries (GCFMI) was held in Albuquerque, NM on Wednesday, June 26, 2013. The meeting convened at 2:12 pm.

Members in attendance (in alphabetical order):

- Rick Clemente
- Chris Eyre
- Teri Farley
- Greg Hewett
- Alicia Keyes Touche, Chairperson
- Talia Kosh
- Ann Lerner
- Rajeev Nirmalakhandan
- Steve Rooney
- Kara Sachs

Members not in attendance: -

Guests:

- Nick Maniatis
- Rochelle Bussey

Approval of Minutes – 2:12 pm

Chairperson Alicia Keyes Touche asked for a motion to add to the following to the agenda: an action to approve the minutes from the March 28, 2013 meeting and an action to add Nick Maniatis, Director of NM Film Office to speak after Keith Gardner. A motion was made by Council Member Steve Rooney and seconded by Council Member Rick Clemente. Motion carried.

Approval of Agenda – 2:13 pm

Chairperson Alicia Keyes Touche asked for a motion to approve the agenda. A motion was made by Council Member Chris Eyre and seconded by Council Member Teri Farley. Motion carried.

Keith Gardner, Chief of Staff to Governor Susana Martinez – 2:15 pm

The Governor's office is focusing on sustainability and balancing the budget. Looking at the success of film from a financial point. We are a competitive industry with a controlled method.

Monique Anair, Assistant Professor, Santa Fe Community College (SFCC) – 2:58 pm

Film Education Retention: Observations and data from the SFCC Film Technician Training Program (FTTP) 2005 – 2012; Research of Education Models in Technical Career Training/Film. NM FTTP was originally based on the Apprentice model designed for Valencia Community College in Orlando. The idea of the FTTP was that productions would be attracted in the under \$250K market that union members would work on while training new workers. However economic instability has forced the multiple programs (eight) state-wide to adjust curriculum to match regional options and needs. In reaction to this there is little to no cross-program integration.

Other industrial / economic models showcase successes and failures of education, government and the film industry. Examples of two models:

- Australia model (1976-1996) (Monica Davidson, 2005): Women's Film Fund created in 1976; increased overall film production by 137%; women increased to 40% of workforce by 1996, education focused on scholarship and investment in individual filmmakers "gendered funding"
- Vancouver, BC model (1986 – 1998) (Neil Coe, 2001): Incentivized through "satellite-Marshallian hybrid" (outside investment with a focus on "indigenous" workforce development); inward investment of a few major international studios with embedded co-operative networks of small local businesses; education focused on maintaining small multi-media schools (free or reduced education in public schools), which integrated with local production companies and unions in mentorship programs.

Further research is needed to understand the overall effect of the FTTP in NM. Also multiple high school and middle school film and media programs have developed in relation to NM's increase in film industry work. Type of research that need to be conducted:

- Qualitative – stories that can inform us of why some students are successful and other are not and how we can adopt trends to improve success rates
- Quantitative – facts and figures that can find trends; what demographics are we servicing and who are we not reaching.

Nick Maniatis, Direction of the NM Film Office – 3:22 pm

NM Film Office will travel to Los Angeles to participant in the Association of Film Commissioner's International locations trade show. The AFCL locations trade show brings together hundreds of global production VIPs from independent filmmaker to industry veteran to media to film commissioner, while showcasing an unbeatable display of incentives, production locations, and business and support services.

Update from Sub-Committees:

- Emerging Media: Council Member Teri Farley – 3:33 pm
 1. Explore the possibility to have a "submission/proposal" competition for programmers, software developers, emerging media "up and comers" to write proposals for how they see best using Emerging Media in the classrooms for the best results. This would provide us with two outcomes. We would find out who would be interested in taking this to the next level in the state, i.e. who is doing this kind of work here AND provide ideas to possibly pursue in educational emerging technologies.
 2. New Mexico is still near the bottom of student learning lists and if we can successfully come up with ideas for how to use emerging media in the classroom, both as a way to deliver lessons, but also engage the next generation in this type of software/media development, it could be a win/win for the state. If we could get the students in the classrooms involved in helping us design better tools for assisting them in learning, we might really be on to something.
- Outreach: Council Member Kara Sachs – 3:35 pm
 1. VETERANS: Chris Zafra, the State Veterans Coordinator for NM Workforce Solutions said a veteran can apply their G.I. bill credit towards an on the job training program and the veteran can get cash benefits from their GI bill. Any employer who hires a veteran is eligible for Federal AND State incentives. If the Council instituted a "veteran" hiring/training incentive that a veteran could combine with other incentives, the veteran gets a new career, the employer gets an employee at a good price.

2. EDUCATION: We think it's vital that students be able to transfer between schools and have their credits transfer and count towards a degree. We want to identify all of the middle and high schools that have a film and/or digital media program. This includes all charter, academy, and private schools.
- Film and TV: Talia Kosh – 3:46 pm
 1. We spoke of the scope of our work as a committee and as a council. The question emerged: what are we doing as a council? What is our purpose? In some ways, it is broad.
 2. One question that came up is in our last general meeting, we agreed to and did write the letter to the Governor re: our presence and desire to assist. This was sent to the Governor. In our last meeting, Nick also stated that he would be posting this letter on the NM Film website as a press release. Requests for status were ignored. What is the status/rationale for not doing this?
 3. The Study that must be conducted: we have questions about timeline and procedure. How are variables chosen-such as the effect on other industries? Parameters and variables. We ask that we be informed about all details of this and be resources for information in some way as well
 4. Education: Getting everyone together at the 6 schools and have a meeting about what everyone is doing.

Sub-Committee Logistics – 3:56 pm

Future subcommittee updates will limit their reports to the top three action items. NMFO to set up a drop box and secure a conference call number for the Council to use. NMFO to check with legal regarding a Facebook page.

Public Comment – 4:04 pm

Ken Knoll, Producer – Turquoise Trail Films regarding the State Investment Council.

Next Council meeting – 4:09 pm

The next meeting will be held in Santa Fe, NM in September – a date is to be determined.

Adjourn – 4:15 pm

Chairperson Alicia Keyes Touche asked for a motion to adjourn. A motion was made by Council Member Ann Lerner and seconded by Council Member Teri Farley. Motion carried.