

MINUTES of the Governor's Council on Film and Media Industries Meeting
Tuesday, August 19, 2014
Santa Fe University of Art and Design
The Film School – Garson Studios: Stage B
1600 Saint Michael's Drive, Santa Fe, NM 87505
1:00 pm – 3:00 pm

Call to order: The quarterly meeting of the Governor's Council on Film and Media Industries (GCFMI) was held in Santa Fe, NM on Tuesday, August 19, 2014. The meeting convened at 1:07 pm.

Members in attendance (in alphabetical order):

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

Members not in attendance: Rajeev Nirmalakhandan

Approval of Agenda – 1:07 pm

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

Approval of Minutes – 1:08 pm

Chairperson Alicia Keyes Touche asked for a motion to approve the May 8, 2014 meeting minutes. A motion was made by Council Member Chris Eyre and seconded by Council Member Talia Kosh. Motion carried.

City of Santa Fe Mayor Javier Gonzales – 1:08 pm

Councilmember Chris Eyre invited Santa Fe Mayor Gonzales to the GCFMI meeting to open communication with the Mayor and the GCFMI Council. The GCFMI would like Mayor Gonzales to consider the council as a resource.

Mayor Gonzales: There is incredible creativity in NM. The film program at the Santa Fe University of Art and Design film has 350 students. This industry is a great pipeline for jobs in New Mexico. We want New Mexico to be the place for film and television productions. Film Tourism is important to our economy as we have seen with successful productions such as "Breaking Bad," "Manhattan" and "Longmire." How do we create the next generation of filmmakers in New Mexico? The city of Santa Fe is looking at active partnership with Santa Fe County in its film and television efforts.

Chairperson Alicia Keyes Touche: Who should we work with in your office regarding questions on Santa Fe film and Santa Fe film tourism? Mayor Gonzales: Work with Kate Noble in our office (phone: 505-955-6915 email: kinoble@santafenm.gov).

Shoot Santa Fe: Kate Noble, Acting Director Housing and Community Development Department; and Special Projects Administrator Economic Development Division and David Griscom, Santa Fe County Film Liaison – 1:26 pm

Shoot Santa Fe was created as a city of Santa Fe initiative to work with private businesses, unions and the Santa Fe County on film, TV and the digital economy in the northern New Mexico region.

David Griscom: It would be helpful to see a breakdown of the tax credit and the economic impact by County. Would like to discuss the rolling CAP with the GCFMI Council.

Nick Maniatis, Director of the New Mexico Film Office: We have figures broken down by zip code. These numbers are estimates not actuals.

New Mexico Film Office (NMFO) update – 1:40 pm

Nick Maniatis, Director of the New Mexico Film Office: The first phase of the film study was completed this past June to look at the economic and community impacts, and cost-effectiveness of the New Mexico film production tax incentive. This is the first of four phases. New Mexico has become a well-established and important production location for film and television. The average wage of film and TV employees is over \$52K. These are considered a high-wage jobs in New Mexico.

A motion was made by Council Member Rick Clemente to establish an exploratory committee to form an opinion on the CAP. This motion was seconded by Council Member Steve Rooney. Motion carried. Council Member Rick Clemente volunteered to head up the exploratory committee.

The NMFO's emerging media contractor is working to finalize the plans for the accelerator. There is a venture capital firm in California and in New Mexico who are interested in working with this initiative. The NMFO is considering having an accelerator in Albuquerque and in Santa Fe.

Production update: there are 7-9 television series shooting in New Mexico. There are more pilots coming to NM in the next coming months. The whole state is benefiting from film and TV in New Mexico.

Director Maniatis will be attending the October Motion Picture Association Film Commissioner Summit in Washington, DC and the annual Association of Film Commissioners International Cineposium in New York to host a panel on "How to Swim in Legislative Waters": Whether you're looking to create or modify a tax incentive, establish or sustain a film commission, or alter local costs like permit fees or police and fire support, you'll need a specific set of skills. We'll address how to approach legislators, address committees, build a coalition, use effective language, and debate the issues.

Lindsey Valdez, Local Outreach Programs Manager: The Student Training and Research Society/S.T.A.R.S website has been built and is not viewable to the public. The NMFO will host its second annual Film & Media Education Summit on October 4th in Albuquerque at the National Hispanic Cultural Center. The mission of this event is to stimulate communication and coordination between New Mexico's film and media industry and secondary and higher education institutions, thus, establishing a well-defined educational environment that offers cutting edge training for today's competitive industry. The event is open to administrators, educators, guidance counselors and advisors from the secondary and higher education levels. A sub-committee has been formed to create the agenda and topics to be discussed.

Recently the NMFO presented to the New Mexico Municipal League in Albuquerque regarding film and TV productions in New Mexico. The New Mexico Municipal League consists of 105 members statewide which include elected officials, mayors and city officials.

The NM Filmmakers Showcase call for entries press release will be announced later this week. The NM Filmmakers Showcase will be held in Santa Fe at the Jean Cocteau Cinema on January 24-25, 2015. The Showcase is an annual event featuring a vast range of creative local talent from around the state. There is no charge to submit an entry and all screenings are free to attend. A panel of industry professionals will be judging the following eight categories: Animation, Comedy, Documentary, Drama, Experimental, Fantasy/Sci-fi, Horror, Other. "Best of Category" winners will be screened on Saturday, January 24, with a reception to follow where attendees will have the opportunity to meet the filmmakers and judges. Other entries will be screened on Sunday, January 25, on a

first-come-first-served basis by category. Winning Showcase films will travel the state, being screened at a number of local festivals throughout New Mexico in 2015.

Update from Sub-Committees – 2:13 pm

Outreach sub-committee update: Council Member Talia Kosh presented a re-cap of the May NMFO Film and Media Conference. The Conference was well attended. Dr. Phil Lewis brought 6 students from Las Cruces to interview and showcase film industry vendors. These interviews were then screened from the registration table.

Emerging Media sub-committee update: Council Member Teri Farley is currently working on a list of high schools with emerging media /film and media programs.

New Business – 2:39 pm

2:39 pm New Business:

Council Member Talia Kosh: September 17th - NM Lawyers for the Arts: Filmmakers as Entrepreneur panel discussion. In collaboration with N.M. Film Foundation, this panel will focus on the quintessential entrepreneur: the filmmaker. Just how important is entrepreneurship in indie film? Making a film, like running a business, is a collaborative process. The digital world put the power back in the hands of the filmmaker. But what does this mean? It means the filmmaker has to think more like an entrepreneur, becoming a small business that lasts beyond the life of a particular film. Come hear a panel of film industry entrepreneurs talk about how to seize opportunity in our digital landscape, how to strengthen your brand and audience and embrace the entrepreneurial skill-set of filmmaking.

Chairperson Alicia Keyes Touche asked that committee chairs submit end of the year reports by November 1st via email. If anyone on the Council would like to include other updates on Council activities or programs please submit at the same date. A draft of the report will be reviewed at the November meeting.

Public Comment – 2:43 pm

None.

Next Council Meeting – 2:45 pm

The next meeting will be held on Thursday, November 20th in Albuquerque at 1:00 pm at I-25 Studios.

Adjourn – 2:45 pm

Chairperson Alicia Keyes Touche asked for a motion to adjourn. A motion was made by Council Member Kara Sachs and seconded by Council Member Greg Hewett. Motion carried.