

Draft MEETING MINUTES

GOVERNOR'S COUNCIL ON FILM AND MEDIA INDUSTRIES MEETING

Wednesday, October 5th, 2022, • 11:00 AM

Zoom Link: <https://us06web.zoom.us/j/86485313098?pwd=U3JlWG5DcWkwUHdiOVBCcXBWRVFjUT09>

Call to Order – The quarterly meeting of the Governor’s Council on Film and Media Industries (GCFMI) was held via Zoom video conference. Chair James Gollin called the meeting to order at 11:02 am. Joel Baca called the roll, and the following Council members were present, constituting a quorum:

Members in attendance: James Gollin (Chair), Jo Edna Boldin, Ken Fischer, Marc Comstock, Ramona Emerson, Liz Pecos, Jocelyn Jansons, Sam Tischler, James Lujan, Paula Dal Santo, Harris D. Smith, and Rebecca “Puck” Stair. Also present are Rochelle Bussey, Joel Baca, and Amber Dodson with NMFO. No members of the public attended the meeting.

Approval of Agenda – Chair James Gollin asked if there were changes to the agenda. None were proposed. Marc Comstock moved to approve the agenda, and Paula Dal Santo seconded the motion. The motion passed, and the agenda was approved.

Approval of Minutes from July 8th, 2022, meeting – Chair James Gollin asked if there were changes to the minutes. Three grammatical errors were suggested to be corrected with the names of the film council members. Jo Edna Boldin moved to approve the minutes, and Sam Tischler seconded the motion. All were in favor, and the minutes were approved.

Chair Gollin introduces notes Amber Dodson is at the meeting. Chair Gollin does mention that the Film Council will need to provide its recommendations for Senate Bill two.

NMFO Update - Chair Gollin turns the meeting over to Amber Dodson. Amber begins the updates with the numbers and data of a record-breaking film year In New Mexico. Amber’s second update is the rebranding of the Next Generation Media Academy to New Mexico Media Academy. Amber is also excited about the Las Cruces satellite campus and its bilingual curriculum. There is going to be a brand-new facility built in Las Cruces, and the main campus will be located in Albuquerque.

Amber states she will be announcing an executive director here soon for NMMA. Amber also says that 828 Studio/Production Company will be the NMFO’s 3rd film partner as they are

making a 10-year commitment to be based in Las Cruces, NM. Eight hundred twenty-eight productions will have six sound stages and offer post-production services. Amber also updates the Stowe Story Labs and states that this has been successful and will continue to happen annually. Amber brought up last year's film impact study and mentioned that NMFO presented the data to the legislatures. The NMFO economist is currently working on updating the film impact study for this year, and NMFO will be releasing the data now in November. The last update is about the legislative session coming up in February. Amber asks the film council to recommend how to improve Senate Bill 2. NMFO's current focus is on improving this bill and making it more competitive as we see more neighboring states become competitors.

Chair Gollin asks when the NMMA will have the first students in class. Amber responds that 2024 is the goal for Albuquerque and Las Cruces campuses to have their first classes. Chair James Gollin asks regarding the legislative session if there are any recommendations to marry the work that NMFO, the Film Council, and its working groups are doing around this subject. Amber reassures the Film Council that NMFO is aware of the film council's recommendations about improving Senate Bill 2 and is looking forward to taking the advice and working together. Ramona Emerson asks about the John Pinto Grant money for local filmmakers. Ramona asks if the John Pinto Grant is something they want to reintroduce in the legislation. Amber does state that NMFO submitted the budget request with the Governor's office for three million to fund the John Pinto Grant film marker program that supports above-the-line Native Americans, Latina, Women, LGBTQ, and other groups of under-represented filmmakers. Amber also gives the update on NMFO hiring a new marketing director Dolores Martinez. Rebecca Puck Stair thanks Amber and the NMFO staff for all the hard work that NMFO is doing.

Education and Training Working Group- Chair Gollin turns over the meeting to Harris to get his thoughts and recommendations for the Education and Training Working Group. Harris starts the main priorities based on the feedback from the working group members: paid internships, transferrable skillsets (Boot Camps), equitable access, film grants, marketing, outreach, 7-12 education, safety training, and technology training. Harris states that those are the priorities of the Education and Training Working Group. Does Harris inquire if the suggestion of the Education and Training Working group is to guide the NMMA curriculum as it gets closer to opening? Paula Dal Santo states that she would like to see more skill-set boot camps before 2024 and the opening of NMMA. Amber goes over the module stages of the curriculum of NMMA and its role in teaching trade skills and other film locations. Amber does hope for this type of training to be offered before 2024. Paula Dal Santa mentions that we are missing a group who can enter this industry, knowing that not all trade skills and craft training will be

offered. Amber replies that this is the type of feedback that the director of the academy needs from the Film Council. When the Director of NMMA comes on board, a deep dive into craft analysis and craft-based classes will be offered. Harris brings up another major priority and is unsure if it falls under a previously mentioned priority. Harris suggests creating a website industry directory for the film industry. Jocelyn Jansons says the NMFO Industry Directory offers local New Mexico Crew to list them in this directory. Jocelyn mentioned that the directory needs to be improved by allowing a certain number of careers to be selected and the credits and other profile information to be updated regularly. Amber does agree that we need to update the NMFO Industry Directory by adding more guidelines to the directory and requesting annual updates. Jo Edna Boldin mentions having a student database for the students attending NMMA. Amber agrees that is a great idea.

James Gollin states that the drafts are due October 31st and is requesting a Film Council meeting to be scheduled for the week of the 14th of November and get the recommendations drafted and approved.

Sam Tischler suggests that education and training working groups can find a way to keep an eye on specific film labor jobs and what the demand is for those jobs in New Mexico. He suggests providing producers with a survey of what job position was most needed in their production and most challenging to fill as they finish their project here in New Mexico.

Sustainability Working Group Update- Chair Gollin turns the meeting to Rebecca Puck Stair. Rebecca states the goal is to incentivize the green transition in the film industry and build reliance on the New Mexico film industry to equip global warming issues better as they develop so there is minimal impact on the film industry as the show must go on. The second goal is to train the New Mexico crew in emerging green technologies and products that will co-exist in the nearing green film industry. As well as to assist our small travel business, rural business, and tribal business as well as to sweeten the deal to bring production to New Mexico. This sustainability incentive would make New Mexico the first to offer this type of incentive in the western hemisphere.

Rebecca presents the structure of the green incentive and recommends that the state provide financial incentives for expenditures made only to New Mexico entities that directly reduce film carbon emissions

1. Procuring renewable electricity or fuels, ed:
 - Renting solar panels or portable wind turbines to power equipment
 - Arranging PNM power drops to run sets off the grid

- Renting mobile hydrogen fuel cells to power
- 2. Renting clean power equipment in place of fossil-fuel generators can include:
 - Volt stacks of all sizes are charged from the grid or renewables on site.
 - Solar Light towers
- 3. Renting hybrid/electric/zero-emission vehicles instead of internal combustion vehicles
 - Personal cars
 - Gators/Atv
 - Production trucks and trailers
 - Picture cars
- 4. Installing charging infrastructure, either permanently or temporarily:
 - Ev charges at studios
 - Solar panels or wind turbines at stages, studios, offices
- 5. Purchasing carbon offsets
 - Capping abandoned oil\$ gas wells
 - Replanting forest burn scars
 - Capping landfills
 - Converting to regenerative ranching
- 6. Anything else approved by the NMFO and the Secretaries of economic development and the Environment.

These reimbursements should begin aggressively and then taper off as “no-carbon” technologies become regular and economical.

Proposed Level of reimbursement for all above list:

FY 2023- 2024: 75% of approved receipts reimbursed
FY 2025- 2026: 50% of approved receipts reimbursed
FY 2027- 2028: 25% of approved receipts reimbursed
FY 2029- 2030: 75%, and after that: 10% of approved receipts reimbursed

We also recommend that until 2030, any wages paid to production sustainability officers are reimbursed at 50%

This reimbursement should occur outside of (and therefore in addition to) the established film incentives, possibly using funds from the Inflation Act or other one-time grants/funds, and could be overseen by the EDD or the Environment departments.

Working Group Development to Distribution update- Marc Comstock states that this group needs an advisory council to have a list of people with experience in development to

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distribution that can help guide and add local knowledge to this working group and its recommendations. Marc states he has ten possible members of the advisory council. Stan Casio, Carlton Cruz, Aaron Estrada, Kortney Hailee, Bruce Makena, David Lad, Tiller Russel, Julias Tenen, Neil Wiener. Marc states they have a meeting set up soon to discuss this. James asks for comments from the rest of the film council group. Chair James Gollin asks do you have a sense of readopting the previous group's priorities or would be adopting new group proprieties. Marc replies that he thinks he will adopt new working group priorities from the advisory council's advice. Amber is also excited to hear what the advisory council will come up with.

Incentive Optimization Working Group- Sam Tischler states that he tweaked some of the priorities of the tax credit. One of the main goals is trying to simplify the process of receiving the tax credit, creating a 5% uplift to promote local above-the-line talent, script development to qualify for an uplift, offering a crew diverse ability uplift, more oversight on the pass-through process, tribal land expenses to be eligible for the tax credit, redefining rural tax credit boundaries for incentive, Post-production tax qualification, recommend stability clause, recommend a working hours safety uplift, recommend more Grant Programs local above the line workers, and recommend is a sustainability uplift.

Puck states that productions are having a hard time finding warehouse space, and it is affecting shows that are trying to take advantage of the film tax credit to leave for other states as there is no warehouse space for productions.

Chair Gollin opened the meeting to the public, but there were no public members.

Next Council Meeting – Chair Gollin said the next meeting would be in November 2022. There being no further business, Chair Gollin asked for a motion to adjourn. Chair Gollin moved to adjourn the meeting, and Harris seconded the motion. All were in favor, and the meeting was adjourned at 12:38.