

# MEETING MINUTES

## GOVERNOR'S COUNCIL ON FILM AND MEDIA INDUSTRIES MEETING

### Monday, November 27, 2023

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Call to Order – The Governor's Council on Film and Media Industries (GCFMI) quarterly meeting was held via Zoom video conference. Chair James Gollin called the meeting to order at 12:03 pm. The following Council members were present, constituting a quorum: James Gollin (Chair), Jo Edna Boldin, Ramona Emerson, Paula Dal Santo, James Lujan, Harris Smith, Rajeev Nirmalakhandan, and Liz Pecos.

Also present were Dale O'Malley, new president for Local 480, NMFO Senior Program Manager Rochelle Bussey, and Alex Greenberg, NM Economic Development Policy Advisor for the Office of the Governor.

Approval of the Agenda. It was moved and seconded to approve the agenda. The motion passed, and the agenda was approved.

The meeting began with James Gollin checking attendance and quorum, and introducing Alex Greenberg, the Economic Development Policy Advisor for the Office of the Governor, who will be working on certain critical sectors for economic growth, including film. The group approved the agenda and discussed the minutes of the previous meeting, deciding to use a summary format for future meetings. They also discussed draft recommendations, inviting further comments and edits, and emphasized the importance of incorporating feedback from all members. The group plans to have a more general discussion on the role of the Council going forward.

The participants discussed the importance of a marketing campaign to educate New Mexicans about the film academy and its opportunities, and the need to maintain a comprehensive program that keeps New Mexico competitive with other states. They also discussed the need to include tribes in the film industry and suggested renaming the Media Arts Collective to something that clearly explains what it is. The group agreed to approve the report with some minor changes, and James Gollin expressed his frustration with the unnecessary barriers faced by the Council in performing its duties and the lack of clarity on its role.

James Gollin led a discussion on the upcoming expiration of terms for several members and suggested that it may be a time for new people to come in or for everyone to be re-upped for another three-year term. Alex Greenberg offered to work with the council to ensure a strong strategic pathway forward and provided his email for members to reach out to him.

#### Action Items:

- James Gollin will revise and finalize the draft recommendations and send them to Rochelle Bussey, while council members will review the revised recommendations and provide any final feedback or suggestions.
- Rochelle Bussey will clean up the draft recommendations and format them properly.
- James Gollin will send the revised recommendations to all Council members for review and feedback.

- James Gollin will submit the final recommendations to the Governor's Office, the Department of Economic Development, and the Legislature by the deadline.

Key Questions:

- How can we ensure that the Media Arts Collective/Film Academy is effectively marketed and communicated to the public?
- How can we improve communication and collaboration with tribes and pueblos in the film industry?
- Should the Media Arts Collective/Film Academy consider changing its name to better reflect its purpose and goals?
- How can the Council have a more meaningful and influential role in shaping policies and legislation? Jim Gollin outlines the process for creating recommendations to be submitted by December 1st, including editing last year's recommendations and adding new topics such as the development of the NMMAC.

Jim Gollin asked if there was a motion to adjourn. Liz Pecos moved to adjourn and the motion was seconded. All were in favor and the meeting was adjourned at 1:28 pm

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