

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

Friday, July 8th, 2022, • 12:30 PM

Zoom Link:

<https://us06web.zoom.us/j/88385345127?pwd=bG0rVENjRSsvY0hwTEQ5TG05VTBpdz09>

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 12:30 pm. 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, Rajeev Nirmalakhandan, Liz Pecos, Jocelyn Jansons, Sam Tischler, James Lujan, Paula dal Santo, Rebecca Puck Stair. Also present: NMFO Staff: Rochelle Bussey, Joel Baca. 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. Rajeev Nirmalakhandan moved to approve the agenda and Harris seconded the motion. The motion passed, and the agenda was approved.

Approval of Minutes from April 15, 2022, meeting – Chair James Gollin asked if there were changes to the minutes. Two grammatical errors were suggested to be corrected. Jo Edna Boldin moved to approve the minutes and Sam Tischler seconded the motion. All were in favor, and the minutes were approved.

Chair James Gollin introduces Javier Martinez. Chair James Gollin briefs Javier Martinez on the mission of the film council and its relationship with the NMFO and the Governor's Office.

Javier Martinez introduces himself. He states that he is the representative from Albuquerque represents District 11, which is a lot of the downtown area and north valley. Javier says that these areas are a great hub related to this industry. Javier conveys how he has seen the film industry and how it impacted his community and small businesses. Javier stated when he came into the legislature in 2014 that, the film industry was very uncertain due to the previous Governors administration pushing back against as he recalls, it got to a point where the last governor got some concessions from the legislature and left the issue alone. Javier expresses the current role of Governor Lujan Grisham. The latter came in 2019 with a big plan to invest in this in the film industry and to reposition New Mexico as a leader after lost years under the previous administration.

Javier expressed being proud of being a yes vote on those bills and, since then, being supportive as a legislature, tax committee chair, and his new position as a majority floor leader. Javier states the film tax credit incentive and his colleagues very well regard the film industry. Javier expresses that with any incentive, we should vet them

regularly, if not every year, and look at ways to improve them. Javier remembers one of the criticisms a couple of years ago: the lack of infrastructure in other parts of the state. There is now an added incentive to film outside of Albuquerque to film in other communities. Javier expresses the positive economic impact this incentive has had on small communities around the state. Javier asks the film council to continue investing time and resources to provide the data to stand up against those challenging incentives like this. Javier states that showing data that shows temporary and permanent jobs and how this industry is helping us build a workforce pipeline for all ages.

Chairman Gollin opens the meeting to questions the film council might have for Javier. Rebecca Puck brings up the recent news of the state of Arizona coming out with a film tax credit incentive. Rebecca comments on one of the stipulations on the Arizona bill that they require you to be eligible for motivation time that you must post in Arizona. Rebecca expresses that New Mexico incitive is industry smart and wouldn't put in a provision like that, which shoots the whole thing in the foot. This is just one example that one line in legislation can make an enormous difference in the industry.

Marc Comstock expressed to Javier that NMFO did a tremendous economic impact study and had many data and wanted to know if Javier was familiar with that study and that it existed. Marc asks the question of Javier colleges that are on the fence about the incentives or are against the incentives. Would he recommend finding our legislators writing letters versus emails or calls because we all have stories that we can relay about how the impact has benefited us? Does the message need to be clear that it is a job creation program? Marc asks what tactics we need to do to help get the data and stories out there. Javier responded that it is essential to contact your elected officials to share the stories. The data and the reports one of the best ways is to spread that information through publishing through local news stations and social media platforms. We have to keep the public engaged. Rajeev Nirmalakhandan presents an idea about making a video of prompting the data and reports but also promoting stories of people in the communities and how they have been positively affected by the film industry in New Mexico.

Chair Gollin thanks Javier Martinez, and the film council follows suit in thanks.

Chair Gollin reports that Harris Smith was out due to knee replacement surgery and asks for an update on the education training working group report back to Gollin via email.

Chair Gollin open the meeting with Rochelle Bussey to give a New Mexico Film Office Update.

Rochelle Bussey states that Amber is out of the office and will give the update today. Things are progressing in the office. Rochelle says that the New Mexico Film Office is looking to hire a PR Marketing Firm and a new Marketing Press Person in the office here in the future. Rochelle states that she is looking forward to working with all the film council members to get the stories of all the local New Mexicans that have benefited from the New Mexico Film Industry. Rochelle states that there is going to be an interim legislative hearing that is coming up next week in Las Vegas, New Mexico. Amber will be giving an update. We see an average budget increase for FY22. One Hundred



MAIN: 505.476.5600
SOCIAL: @NMFilmOffice
WEB: NMFilm.com

and fifty-seven million is the top five production budgets, and the average for each project is sixty million. Rochelle also states that they are looking to do more PA training here in August, with some basic payroll accounting types of training as well. Rochelle also gave the update on the Stow Story Labs Inversive screenwriting program. Now they are doing an online intensive she states that the students are enthusiastic and helping to support one another, and attendance has been perfect. They will return to New Mexico in November to do the 3rd component to wrap it up. Can we create a pitching experience for Amber and the New Mexico Film Office to wrap everything up? Progress with NMGA is coming along. We still need to make an official announcement, but we plan to do it later this summer. Again the New Mexico Film Office has been focusing on rebranding and ramping up our marketing.

Chair Gollin opened the meeting with Sam Tischler with the incentive optimization group. He states that this group had a great discussion on May 22, 2022; a couple of things came out of it that they will refine and update the recommendations we had from last year. We will also add an additional five percent uplift for sustainability, which shows do with a carbon offset or using electric vehicles. The recommendations were to simplify the process overall for applying for the tax credit. Certain portions, such as the stage uplift and rural areas, are very burdensome. You have to qualify things on a per-user basis. We recommend you take the percentage of days shot on a qualifying facility or rural location and do a 5 percent uplift on a portion of days you did that work in those areas rather than going through and having to qualify every expense made while you were in those areas. Make it a lot easier for productions. We recommend creating a 5 percent uplift for using a local for above-the-line talent with the director's actors, etc. We recommend qualifying script development and making it contingent on a distribution deal. Another recommendation is to create and uplift diverse hires. Recommend more oversight on the pass-through process. Sam Tischler is saying that the film office should oversee. Another recommendation is to eliminate the tax credit that the spending on tribal lands doesn't qualify to make it eligible. We need to change the rule and uplift the 60-mile range from the city halls of Albuquerque. There is much confusion about post-tax credit. We did get some clarity on what it does. There is no residency for post-production. They will recommend that there be a clause that you can bring your editor, but you will also have to hire a local. There should be a stability clause if they change the tax credit rules; they cannot be retroactive. Another recommendation will be an additional 5 percent uplift if they maintain the shooting days with 10 hours or less for 90 percent of the schedule. The last recommendation was to create more grants for independent filmmakers in New Mexico. There is a lack of support for the development and postproduction processes. We need to find more ways to fund grants for our local New Mexico film industry.

Chair Gollin was open to questions Paula Del Santo asked if all these 5 percent avenues are stackable. Sam replied no, they are not stackable. These recommendations provide more avenues for production to meet the 35 percent max. Ken asks if we know if the incentives will open up in the next session. Gollin replies that if the election creates a status quo or similar governor, there is an appetite to do so.

Gollin opened the meeting to Marc Comstock and suggested changing the working group name from beyond production to Development.

JOSEPH M. MONTOYA BLDG.
1100 S Saint Francis Drive
1st Floor, Suite 1213
Santa Fe, New Mexico 87505

Mark asks for a motion to change the working group from Beyond Production to Development to Distribution. Edna Bolden seconds Chair Gollin asks for a discussion, and all are in favor. Marc expresses that some of what Sam Tischler states overlap some of his working group's perspective. For example, recruit architectural grads and start them as PAs in set design.

Chair Gollin opens the meeting with Rebecca Puck stair to introduce herself and discuss sustainability.

Rebecca Puck Stair - A former English teacher, diversity trainer, magazine editor, and barn hand, Rebecca Puck Stair has been a location scout & manager, and producer for over fifteen years. Notable projects include No Country For Old Men, 3:10 To Yuma, Terminator: Salvation, Independence Day: Resurgence, Jumanji Jungle Sequel, and The Harder They Fall. The current president of IATSE Local 480, she's also a member of NM Women In Film and served on the Executive Board of the Location Managers Guild International. In 2017 and 2018, she took a sabbatical from the biz to produce podcasts and conferences for the Franciscan monk Father Richard Rohr. When not filming, she rides horses and skis, runs triathlons, and does other questionable activities requiring helmets.

Rebecca states that one of the ideas is to create a 5 percent optional uplift will making a movie and admitting net low carbon emissions. This is much trust in the industry to go in this direction. The interest is there, and there can be an excellent market for New Mexico. There are two basic ways to lower carbon emissions. One is to reduce what carbon you offset by using electric cars or vault stacks instead of diesel generators and using led lights versus halogen. The other way is an offset which would be paying someone else to suck a certain amount of carbon out of the environment.

Chair Gollin states that Rebecca has created a PowerPoint that further explores this sustainability and is available if anyone is interested.

Chair Gollin moves the meeting to Ken Fisher's motion to create a Sustainability working group. Jo Edna seconds the motion Chair Gollin open for discussion all are in favor.

Chair Gollin states it would be good to wait for the leader of this group to get out of the hospital before getting the update on training and education.

The chair opens the meeting to new business. Rebecca introduces the IATSE Expo to the film member councils and invites them.

Chair Gollin opens the meeting to Liz Pecos. Liz states that she is now working out of the New York Office and transitioning. Liz says that New York passed legislation to have a diverse uplift. She also states that Covid safety protocols will continue as new variants come forward.



MAIN: 505.476.5600
SOCIAL: @NMFilmOffice
WEB: NMFilm.com

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

Next Council Meeting – Chair James Gollin said the next meeting would be in September 2022. There being no further business, James Gollin asked for a motion to adjourn. Chair Gollin moved to adjourn the meeting, and Sam Tischler seconded the motion. All were in favor, and the meeting was adjourned at 2:00 pm.

JOSEPH M. MONTOYA BLDG.
1100 S Saint Francis Drive
1st Floor, Suite 1213
Santa Fe, New Mexico 87505