

MINUTES

GOVERNOR'S FILM COUNCIL

Thursday, March 13, 2025 • 1:00 PM – 3:00 PM

Meeting Location & Access Information: [NM Department of Tourism](#) - 2nd Floor
Conference Room - [491 Old Santa Fe Trail, Santa Fe, NM 87501](#)

1:09 PM – Call to Order. Chairperson James Gollin called the meeting to order at 1:09 PM and welcomed attendees. Roll call was conducted.

The following Council members were present, constituting a quorum: James Gollin (Chair), Jo Edna Boldin, Ramona Emerson, Paula Dal Santo, James Lujan, Marj Ergas, Keagan Karnes, Milton Riess, Jennifer Schwalenberg and Liz Pecos (via Zoom).

Guests in attendance included Nani Rivera, Gay Dillingham, Mark Steinig, Robert Dennis, RJ, and David Lindblom.

Chairperson Gollin announced plans for future in-person meetings, including a potential gathering in Albuquerque. He noted that the Council is required to submit recommendations to the Governor by December 1, 2025, and that drafts should be prepared by November.

Chairperson Gollin provided an overview of working groups, which may include non-Council members and serve as forums for informal discussion and research.

1:11 PM – Approval of the Agenda. Chairperson Gollin called for a motion to approve the agenda.

- **Motion:** Jo Edna Boldin
- **Second:** Ramona Emerson
- **Vote:** Motion carried unanimously. Agenda approved.

1:17 PM – Council Members introduced themselves. Chairperson Gollin emphasized collaboration and the Council's advisory role. He acknowledged past inactivity and challenges presented by the COVID-19 pandemic. Member bios are available via the provided link [bios of Council Members](#).

1:50 PM – Update from the New Mexico Film Office. Director Steve Graham introduced himself and shared his professional background in the film industry, including roles in Los Angeles and his return to New Mexico in 2018.

Director Graham outlined three strategic priorities for the Film Office:

1. Marketing New Mexico as a film destination.
2. Administering the state's film incentive program.
3. Developing workforce training initiatives.

He emphasized collaboration with studios, streamlining administrative processes, and alignment with educational institutions and nonprofits. He also acknowledged the support of Secretary Rob Black and Governor Michelle Lujan Grisham.

2:07 PM – Update from the New Mexico Media Arts Collaborative (NMMAC). Executive Director Mateo Frazier provided an update on statewide training initiatives and inter-institutional collaboration on industry-aligned competencies.

He noted two capital projects:

- A 20,000 sq. ft. soundstage in Las Cruces
- A state-of-the-art media facility in Albuquerque

These facilities will support reskilling and upskilling, with Las Cruces focused on crew training and Albuquerque on advanced programs. He also discussed pilot programs in safety training and outreach, and announced the revival of the Governor's Cup film competition.

2:32 PM – Working Groups discussion. The Council discussed and approved the formation of the following working groups:

- Incentive Optimization – Legislative
- Incentive Optimization – Process & Regulatory
- Commercials and Small Productions
- Workforce Development – Education (ATL)
- Workforce Development – Training (BTL)
- Native Filmmaking Support
- Film Finance
- Postproduction/Video Games

Discussion emphasized support for above-the-line talent, tribal land access considerations, and maintaining New Mexico's competitiveness beyond incentives.

Chairperson Gollin will follow up with members regarding group assignments, with flexibility to adjust at future meetings. The Council also discussed the option to submit recommendations prior to the December 1 deadline to accommodate legislative timelines.

3:37 PM – Public comment was invited. Attendees expressed support for the working groups and interest in participating.

3:43 PM - Chairperson James Gollin called for a motion to adjourn.

- **Motion:** Paula Dal Santo
- **Second:** Jennifer Schwalenberg
- **Vote:** Motion carried unanimously. Meeting adjourned at 3:43 PM.

Disclaimer: These meeting minutes were generated with the assistance of artificial intelligence (AI) to enhance efficiency and documentation accuracy. The content has been reviewed, edited, and approved by the New Mexico Film Office to ensure it reflects an accurate and official record of the proceedings.