



Minutes

GOVERNOR'S COUNCIL ON FILM AND MEDIA INDUSTRIES MEETING

Wednesday October 21, 2020 • 1:00 PM

Video/conference call-in/ www.zoom.com Meeting ID: 980 3983 4884, Passcode: 140887

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Call to Order – Chair James Gollin The quarterly meeting of the Governor’s Council on Film and Media Industries (GCFMI) was held via Zoom video-conference. The meeting convened at 1:02 PM with a quorum of members present.

Members in attendance: James Gollin (Chair)
Talia Kosh
Jo Edna Boldin
Ramona Emerson
Ken Fischer
Lance Maurer
Rajeev Nirmalakhandan
Liz Pecos
Luke Renner
Sam Tischler

NMFO Staff: Rochelle Bussey (NMFO)
Amber Dodson (NMFO) (Arrived late)
Joann Wylie (NMFO)

Call to Order – Chair James Gollin called the meeting to order. Joann Wylie called the roll and all Council members were present, consisting of a quorum.

Approval of Agenda – Chair James Gollin proposed moving the update from NM Film office to later in the meeting (before New Business) He also asked that the next meeting be discussed during the Steps Towards Drafting 2020 Recommendations. Sam Tischler moved to approve the Agenda as suggested and Ken Fischer seconded the motion. The revised agenda was approved unanimously.

Approval of Minutes – There were no suggested changes to the draft minutes of the August 27, 2020 meeting. Jo Edna Boldin moved to approve the minutes and Sam Tischler seconded the motion. The minutes were adopted unanimously.

Updates from working groups– Chair James Gollin said that the updates are to help the Council figure out how to get completed and approved recommendations to vote on. He noted that the Council will need to vote to approve the

final submittal to the Governor. He said one question that comes up is how aggressive the recommendations should be. The session is a sixty-day session and he anticipates many pro-film legislators, depending on the election. He said the Council might be remiss if they don't make real recommendations to move the film industry forward in New Mexico. He wanted to talk about the draft recommendations and how far the Council thinks they should go.

Education and training: –Education and Training. Liz Pecos reported that the working group hasn't convened since the last meeting because of busy schedules. They have ten goals which they will be proposing for recommendations. They will identify them as short and long term. She added that some of these are carryover goals from the previous Council. Some elements include marketing strategy and internships. There were a lot of discussion about the incentives, particularly with respect to the diversity training programs in other states. If those items are needed in the statute, the Incentives group and the Education and Training group need to coordinate. Jim Gollin noted that unlike the other working groups, there has been a lot done in this area in the prior Council. He said he is looking forward to seeing the ten goals.

Incentive optimization – Sam Tischler said that the group had met five times since the last Council meeting. They talked about redefining the rural uplift, pass-thru companies, growing ABL talent, diversity and more. They met with lots of people to get a read on what they think the Council should be pushing for. They discussed an ATL program with Dave Graham and talked to others about the rural uplift. They also talked about diversity with Illinois and Chicago film. Illinois and Chicago have a very aggressive program. They talked about training, path to union membership and how they recruit the underserved. They met with Dominic from the Governor's office and Secretary Keyes to talk short and long-term strategies. They believe they need to see how the election goes to see how hard to push or if the focus needs to be to hold on to what is currently in the statute. The group also met with a producer from Vancouver who moved to New Mexico. The producer ran a production company in Vancouver during their big boom and he knows what they did to succeed. Their final meeting was with Moe Maestas and others to get a reading on the: strategy and political temperature in New Mexico. The group is still working on it, and receiving lots of input re: good, timely and effective recommendations. Jim Gollin thanked Sam Tischler and observed that it is great to see how many people are offering their time and expertise.

Business development – Lance Maurer said the working group had met a few times since last meeting and divided into subgroups. They also got volunteers as well. They collected the best ideas on developing new business and chose the top three categories. Collected best ideas on what to address to develop new business and chose the top three categories. These are changes in the Incentives as they relate to post, VFX and gaming, big data and software, and then what does New Mexico lose if it doesn't make these changes? The group asked the sub-groups to find out why businesses left NM. Was it the culture? Infrastructure? It isn't to focus on the negative but in order to grow business, they need to understand it. The group wants to focus on new ideas. They don't want to change the current tax incentive as it relates to production. He noted that e-commerce, big data and software cross-pollinate into other sectors. They affect healthcare, oil and gas, etc. One of the sub-groups has finished its data, one has finished its survey and the third group has lots of information. He anticipates that they will have all the data collected and will roll it up into a legible format for the stakeholders and potential stakeholders. He wants to present it in short, medium, and long-term timelines. He wants it to be easy to review. He anticipates it will be available mid-November. Jim Gollin said that is great there is a lots of good work there.

Jim Gollin asked the Council members if they would like to add something or ask a question. add to a point or ask a question. Ken Fischer said that they made follow-up calls to the surveys on post-production. There is a huge need for fast, reliable, and inexpensive internet. New Mexico needs to be able to serve that. Secondly, they spoke to a post-production executive about the incentives needed for encouraging post-production beyond what there is now. Luke Renner asked if they had any idea as to how much is needed. No specific amount was provided, but apparently Vancouver is the gold standard. If people were to do post here, executives thought

expenses for editors would be expensive and they would have to make up the difference with incentives. Sam Tischler noted that the need for big pipeline data is across the board. He said a whole peripheral economic boom could come out of it. He said that there are a few big pipelines he thought were created under Richardson and he thought that Las Vegas and Sandia Labs have access to a big pipeline. Luke Renner said the thought UNM also had a 10 Gig pipeline. There was general agreement that it is needed to move the state forward economically. Jim Gollin agreed. He noted that the issues about internet connectivity and speed goes well beyond film and media. It is not a simple fix and it is not cheap and a lot beyond the industry. He thought it was important to highlight how important it is to the industry. Lance Maurer added that the pipeline issue will impact the production side shortly if it hasn't already. The productions are filming directly to the cloud. They will need fast, easy to access to the internet for everyone. It is very important.

Steps Towards Drafting 2020 Recommendations – Chair James Gollin stated that the Statutory Requirement for the Council is to provide a set of recommendations to the Governor on December 1, 2020. Previous reports have pretty straightforward structure and format. Some are quite short, and on the average are about six to eight pages long. Some have graphics, some do not. He imagines that brevity is important. He noted that Lance Maurer had mentioned a 10-15-page pdf for his working group. Jim Gollin suggested a shorter set of recommendations and then provide supplemental material for those that need additional information. He would like to have another meeting once the document is almost ready. It will be a last chance to make a change, wordsmith the document, clarify, and vote on it. He asked how the Council will get from here to there? Jim Gollin noted that his general sense is that most working groups have a good sense of what they will recommend already. They need to work on the details, put them in order, be aware that the election is coming up and be prepared to change approach if a lot of people are elected who are hostile to film and perhaps be more ambitious if friends of film are elected. But the report can't wait too long. He suggested that in three weeks (November 11, 2020) each working group put forward their draft recommendations in a pretty good draft format. That will give two weeks to pull those three sub-pieces together into one document, present it to the Council for amendment or approval. Sam Tischler thought that made sense. He asked if after all the subcommittees have submitted preliminary recommendations should the chairs and co-chairs meet to create a preliminary draft between Nov 11 and the last meeting to present for a final vote. Luke Renner asked if it would be possible to collect all the information from the subcommittee meetings and put it in Google Docs so Council members could see how things correlate. Sam Tischler said their group took no formal minutes, they do have notes. Jim Gollin asked how the process of creating the document in the past worked. Talia Kosh said that people submitted subcommittee reports to the chair and there was less potential for overlap. Ultimately, the Council needs to see the advance document with enough time to review it. Jim Gollin said his instinct is maximal sharing, but there are rolling quorum concerns. When he receives the drafts then he thinks they can be sent out to all Councilors in draft form. The Councilors will then communicate with the Chair. He asked if November 11, 2020 for a submission date was sufficient? Sam Tischler, Liz Pecos and Lance Maurer all agreed that date would be appropriate. Jim will take the drafts and talk to the working group chairs. He wants the recommendation to be collective. Rochelle Bussey will see if it is possible to vote via email. But if not, they will have a meeting on Friday, November 20th at 1 pm to review and approve the recommendation document. At that time the Council can see if there are other things they can do to support film. Then maybe see if there are other things can do to be helpful.

Online Survey – Jim Gollin said that the working groups have used small surveys to get data and information and there has been discussion of a wider survey that might go out to stakeholders. He thought that perhaps the Council could collaborate with the film office. It seems like something to consider after the Council approves the report. He thought maybe they could do a survey before the legislature meets.

Update from the NM Film Office – Amber Dodson, NM Film Office Director – Amber Dodson said that the major update is that NMFO is now processing film incentive registrations. The office has been busy with lots of meetings with productions, the pipeline is growing, the film office is sending out lots of location packages to productions ranging from commercials to series and features. Two productions have been announced, The Harder They Fall and Them are filming and more are to be announced soon. All the productions are being really diligent about what they

are doing. They must adhere to the Covid Safe Practices. The NMFO is actively monitoring productions. NMFO requires that productions submit daily test data reports. All productions know they must operate in accordance with the Governor's and the Public Health Order. The productions have been diligent. The number of tests reports are in the 1000s since late September. Film is doing a great job due to the stringent protocols and standards for safety. NMFO posted a new Back2One document. Please check it out as this is the catchall for COVID Safe Practices, Industry Joint Labor Agreements and Resources. There is an updated link to the Return to Work document agreed upon by a unions and union productions must adhere to those protocols. Tomorrow the film office is introducing a virtual event: The NM Film Scene. It will be a zoom meeting, live-streamed on Facebook and then posted on You Tube. The NMFO will answer pre-submitted questions. She asked that people reach out to NMFO if they have topics they'd like to see discussed in the future. It will also help put some faces to names. Tomorrow the event will focus on industry leaders. For future events, NMFO wants to spotlight different areas of NM, different Liaisons, resources, industry positions, production support businesses, etc. As the series is virtual it can reach other markets. NMFO will see what the response is, but hopes to present them at least quarterly. NMFO will also be presenting some training and workshops soon, look for more information in early November. Jim Gollin asked what the best way was to have NMFO weigh in on the recommendations to the Governor. He would like to have input from NMFO and Secretary Keyes to see if there is a consensus.

New Business - None

Public Comment (3 min. per person) – Evelyn Dow with CNM said she appreciated the opportunity to listen in. Alton Walpole said he enjoyed listening to discussion. He noted that there was about 16 minutes about content and 65 minutes regarding dates and schedules. Jim Gollin noted the working groups have been meeting and working hours on content so this meeting was indeed more process oriented. Lucky Duran with CNM Ingenuity said that they are very excited to be part of the reawakening here and ready to do business.

Next Council Meeting – Chair James Gollin address above. November 20, 2020 at 1:00 pm

Adjourn – Sam Tischler moved to adjourn, Liz Pecos seconded the motion. All were in favor. The meeting was adjourned at 2:17 pm