



Minutes

GOVERNOR'S COUNCIL ON FILM AND MEDIA INDUSTRIES MEETING

Thursday, March 25, 2021 • 4:00 PM

Video/conference call-in/ www.zoom.com

: <https://zoom.us/j/96162944737?pwd=NmtiS2diYzUrdjFVejRUYkx0OGFvZz09>

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 4:04 pm. Joann Wylie called the roll and all Council members were present, constituting a quorum.

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

NMEDD/NMFO Staff: Cabinet Secretary Alicia J. Keyes (NMEDD)
Amber Dodson (NMFO) (Arrived late)
Rochelle Bussey (NMFO)
Carrie Wells (NMFO)
Morgan Tolen (NMFO)
Joann Wylie (NMFO)

There were members of the public present.

Approval of Agenda – Chair James Gollin asked if there were changes to the agenda. There being none, Liz Pecos moved to approve the agenda and Luke Renner seconded the motion. The agenda was approved.

Approval of Minutes from November 20, 2020 – minutes will be approved at the next quarterly meeting.

Director Amber Dodson, New Mexico Film Office. Ms. Dodson provided general updates. She noted that the session was uneventful for film and there was a great collaboration with interested parties relating to a few proposed bills. The department did propose filmmaker programs that did not pass the office plans to propose more like that in the future. Film and Media day was hugely successful. Despite being

shut down for the first quarter of FY 21, Film is having an incredible FY 21. The intimacy coordinator training project is ongoing, and the film office is working on a new program to scale up production accounting personnel and transfer people into the film industry. At the end of the soon to be released course, participants are guaranteed an interview with Netflix. The NBCUniversal shadowing program, which was delayed last spring, will have an announcement soon. The NMFO is seeing an increase in interest in post-production, and she thinks that area is starting to bubble up. She is hearing from people in LA who are interested in relocating to NM. Overall, there is a lot of good news and exciting growth. Chair Gollin noted that it was both bad and good news that the Legislative session was uneventful for film.

Cabinet Secretary Alicia J. Keyes, New Mexico Economic Development Department. Chair Gollin thanked the Secretary for attending the meeting. The Secretary recognized each of the council members by name and thanked them for serving on the council. She noted that it can be hard to do and sometimes they may feel as if they are not being heard. She assured the council that the current administration is listening to the Council and to the Film Office. The Governor is listening to the Council and the Film Office to set the tone and strategy for the next five years. The administration wants a proactive approach. We have two film partners already and are working to sign a third. There is a need to define a strategy for film in NM, particularly with record \$547 million in spending this year. Chair Gollin, Amber Dodson and the Secretary sat down and put some priorities together that the Governor would like to see the council work on. It has been busy for all the staff. Quite a few people are looking at building stages. At the beginning of Covid, NMFO started recording the numbers of covid positives. Film productions have done a fabulous job. Since September, when filming restarted, film productions have had a 0.19% positivity rate. It is the only industry that is that low. The Governor was thrilled when she heard.

She said that the annual reports are a laborious task, and the council does not always know who is reading it. She said that the 2020 report identified incredibly important priorities and she wanted to touch on a few. Although there was no substantial film legislation this year, she would like to see some next year. She asked that the Incentive Working Group have a comprehensive recommendation to take to the Governor by September 2021. She then discussed the issues of Pass-Throughs. She noted that it can stop people from building in NM and noted that we need to figure out how to solve it. The Rural uplift needs to be looked at. She asked if the 60-mile from the county line limit needs to be re-examined. As for Diversity, she asked what it means for a minority majority state? How can we gather data and incentivize diversity? What data should be gathered? Is it legal?

As for Business Development, she loves the idea. Broadband is much needed; it is estimated to cost \$2-5 billion. Education and training noted that we have 22 universities/institutions that teach film, tv and media and no idea what they are teaching or the quality of the courses. How can we generate data and make evaluations about these programs? Are the courses offered the courses people need to work in film? We have money, the question is how do we start allocating it so that institutions that are passionate about are getting the money? We need to have enough trained crew. We need to offer training to people. That is probably the biggest priority. Training includes putting classes together and we do not know how it works with institutions. The money needs to be properly spent. The articulation issue needs to be resolved. We need a strategy to take to the Governor. The Secretary has already reached out to Head of Higher Education and talked about an evaluation process for the institutions. There is a need to get more people trained and qualified in the industry.

The report proposed a database. The Secretary said the question is how to find the money for it? We need to find a way for students to get into the industry. The Council is a great group of people who represent a large swath of the industry. They are well situated to generate ideas to build the ecosystem.

The Chair thanked the Secretary for her summary and asked if there were any questions for the Secretary. Ken Fischer asked about the incentive and how it applies to post-production in the state. He wondered if the incentive only applied to the part filmed in NM. It applies to all post-production in the state. There is no requirement to film in NM. Ramona Emerson asked what happened to the Pinto Memorial Fund. It did not pass. The Secretary noted it was very disappointing. She urged all to keep pushing for it. She said we need to create the best mechanism to get native filmmakers making movies and telling stories. NM are story tellers. They can write when have other jobs. Unfortunately, we don't offer assistance to writers on how to pitch, story structure. We need to bring people in to teach a seminar for people, including the process of how to get in front of a studio executive. Ramona Emerson said that there are programs that are training students to write. They need that next step as to how to make a career; how to bridge the gap to the studios for the people who are writing here now. The Secretary noted that in terms of crew, Liz Pecos has been instrumental in forming training, and IATSE now can recognize days of training to reduce the number of days to become a member of IATSE and to get crew members on IATSE films. Liz Pecos said that she thought Pinto had been folded into HB2. In developing training, IATSE must work closely with film office about what is available to New Mexicans and collaborate with institutions about what is available. IATSE has approved days that give you a shortened path to membership. There is other training offered once you are in the IATSE system. IATSE is working with employers to verify days towards membership. IATSE would like to get people trained and figure out ways to approve days towards membership.

Jo Edna Boldin said that she had just read that Bill DeBlasio had set up vaccination sites for Broadway actors and workers, if NM is to be sold as safest place to shoot, is there a way to vaccinate film workers at the studios? The Secretary said that right now, unless you are working in an environment that puts you at higher risk for getting the virus, the DOH is not having any industry specific vaccine clinics. Everyone is asked to get vaccinated in order of the established protocols. The Secretary is willing to call Dr. Scrase and ask.

Chair Gollin said that as the working groups move forward and interact with other stakeholders, he wondered how the business development group might interact with the newly created entity for broadband expansion. Where is the entity located and how can the Council interact with that entity? The Secretary said she did not really know enough about the new entity yet. Right now, broadband seems to be under the Department of Information Technology (DoIT). The Council should come up with legislation to address the needs. The Secretary mentioned that she remembered the LambdaRail initiative, but that she did not know what had ever happened with it. There is a company (Sceye) who will be manufacturing airships in NM. These airships may provide improved access to broadband technology. One question that needs to be answered is whether the broadband needed for schools is the same as that needed for the film industry?

Chair Gollin said he is pleased to hear that the Secretary Rodriguez is interested in working with the Council to evaluate what is offered and what is not, as well as what is needed. We want to fill all the jobs that film productions are bringing to NM. It is a complex job. Secretary Keyes said that she thought the Education Working group would know best how to interact with Secretary Rodriguez. She suggested bringing Secretary Rodriguez the group's knowledge of what is going on in the field, explaining what they see, what the industry needs, and provide as much information as possible, and have a specific ask identified. Quality Control and articulation are specific problems that she can help with. The initial meeting is at the end of April so not much time. It would be good to bring as much information as possible and have identified issues. E.g., articulation, quality control, etc.

We also need to find out what the high schools are offering. Luke Renner said that one proposal was to have something like the FCAP for post-production. Secretary says that is a great idea. She added that it all comes down to the financials. The legislative group will work with one of the economists so can see what the estimated cost for the proposed legislation would be. If we say we can create a post-production eco-system here and add it to FCAP at this cost, that provides information. Luke Renner said that it would be good to look at alignment with IATSE training in addition to the alignment issues so that everyone is in alignment with industry. Rajeev Nirmalakhandan asked what it is that the Governor's office needs to know? The Film Office is not aware of what is being taught. We need to know how to plug each institution into the training moneys we have now. NMFO needs to understand how to get each institution into the training money we have now and plug those students into the studio partners. We need a way to get great students to the Studios. Luke Renner said that program review processes might be helpful that all the programs have gone through. The data include data about their students, successes, and internship information. The Secretary thought that at one time there was a roadmap, but she does not know what happened to it. Luke Renner will provide what information he has. The Secretary left the meeting.

Film Council Focus for 2021 – Chair Gollin observed that the Council's work last calendar year was good work. They created three working groups with crosscutting themes of covid recovery and diversity. His instinct is we do not need to reinvent the wheel, the groups are relevant, and their recommendations are relevant. He proposed keeping the three groups, with roughly the same membership. Council members are welcome to shift as appropriate. How do the rest of the members feel about that approach? Lance Maurer said that there are so many opportunities for improvement on the business development side of things that focusing is a challenge. They do not want to mess with what works but need to focus on what needs change and improvement. The Business Development group cast a broad net last year. Post-production is a missing puzzle piece. It starts on set. He suggested that the Business Development working group focus on Post-Production. He emphasized that if we want to encourage kids to take technological courses, we need to focus on post. We know the big problems. He said they need to find out the numbers. What will it take to bring more people here to do post-production? The experts can do jobs in post at home. We need to feed that. Chair Gollin agreed that the group should focus on what they can do today. He asked if Ken Fischer and Sam Tischler were ready to continue working in that group. Both are. Chair Gollin suggested that the working group have a meeting to focus on the details of their aim and invite others as appropriate to join that meeting. He noted that he would need a motion to change the name formally, but that he thought they could see if a motion was necessary and request one next time if so. It is a good direction, and they can focus in on something that is deeply needed. Liz Pecos is the chair for education and training. She said that it sounds as if there are things to work on and some impetus to evaluate areas for expansion, changes, etc. Chair Gollin suggested that he did not need to be a co-chair for the Incentive Working Group and that Sam Tischler act as the sole chair for the Incentive working group. Chair Gollin noted that in terms of this legislative session, the main goal was to make sure nothing bad happened. It sounds like there is energy for proactive plans. The group will be heavily involved in proactive planning.

New Business – Liz Pecos said that with respect to diversity, if we want a more targeted focus on the diversity issue, there needs to be a little more guidance within the groups. How can the incentive be leveraged to support diversity in hiring? Is there a way to have influence in the films in New Mexico? Should Education and Training focus on diversity training or should that be a new focus group? Chair Gollin noted that diversity does affect everything, but it also can be in all the other groups. The Legislature was asked for a FTE in the Film office to work on education and outreach. It is hard to know where we are as a baseline when data cannot be collected. Amber Dodson said that obtaining a baseline is certainly something NMFO has been trying to tackle and figure out. There are legal obstacles to asking for the information or even capturing it. NMFO was able to get some information but was sworn to

secrecy. There are a lot of hurdles to tracking diversity metrics and she is continuing to see if any way around for NMFO to capture data. In terms of utilizing workforce development funds, leveraging educational institutions, rolling out training programs in collaboration with our film partners, including a soon to be third partner which is very much interested in diversity, and making an impact, targeting groups, even if the NMFO cannot capture the data, they can work off national metrics and we know there is a need. Let us put our money towards training programs, towards underrepresented groups. Having the third party, it makes it easier to do that. NMFO can only give preferences to NM residents and veterans. Liz Pecos clarified that in the interest of the initiatives, it is not to track data. She wants to see a shift in culture and content in the productions and inclusive hiring practices. How is NM a part of it? First in training, growth in the union and crew base and second in hiring practices. They need to educate and train and be inclusive. There are some crew databases that are not exclusive but provide opportunities for individuals to be given the same opportunities as anyone else. These databases provide a voluntary option to list diversity. A lot of the databases are not exclusive, but opportunities for all individuals. This is about find a way to create opportunities for NM and level the playing field. Chair Gollin thanked her for her information.

Public Comment (3 min. per person) - Ken Fischer and Rajeev Nirmalakhandan asked Rosey Hayatt to speak about a youth media project cultivating digital leaders which he is involved in. True Kids 1 is a nonprofit media organization-based om Taos. Their mission is to promote digital citizenship and open career paths for youth by providing them with media skills, tools, and opportunities. They are working on a project with the Indian Education division of the Public Education Department and working with a space program for kids and instructors from UNM and NMSU. The idea is to work with students from multiple tribal communities in New Mexico. The students are creating a science project for the international space station through a program for students to create these projects. The film side is to create a documentary of the process. The idea is to have a native filmmaker collect the stories for each of the kids and maybe have an overall company for larger pieces. The instructors are open to year-long course. They think there are tremendously exciting stories to be unpacked.

Comments from Chat:

1. Rosey Hayett - True Kids 1 - rosey@truekids1.org
2. Monica Fischetti Palmieri Williams: I am an editor here in New Mexico and I am interested to know more how we can promote more hiring editors from New Mexico if this companies are coming to do post here. Also, I wish that would be easier navigate the NM Film Office, for companies that want to do post here to figure out the tax breaks. Also, there are many professional here that can do seminars for students in any aspects of production and post. I have already a group of people available to donate their time.
3. Comment from Lance Maurer: I think we can keep it "Business Development" but just shift the focus to production/postproduction technology gaps here and understanding how the current laws align with actual process in the industry.

Next Council Meeting is tentatively scheduled for June 2021.

Chair Gollin asked for a Motion to adjourn. Ramona Emerson moved to adjourn, and Liz Pecos seconded the motion. All were in favor and the meeting was adjourned at 5:31.