

MINUTES of the Governor's Council on Film and Media Industries Meeting
Monday, February 10, 2014
PERA Building – Apodaca Hall, 2nd Floor
1120 Paseo de Peralta, Santa Fe, NM 87501
2:00 pm

Call to order: The quarterly meeting of the Governor's Council on Film and Media Industries (GCFMI) was held in Santa Fe, NM on Monday, February 10, 2014. The Council meeting convened at 2:16 pm and at 3:28 pm the Council had a quorum.

Members in attendance (in alphabetical order): Chris Eyre
Teri Farley
Alicia Keyes Touche, Chairperson
Talia Kosh
Ann Lerner
Rajeev Nirmalakhandan via Skype

Members not in attendance: Rick Clemente
Greg Hewett
Steve Rooney
Kara Sachs

Guests: Nick Maniatis, Director of the NM Film Office
Stuart Halperin, Emerging Media Contractor for the NM Film Office

Approval of Agenda – 2:16 pm

Chairperson Alicia Keyes Touche asked members to review the agenda and asked that agenda item #5 move up to agenda item #4 for discussion. Chairperson Alicia Keyes Touche asked for a motion to approve the adjusted agenda. A motion was made by Council Member Ann Lerner and seconded by Council Member Teri Farley. Motion carried.

Approval of Minutes – 2:16 pm

Chairperson Alicia Keyes Touche asked for a motion to approve the November 21, 2013 meeting minutes. A motion was made by Council Member Chris Eyre and seconded by Council Member Ann Lerner. Motion carried.

Update from Sub-Committees – 2:18 pm

Chairperson Alicia Keyes Touche was notified by Council Member Kara Sachs that she is not able to fulfill her duties as Chair for the Outreach sub-committee. Chairperson Alicia Keyes Touche noted that Council Member Talia Kosh volunteered to serve as Chair of the Outreach sub-committee. Chairperson Alicia Keyes Touche asked for a motion to approve Council Member Talia Kosh as Chair of the Outreach sub-committee. A motion was made by Council Member Ann Lerner and seconded by Council Member Chris Eyre. Motion carried.

STARS update – Council Member Raj Nirmalakhandan and Council Member Talia Kosh: The subcommittee needs to meet with NMFO to discuss what elements work and are not being duplicated by the NMFO.

- Vendors: In order to not duplicate the NMFO on-line industry directory, Director Nick Maniatis suggested adding the STARS "logo" to the vendor listings who are open to working with student films.
- Locations: NMFO will talk to Real Time Solutions regarding adding 30 second/video/you tube clips to showcase the locations.

- Actors Database: The Council will revisit this discussion as to possibly listing NM casting directors or regional SAG information.

Chairperson Alicia Keyes Touche asked that the Outreach sub-committee be prepared to report on what has been accomplished and achieved with STARS for the next quarterly meeting.

Emerging Media Sub-Committee update – Council Member Teri Farley: The sub-committee talked about a proposal heading through NM legislation that would allow students taking computer coding classes count that as a language credit. This would be a great segue for the NMFO's Emerging Media proposal of an Emerging Media Business Accelerator. Students coming out of NM schools would already have some of the skills necessary to go through the Accelerator and create games, apps, and other digital media that is in high demand and is a fast growing segment of the film and media industry.

Sub-Committee Chairperson Teri Farley was also asked to work closely with Stuart Halperin, NMFO's Emerging Media Director, to create a data base of current K-12 and higher educational options in this state that offer classes in emerging media.

New Mexico Film Office (NMFO) update: Nick Maniatis, Director – 2:36 pm

Productions currently filming in NM include: GOOD KILL will be shooting at at I-25 Studios and Twentieth Century Fox Television Pilot HEIROGLYPH TO shoot in NM in March. The NM Film Office will have a few more announcements in the future. The state of the film and television industry is doing well – we are going to be very busy in March. The Director traveled to Utah to participate in a Variety Production Incentives webinar panel. Panelists included: Lindsey Ashley, Texas Film Commission, Chad Burris, Producer of NM film "Drunktown's Finest", Jonathan Duffy, Producer of "Hellion"; Keith Kjarval, Producer of "Rudderless", William H. Macy, Writer/Director of "Rudderless"; Nick Maniatis, Director of the NMFO; Chris Ohlson, Producer of "Kumiko, the Treasure Hunter"; Andrew Peterson, Executive Director of IFP Minnesota; Fred Siegel, Owner of Fred Siegel, C.P.A.; Jill Simpson, Director of Oklahoma Film and Music Office and Kelly William Producer of "Hellion". The Director also attended the premiere of "Drunktown's Finest".

The NMFO, Albuquerque Film Liaison, Santa Fe Film Liaison and the Otero County Film Liaison will be attending the 2014 Association of Film Commissioners International (AFCI) Location Trade Show in Los Angeles, CA. The AFCI Location Trade show is an opportunity for NMFO, per its mission, to advertise and market New Mexico's refundable film production tax credit to studio executives, independent production companies, and production vendors as part of its recruitment efforts. The NMFO has attended the AFCI Location Trade Show for more than 10 years and it is an opportunity to attract production, post-production and digital media companies to New Mexico for economic growth and job creation.

2014 Legislative Session update: HB346 introduced by Representative Tom Taylor establishes a digital media accelerator program within the Economic Development Department (EDD) to be administered by the department's film division. The goal of the program is to produce a trained workforce and jobs in the digital media industry, and the program shall provide technical assistance, consulting, access to business resources, mentoring, business training, marketing assistance, and networking opportunities to digital media small businesses.

The bill also creates the digital media accelerator revolving fund, consisting of payments from digital media accelerator clients, appropriations, gifts, grants, donations, bequests, income from investment of the fund, and money otherwise accruing to the fund. Money in the fund shall not revert to any other fund at the end of a fiscal year and is appropriated to EDD to provide for the maintenance, operation, and expansion of the digital media accelerator.

The bill was introduced on the House side and was unanimously passed in the House Business and Industry Committee and will now to the Senate side for more committees.

NMFO welcomed Lindsey Valdez, Outreach Programs Manager who will be focusing on local filmmaker events and programs. She was previously the Film Liaison in Las Vegas, NM.

Stuart Halperin, NMFO Emerging Media Contractor, will focus on using NM's success in attracting film and television projects and business as a launching point to build a robust emerging media ecosystem for the State. Stuart's background includes co-founding

Hollywood.com, head of marketing for MovieTickets.com and serves as an advisor/mentor to startups. **PowerPoint presentation attached.** Director Nick Maniatis announced that the emerging media section of the NMFO website will be updated soon.

Public Comment – 3:26 pm

None.

Next Council meeting – 3:28 pm

The next meeting will be held on Thursday, May 8, 2014 at 12:00 pm at the Albuquerque City Council Chambers: 1 Civic Plaza NW, Albuquerque, NM 87102.

Adjourn – 3:30 pm

Council Member Rajeev Nirmalakhandan left the meeting via SKYPE at 2:45 pm. A quorum was not present to make a motion to adjourn.