

MINUTES of the Governor's Council on Film and Media Industries Meeting Friday, May 8, 2020

Video/conference call-in/GoTo Meeting: <https://global.gotomeeting.com/join/611659373>
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Call to order: The quarterly meeting of the Governor's Council on Film and Media Industries (GCFMI) was held via Go-To-Meeting video-conference. The meeting convened at 1:02 PM with a quorum of members present.

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

Members not in attendance: Talia Kosh

NMFO Staff: Rochelle Bussey (NMFO)
Amber Dodson (NMFO)
Carrie Wells (NMFO)
Joann Wylie (NMFO)

Approval of Agenda: Chair James Gollin asked for a motion to approve the agenda. Liz Pecos moved to approve the Agenda and Luke Renner seconded the motion. The motion carried.

Welcome and Introductions: Mr. Gollin thanked the council members for agreeing to serve and asked all council members to introduce themselves and briefly describe their areas of interest. He then asked the members attending from the New Mexico Film Office (NMFO) to introduce themselves.

James Gollin was born in upstate NY, where his father founded the Film Studies Department at the University of Rochester, in association with the George Eastman House Film Archive. He studied at Princeton University, Johns Hopkins School of Advanced International Studies, the International University of Japan, as well as in France and Italy. After work at a number of think tanks and as an investment banker at Nomura Securities in Tokyo and at Morgan Stanley International in Tokyo and London, Mr. Gollin co-founded the investment management company Pacific Partners in New York and managed securities investments, real estate, and other projects. He is a founding member of the Social Venture Network of socially responsible business-people. As Director of the Angelica Foundation, Mr. Gollin funds environmental and human rights groups, primarily in Mexico. He is currently or has recently been on the boards of non-profits and commissions such as Rainforest Action Network, the Richardson Center for Global Engagement, the Santa Fe Film and Digital Media Commission, the Santa Fe Network, Prajna Mountain Buddhist Order, the Canyon Neighborhood Association, Community Change Action, Livingry Foundation, and others. He is an active investor in private equity and real

estate. He has been a Santa Fe resident since 1992. He is eager to serve as Chair of the Governor's Council on Film and Media Industries, where he hopes to work with the New Mexico Film Office, the Economic Development Department and others in government service, as well as with the private sector and relevant non-profits to help promote a rapidly growing, sustainable film and related industry ecosystem in New Mexico.

Luke Renner is the Professor of the San Juan College Digital Media Arts & Design Program. He worked for 7 years in broadcast television at an NBC affiliate. During this time, he produced over 80 local interest shows including Great Southwest Voice of Native America. Luke then left television to manage marketing and public relations for the Farmington Museum system. He later started a marketing division for the City of Farmington's Parks, Recreation and Cultural Affairs which oversees the museum system and seven other departments. In 2004, he began teaching as adjunct faculty in the San Juan College Creative Arts and Design Program then began teaching full-time in 2007. During this time, he re-designed the existing program into the current Digital Media Arts and Design Program. He is interested in education and the pipeline from 2-year to 4-year institutions.

Jo Edna Boldin CSA -In 2020, Jo Edna was invited to join the Academy of Motion Picture Arts & Sciences. This is the first year that a regional casting director has been invited. In 2019, Jo Edna was inducted into the New Mexico Film & TV Hall of Fame. Jo Edna was on the founding board of New Mexico Women in Film. A proud member of the Casting Society of America (CSA) Jo Edna served on the National board 2017-2019. She is interested in promoting New Mexico as the safest place to film. What does that mean? She has been researching the issue.

Rajeev Nirmalakhandan was born in Sri Lanka, raised in New Mexico, and educated in Los Angeles. He is now a writer and director and is a faculty member at The Creative Media Institute at New Mexico State University. Rajeev has worked creatively for over fifteen years in commercials, films, and other media, and recently co-wrote and directed a feature film entitled, "The Odd Way Home."

Lance Maurer is the CEO and founder of Cinnafilm, Inc, a global leader in enterprise, B2B media conversion software. With over 12 years of experience in cinema, broadcast, and streaming/OTT in global content distribution markets, Lance has worked closely with the world's largest movie studios, networks, and content providers to solve the most challenging conversion issues in a rapidly-evolving industry that demands highest quality playback experience. Cinnafilm works closely with other industry-leading technology leaders like Techicolor, Dolby, Skywalker Sound, NVidia and more, and its technology is used in hundreds of facilities on a wide gamut of professional content ranging from the restoration of Gone With the Wind to the 2020 Olympics. Lance was born and educated here in NM, and currently lives in Albuquerque, NM. He wants to re-connect with what is going on in New Mexico film and is an expert in work-from-home technology.

Ramona Emerson is a Diné writer and filmmaker originally from Tohatchi, New Mexico. She received her degree in Media Arts in 1997 from the University of New Mexico and her MFA in Creative Writing (Fiction) in 2015 from the Institute of American Indian Arts. She has worked as a professional videographer, writer and editor for over twenty years and is currently working on her 8th film project, Crossing the Line. She is an Emmy nominee, a Sundance Native Lab Fellow, a Time-Warner Storyteller Fellow, a Tribeca All-Access Grantee and a WGBH Producer Fellow. Ramona just finished her first novel, Shutter the first of a trilogy, and is now working toward publishing and adapting the series into a screenplay. Through her storytelling, Emerson looks at contemporary stories about her people and aims

to question and redefine the expectations of Native cultural identity, highlighting stories that are not a part of mainstream media. She currently resides in Albuquerque, New Mexico where she and her husband/producer, Kelly Byars run their production company Reel Indian Pictures. She is interested in support for native filmmakers in above-the-line positions and has been actively involved in the Senator John Pinto Memorial Fund.

Ken Fischer worked for over forty years in feature-film post-production, primarily as an award-winning sound editor at Lucasfilm's Skywalker Sound. Ken's credits include, *Apocalypse Now*, *Star Wars: The Empire Strikes Back*, *Indiana Jones and the Last Crusade*, *Terminator 2*, and *Avatar*. Ken volunteers with various New Mexico media non-profits as well as Santa Fe Search and Rescue. He enjoys mentoring new and seasoned film professionals both here in New Mexico and the industry at large. Ken lives in Santa Fe with his wife, author, Carlyn Montes De Oca. He is interested in training people for post-production jobs, particularly under-represented groups.

Liz Pecos is President of IATSE Local 480, the film technicians' union representing below-the-line film workers in the state of New Mexico. She is also a costume designer and supervisor and has worked on over thirty film and television productions in New Mexico. Ms. Pecos chairs several union committees within Local 480, is an elected Vice President to the New Mexican Federation of Labor executive board and serves as a union delegate to state and national union conventions. Her interests include sustaining the film tax credit incentive, training New Mexicans to maintain the good reputation the crews have, and determining what a safer workplace will look like.

Sam Tischler came up through the ranks of the New Mexico Film Industry. His work has given him first-hand experiences with the various areas and demographics of New Mexico and the many demands of the film industry. He has worked on 18 feature films and over a hundred episodes of television. He currently works as a Production Manager and Line Producer. He is a member of the Directors Guild of America, The International Alliance of Theatrical and Stage Employees and the Location Managers Guild International.

Rochelle Bussey is the Senior Manager for the NMFO and has been with the office since 2004.

Carrie Wells is the NMFO deputy director, and most recently worked at the Albuquerque Film Office before moving to NMFO.

Joann Wylie is the NMFO Administrative Assistant.

Update from the New Mexico Film Office: Amber Dodson, NMFO Director, most recently served as the head of the Albuquerque Film Office and has been active in various aspects of the film industry as a film producer, for Dish network, and in tech start-ups for many years. She advised the council that filming in New Mexico is shut down at the moment, due to the Covid-19 pandemic. She noted that the film industry is resilient and adaptable, making it a key catalyst for economic recovery in New Mexico. The current administration is aware of this. Health and safety of the workers is of paramount importance as films look to re-start. It takes first place as they look at re-opening. No dates have been discussed for re-opening filming. The Economic Recovery Council has a representative (Brian O'Leary) from the film industry helping to advise the Governor on re-opening the state. In addition, there is a dedicated film and TV task force (Jim and Liz working on it) working on coming up with guidelines and recommendations for use when production starts. The goal is to come up with recommendations that

align with all the protocols released by the unions, the state, the production companies and the CDC. The task force would like the guidelines to be a collective effort.

The NMFO is seeing a lot of interest. There are productions interested in re-locating films from overseas to someplace close to Los Angeles. People can choose to drive if they wish. Incentives and crew are key facets to this interest. The office is also seeing an increase in production businesses wishing to re-locate or expand to New Mexico. In particular, visual effects and post-production companies have expressed interest. Other support businesses have been able to continue to work from home. In addition to people wanting to come, will be productions who have been on hold. Ms. Dodson would like to see guidelines as the first put forth from a collective standpoint.

The Senator John Pinto Memorial Fund deadline for submissions is coming up and an announcement will be made soon. She thanked Ms. Emerson for her support of the fund. The NBC U director shadowing selection process is in the second review. Following a third review to identify finalists, one person will be chosen for the program. Some training dollars will come in from NBC and Netflix which will support education and training in New Mexico.

NMFO is getting ready for the special session of the Legislature.

Don't hesitate to reach out to Ms. Dodson. This is a community.

Discussion on the Challenges of the Moment – James Gollin discussed ideas for work that the Council might be able to do together. In addition to the long-term challenges, such as growing the film industry, infrastructure issues, maintaining the incentives, diversity, and removing obstacles to participation, there is the short-term issue of dealing with the impacts from Covid-19, including protecting the incentives in the upcoming special session of the legislature. We can't expect new expenditures, but we would like to protect the sector as it is a catalyst for economic rebound.

The Council will meet as a council quarterly and make a formal recommendation to the Governor.

Discuss Potential Working Group

The council will form informal working groups that will be advisory in nature to the Council and not subject to open meeting rules. It may be advisable to have members of the film office or taxation and revenue participate in these informal working groups. In addition, some working groups may wish to incorporate other government or business people in their group.

These working groups can meet as often as they would like and advance their ideas at the August meeting. They need to be sure to avoid a quorum, e.g., no more than five members of the Council members at the meetings.

Mr. Gollin referred the members to the list of suggested ideas for working groups found in the agenda:

- a. COVID Recovery
- b. Incentive Optimization
- c. Education and Workforce Training
- d. Film Infrastructure
- e. Film Finance
- f. Other

Many of the suggested topics came from the pre-Covid environment, discussions with the Secretary, the Governor, and emails. Mr. Gollin said the council is free to set up the working groups in any way they desire. It may be that COVID Recovery is not a working group by itself, but rather, a concern of all the groups. Other topics such as diversity are important. Likewise, should diversity be a separate working group or a concern for all groups? In conjunction with the Secretary and Ms. Dodson, Mr. Gollin will talk about what working groups might make sense and then establish the groups and the groups can get to work. He asked that the Council members provide their ideas, their interests.

Rajeev Nirmalakhandan asked if the working groups should plan to start fresh on work or are there predesignated benchmarks for the groups to reach? Mr. Gollin said that the groups are free to set their own goals. They can start from scratch or look at what previous subcommittees have produced and bring those ideas forward.

Lance Maurer asked for the definition of the working group. What is their goal? Is it to collect data and bring that information to the Council so the Council can inform the Governor and Economic Development Department (EDD)? Or is it to write a report? What are the groups trying to accomplish and how quickly? He suggested that the groups have a clear understanding. Who is the ultimate audience?

Mr. Gollin agreed that clear goals are needed. He was hesitant to have the entire Council set goals for each working group, but thought that having each group set its own goals would be appropriate. He suggested that the groups collect data, formulate proposals, ideas, and outreach for both the short and long term. The audience for the working groups is the Council. The Council then reports to the Governor. The Council effectively works with the NMFO, which is a Division of EDD. He anticipates the information from the Council will go to the Governor through EDD. There may be a way to also connect with the Legislative Branch as well.

Amber Dodson agreed with Mr. Gollin and said that the Film Office was looking to create more jobs and sustain the longevity of the film industry in New Mexico. To maintain the economic generation of jobs from the film industry.

Rochelle Bussey advised that the Statute requires the Council to create and submit a report to the Governor, the Legislature and the Cabinet Secretary by December 1, 2020. The report is advisory in nature. It would be a recommendation.

Liz Pecos asked if, since the Council serves in an advisory capacity and the working groups collect data and provide proposals, then the working groups could be acting as liaisons between all aspects of the industries, and based on the diversity of experience on the Council, the groups can identify issues and work that need to be done, work with outside entities and then provide suggested changes that might be needed on a legislative level and provide all to the NMFO and EDD, is that correct? Mr. Gollin agreed.

Liz Pecos said she is interested in jobs and the growth of the industry and training New Mexicans. She would like to see ways to encourage and building coalitions with local businesses to have them support legislation that promotes diversity in both above- and below-the-line jobs. Mr. Gollin noted the benefit to having the spend be local and the incentive structure doesn't always work that way. The pass-through is not always working as hoped. He said there are probably ways to optimize it, either by re-writing laws, providing more public information so those spending money know where the items are and training local businesses so they can supply needed items. He asked what is the path to improvement and what can the

Council do? Should the diversity issue be addressed as a theme for any working group or as a separate working group? Ms. Pecos said that she believes the diversity issue should be a part of all the working groups as it is an underlying issue of all of them, but that at the end of the year a meeting focusing on diversity and glean the information from all the working groups might be helpful. She noted it isn't just socio-economic diversity, but also men and women in the industry. The film industry has been dominated by men and there are a lot of stories about the wage disparity between men and women in below-the-line positions. More of a theme in some working groups than others.

Ramona Emerson said she agrees that a group that just focused on diversity would miss out on a lot of aspects. Each category needs the theme. She sees a need for more outreach to the tribes so they cannot just train and educate, but also create a film infrastructure within the tribal communities. Productions could then film and stay in the same area, eat at the local restaurants and develop the economic structure within the tribal communities. She says a dialogue with the tribal communities is needed. Incentives could be set up within the film industry that could further the industry. Mr. Gollin asked if Ms. Emerson sees the problem of a lack of infrastructure as a problem that can be solved? What is missing? What can be done to remove the obstacles? Ms. Emerson said that communication with tribal and pueblo leaders is important. The leaders haven't had a chance to speak with a group like the Council about how to keep jobs in their community, be helped in the industry, training programs need equipment. She added the right film liaisons who understand the complexities of filming on native land are available to the film office need to be discussed. These leaders need to be included in the conversation to have a larger understanding of the needs and concerns on both sides and assure hiring of native people on their lands.

Sam Tischler said education and workforce training is a big deal. There are a lot of training entities in New Mexico, but he is concerned that there is no central point for the training so that the state can be sure they are training the right workforce. He asked if anyone is asking the productions whether they found the people they needed? Not just crew, but accountants, art directors, graphic designers, and so forth. There are missed opportunities for people. Does it make sense to have someone to say are you getting what you need? Someone needs to reach out to native communities as they are untapped resources and there are people who would be good fits but don't know how to get in the door. ATL training should also be looked at. There are many directors and writers who live in Santa Fe and who would be a great resource for ATL training for the smaller pool of people required. It should be more specific. He would love to see a way to tap into the pool of writers and directors who have made NM their home. The question is, how do you tap into the resources that could be providing training? As for film infrastructure, he noted that no one is keeping track of the inventory of available film infrastructure in the state. He would love to see a resource that tracks what is available, and who the appropriate contact is. He doesn't know the solution, but it would be helpful to know what stages are available. Film financing would be amazing. If there were a way to figure out how to do a comprehensive full production with local writers, etc., funded from NM but it would be great to see if possible.

Lance Maurer observed that much of what he has heard is centered around recovery, maintenance and improvement of what we have. He says it must be paramount to working group focuses. He hasn't heard much about what is next. He is talking to the streaming giants. The next thing is here now. How to operate in a Covid world? There is a gigantic opportunity that tech startups have taken advantage of by gambling on the cloud. How can NM start what is next? We need a group to focus on how to improve what we have now and explore what is next.

Luke Renner said that he would piggyback on what Mr. Maurer had said. Education is an area where NM can be a leader. We need to position students for a Post-Covid world. He agrees that diversity and Covid-19 recovery can run through all the groups. The previous council had a strategy for education. With respect to the Senator John Pinto Memorial Fund, he asked if there is a way to get the voices of these filmmakers collected and create a nationwide run with the John Pinto Films and generate some box office numbers. In terms of the strategy, he has two versions of it, both long and short term which he can provide.

Jo Edna Boldin said she would like to see the committees appointed and that she thought that there needed to be a Covid-specific committee. She would like to see all the groups address it, but a Covid specific committee could work on how we deal with it. She has a lot of ideas on ways to be safe, collect information for where people can reach out for help, and a place for resources. Use the world class labs, find out ways to sterilize wardrobes maybe. Act as a pilot state and show what can be offered. The group needs to start collecting these resources.

Ken Fischer asked what the next steps are? How will the working groups be chosen? Mr. Gollin said that he wanted to hear from the Council first. He and Amber Dodson will talk with Secretary Keyes and others, look at the meeting notes and come up with ideas and proceed from there.

Mr. Nirmalakhandan suggested creating a joint Google docs page to permit the group to keep track of what everyone else is doing. People can add thoughts and questions and all can respond. Ms. Dodson noted that people could self-categorize for their interests. She said we need to gather and prioritize thoughts. Mr. Gollin will put heads together and look at discussion and come up with rough draft, initial working groups and create a google doc so all can respond. Mr. Nirmalakhandan said, perhaps even a folder for all the documents. He can set up the folder and work with NMFO staff. A spot for the agenda and minutes can be created as well. Mr. Gollin is happy to receive emails, schedule phone calls, etc.

Public Comment – None.

Next Council Meeting – A poll will be sent out by the NMFO to determine council availability around August 8, 2020.

Adjourn – There being no further business, Mr. Gollin asked for a motion to adjourn. A motion was made by Mr. Maurer and seconded by Mr. Fischer. The motion carried and the meeting was adjourned at 2:35 pm.