



MEETING MINUTES

GOVERNOR'S COUNCIL ON FILM AND MEDIA INDUSTRIES MEETING

Tuesday, June 30, 2020 • 1:00 PM

Video/conference call-in/GoTo Meeting: <https://global.gotomeeting.com/join/833026421>

Dial: (786) 535-3211 • Access Code: 833-026-421

Call to Order – Chair James Gollin 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:

- 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)
- Carrie Wells (NMFO)
- Joann Wylie (NMFO)

EDD Staff:

- Bruce Krasnow

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

Approval of Minutes from May 8, 2020 -- Chair James Gollin asked for a motion to approve the minutes of the previous meeting. Jo Edna Boldin moved to approve the minutes and Sam Tischler seconded the motion. The motion carried.

In his introductory remarks, James Gollin stated that the council will discuss and appoint working groups.

Update from the NM Film Office – Amber Dodson, NM Film Office Director. Amber Dodson reported that filming in NM is still halted per the governor's order, but that the office has been working diligently since March so that when filming opens it will be smartly and strategically, but without any recklessness. The Health and Safety of all is of paramount importance. The general feeling from production companies is that they appreciate the way governor is handling this. The decision to reopen will be based on safety. We hope for a green light sooner rather than later but it will depend on safety.

The Covid Safe Practices for filming in NM will reflect the AMPTP's "Industry-Wide Labor-Management Safety Committee Task Force Proposed Health and Safety Guidelines for Motion Picture, Television, Streaming Productions During the COVID-19 Pandemic" white paper and will include some NM specific recommendations. Certain ideals, such as communication, commitment, conscientiousness, as well as resources for productions will be included. The Film Office is also securing direct contacts with the NM Health Department who will answer film production specific questions about testing, etc. The goal is to provide ease and the utmost safety for productions. Once filming is green lit, there will be a huge push of information to the public and the information will be posted on the website. Ms. Dodson foresees a branded initiative and flooding the market to let productions know we are open for business. Ultimately the decision to re-open is up to the governor and the film task force. The Film Office has been busy with inquiries. The proximity to LA is appealing and people can drive from California if they want to avoid flying. The pipeline is healthy and growing by the day. The plan is to continue forward and keep calm.

Discussion of potential working groups – Chair James Gollin reminded the participants that at the last meeting the council was moving towards decisions on working groups, with the idea that the groups will be subgroups of the council and not create a quorum of the council members (e.g., no more than 5 council members on any working group.) Non-council members will be able to join the working groups as needed. The Groups will work on reports to the Council, and from those reports, the Council will decide upon and make recommendations to the Department, Governor, and Legislature to fulfill the statutory requirement and help advance the industry and people of New Mexico. Many options were discussed and James Gollin has prepared proposed assignments of council members to the three proposed working groups. He asked that if anyone felt that they were assigned in error to please advise the council. He said that there are two big cross-cutting issues which each working group will consider. The first is Covid recovery which is fundamental / critical and we hope will be a relatively short-term issue. The other is diversity, which has been with the human race forever and will continue. He said he is glad it has been singled out as an issue which each working group is to cover.

There are three proposed formal working groups:

- Education and training. This group will look at internships, mentorships, etc. Liz Pecos has offered to chair the group, but if co-chairs are needed or the group needs a different chair that is fine. The proposed group members are Luke Renner, Rajeev Nirmalakhandan, Talia Kosh and Jo Edna Boldin.
- Incentive optimization – This group will analyze and defend the current incentive, seek ways to improve it, look at securing an additional incentive for filming on native land, local above-the-line talent, etc. Group members will be Ramona Emerson, Liz Pecos, Sam Tischler and James Gollin. Mr. Gollin offered to chair this group.
- Business development – This group will look at technology trends and advances in infrastructure, ways to improve the industry workflow to local businesses. When considering the groups, there was some thought that there may need to be a fourth group to split out the topics here. For now, it is one group. Members will be Sam Tischler, Jo Edna Boldin, Ken Fischer, James Gollin, with Lance Maurer as chair.

The Chair asked for comments about the proposed groups, including any feedback, thoughts about the approach, improvements, personnel changes, etc. Liz Pecos thanked him for the proposed groups. She likes the two groups she will be a part of and that the Education and training group will look at workforce solutions, education and training, mentoring and issues related to training outreach to NM with transferable skills. She would like to include safety training and plans to reach out to experts in the field. She is excited about it. She added that the tax incentive sustains film in state and we are dependent on it. Sustaining it should be priority one. She thought that the groups should look at ways to streamline it. As far as Covid awareness, the guidelines that the film and TV group have been working on for a safe way forward is not subject to bargaining. They are developed on a science-based approach and will be followed up, updated and adjusted as necessary. She appreciates what the governor has done. She added that IATSE has issued a general statement on diversity. The statement calls for an immediate industry-wide discussion to end industry-wide systemic discrimination. James said that the diversity statement should be sent to Rochelle Bussey who will distribute it to avoid any violation of the Open-Meeting act.

Jo Edna Boldin said she would love for the Education and Training group to include a health and safety unit and figure out how to have people apply for it. She said this could include what kind of people are needed for health and safety

supervisors, including Covid concerns and diversity. Consider every department including actors and agents. Business development it is exciting what is going on with technology. Dragonfly safe set solution has research into different ways to test for temperatures and ways to get people back safely. She emphasized the need to find ways to safely get back to work. She noted that LANL has a robot that can sterilize big buildings. There is a lot in New Mexico that can be helpful to the film industry at large.

Lance Maurer said he has been doing business development and has a good handle on how the communications happen. He is task oriented and would like to see a working group that has goals that can achieve and have delineated ideas. What is the goal, what can be accomplished, etc. There are a lot of components to business development. Wants to get everyone's best ideas. What makes sense? Some things related to safe sets, etc. But the goal of business development is to lift all the boats. Not going to reiterate existing data. More focused on new ideas as they pertain to market trends, what are the unique things New Mexico can offer that can bring companies to NM. The Cloud makes a difference. He is working on what the Cloud means for the film industry. Anyone can play in this game by using the Cloud. We want to identify key market areas that we can play in. So hopes to collect ideas in areas we want to play, and then identify 3 or 4 things that we have and leverage those things over other states. Also, we need to involve external stakeholders. That creates jobs. He also sees this working group as including helping other working groups. It would help to understand who he is presenting to and what date does it need to be done. How long will the council stick together? Is it two-years so there can be a short term and a longer term approach.

James Gollin said that he believes each are appointed to four-year terms. Some of the returning people are probably staggered terms. NMFO probably has a list. Rochelle Bussey does have a list of when terms end. Some are two-year and some four-year terms and she can share it internally. We need to have something in front of the Legislature by the time for the 60-day session. The statutory requirement is the December 1 annual recommendations, but things do happen along the way and perhaps the council can influence things along the way. There were some fairly informal discussions with Amber Dodson and Secretary Keyes in which the Secretary talked about developing a five-year plan which would include not just one year at a time or something that would take a generation to accomplish, but a meaningful distance that can be focused on. Both Lance and James have talked about what can be done and both would like to have useful and possible recommendations that will result in something being done. Offering recommendations that go nowhere is not good. They want to get things done. They recognize that given the current economy, no extra money may be immediately available.

Ken Fischer said that there is a lot of interest in post-production, he has a lot of experience in post-production and would love to see it come to the state. The possibility of people working remotely is tremendous. Even pre-Covid the structure was set up and there have been some advances in making pictures secure. It had been a concern about protecting films from being pirated. The working groups look excellent. He asked Amber Dodson if a member of the group wanted to talk to someone at Netflix to bring post-production in, would there be a way for someone at the film office to make contacts to avoid cold calling the front desk. Amber Dodson said that she, Carrie Wells or Rochelle Bussey can put people in touch with their main contact. He added that he has lots of questions about the process for groups, the review process, the formats of the reports they are putting together, all of which could possibly be developed as they go along. He asked if James Gollin foresees chairs working/speaking to create cohesive reports. James Gollin said that was a good question as the Council prepares to make recommendations to the Governor they will need to have communication among the chairs about the drafting of reports. He hasn't thought it through yet. He hopes that by the next meeting people will have met and started working. Ken Fischer asked if it would be beneficial to see previous council reports. James Gollin said that Luke Renner has been keeping notes on during the previous iteration and he has lots of materials and reports that he will send to Rochelle Bussey for distribution. Ken Fischer said that in terms of diversity, as the group looks to improving industry workflow to local businesses they can look to see business is given to diverse groups. James Gollin agreed. It may be important to bring other people into the process in the groups. Amber Dodson has some ideas of people she thinks might be helpful to contact. It may also be appropriate for one or more NMFO staff members to be involved.

Sam Tischler said that there is a lot of well thought out work. He is excited about all the groups and there are lots of opportunities to make changes. He is happy to be a co-chair of the incentive optimization group. It is a critical area. He has had many conversations about incentives and business development. He sees so many opportunities to expand and it is a

question of where to go and how to approach it. He sees opportunities for a lot of good positive changes to how things are done.

Talia Kosh said she has been on the Council for a while, as well as serving on a former subcommittee for outreach which helped plan an education summit. That committee made a lot of inroads within the film education community and on having film schools talk to each other was very valuable. She sees it as an important piece of the committee as they move forward. She hopes to see action items and shape the conversation in that space. The council does come down to making recommendations and needs to check with film office to make sure no overlap or something won't or can't happen due to a conflict or other issue. She is happy to make herself available if anyone wants more information. In the previous iterations of the council, the sub-groups created reports and then submitted them to the chair who condensed them into the annual report with recommendations that the council agrees upon. There are a lot of ways to incorporate the information but she warned against biting off too much in the first year. It has been a number of years since the last strategic planning sessions were held. It was helpful to gather for a day or so to talk about what committees are doing and how to move forward. The Optimization subcommittee might want to have a conversation about new media. She said getting the word out that new media is subject to the incentive has been difficult. On the business development working group, she would like to introduce members to people on the midtown development committee and would support bringing folks into the subcommittee especially on education to create germane conversations.

Ramona Emerson said that the Incentive optimization group is a good group to be on. She likes where it is going. As a part of incentives for rural areas and tribes, she said that there needs to be an educational incentive embedded in the incentives to be sure there are mentors and mentees as well as connecting schools with the program. Outreach is a big part of the incentives. Lots of the smaller tribal communities don't know how they can be involved until they see a set next door. It is all centered in outreach.

James Gollin said that he isn't not sure how much the Council versus the NMFO staff can do with respect to outreach.

Luke Renner offered his thanks for the working groups. He said that there were some things about education that he would like to cover such as articulation, marketing NM film education as an economic driver to get out-of-state students in to the state and to retain in-state students here. He said that he had looked at internships and that for rural area students all the stuff happening is in the Rio Grande corridor. He suggests looking at UNM housing availability during the summer at a discount for rural students to do short internships. With respect to the post-production alliance Lance mentioned, Luke Renner thought a post-production advancement program might be a great addition to FCAP. Ken Fischer mentioned cloud-based approaches and Luke Renner thought it could be brought into the educational area, for example, to set up a virtual way for people to work remotely or even in Albuquerque using a collaborative work flow and a virtual cloud machine to run high end software. Luke Renner added that the common course numbering intended to provide easy transfer of credits from one institution to another works well for Math and English, but the Film and Post-Production areas don't line up quite right for the four-year institutions who are therefore not honoring two-year programs. This means that graduates of the two year programs may take additional time to complete their four-year degree as their film courses transfer in as general credits rather than film credits toward their degree. He is excited about the working groups. Five film training programs schools and they want to be sure that they are in line with what IATSE needs. Great to have education to respond to what the industry needs are.

Rajeev Nirmalakhandan said that even with all the production in NM, students still feel like they need to go to Los Angeles or Austin. He wants to work with his groups to find opportunities for them so they can stay within the state. He did a shoot for a PSA for the Governor' office. It was the first time since the Covid shutdown. It was educational from a logistical perspective. It was a very small shoot and some of the things learned can be conveyed to larger productions.

Motion to establish working groups James Gollin thanked the council member for sharing their thoughts and asked if there was a motion to establish the three working groups as described? Education and Training, chaired by Liz Pecos; Incentive Optimization, co-chaired by Sam Tischler and James Gollin; Business Development chaired by Lance Maurer. Sam Tischler moved to approve the three groups and it was seconded by Liz Pecos. The motion carried unanimously.

Next Steps and Tasks until Next Meeting James Gollin said that working groups have all the council member email addresses and cell phone contact numbers. They are free to invite in additional people to work on the whole group or a subpart of the group. He suggested that anyone who might like suggestions about someone might check in the NMFO staff who might be able to help. He asked that the working groups meet soon and often. If anyone has something to share with the entire group, please send it to Rochelle Bussey for distribution.

New Business

Conflict of Interests James Gollin said that the nature of the council is that everyone on it is busy, and has affiliations with various non-profits, for-profits, educational institutions, etc. The opportunity therefore exists for a potential conflict. The main likelihood of a conflict of interest is if you have a financial interest in something that is being proposed or discussed. This can include being on a board. Ask the NMFO staff if you have questions about a potential conflict. The basic approach to avoiding a problem is to follow three steps: (1) Disclose the potential conflict. If there is something beyond a casual conflict: (2) Recuse yourself from votes. Make sure the record reflects the recusal. To the degree that abstention will not cure the conflict, then (3) Discuss with legal staff in the EDD to find out what to do.

Press Inquiries – Recognize that some council members will speak to the press as a part of their jobs. Please don't speak for the council. Be careful about responding to the press as an individual. Bruce Krasnow (PIO for EDD) should be checked with at a minimum. If possible, ask for a written inquiry from the press. Bruce Krasnow said that his job as PIO is to make sure everyone is on the same page, that the Governor and Secretary are not surprised by something that appears in the paper and that the information is correct and accurate. Run the inquiries by Bruce Krasnow and he will make his best efforts to talk with the press. He recognizes that many of the council members have good relationships with media. He doesn't want to stifle anyone. If you need to reach him in a hurry, email him and cc Amber Dodson and/or Rochelle Bussey.

Public Comment (3 min. per person) Alfredo Castro Farmington, NM former student of Luke Renner's thanked the Council for what they are doing and he appreciates the access to the meeting. He is excited for future of filmmaking in NM. He hopes to break into the screenwriting world so if there is any push to help out people who come up with films he is interested and wanted to share his appreciation for what the council does.

There were no other members of the public who wished to comment.

Next Council Meeting – Chair James Gollin suggested that the next council meeting be held on Thursday, August 27, 2020, at 1pm. He asked that members check and let him know if the time will work. If not, a doodle poll will be sent out to find a more suitable time. He does want to give the groups a chance to meet. Luke Renner said that during the semester he often has an afternoon class M-Th. He thinks he can make it work. In the meantime, the working groups will meet and being working.

There was no further business.

Adjourn – There being no further business, Mr. Gollin asked for a motion to adjourn. Liz Pecos moved to adjourn the meeting and Ken Fischer seconded the motion. The motion being approved, the meeting adjourned at 2:37 pm.