



Agenda

**Regular Meeting of the Santa Fe
Film and Digital Media Council
August 4, 2026 at 10:00 AM
Meeting Virtually**

Procedures for Santa Fe Film and Digital Media Council Meeting

Join on Zoom:

[https://santafenm-
gov.zoom.us/j/89018485376?pwd=TkZLL3pMTzEzT2dQYXZoOVArek1adz09](https://santafenm.gov.zoom.us/j/89018485376?pwd=TkZLL3pMTzEzT2dQYXZoOVArek1adz09)

Meeting ID: 890 1848 5376

Passcode: 127981

The agenda and packet for the meeting will be posted at
<https://santafenm.portal.civicclerk.com/>

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. Approval of the Minutes from the June 2 Film and Digital Media Council Meeting
 - b. Approval of the Minutes from the July 7 Film and Digital Media Council Meeting
5. Updates
 - a. Santa Fe Film Office (Jennifer LaBar-Tapia, Santa Fe Film Commissioner, jllabartapia@santafenm.gov)
6. Presentations
 - a. Digital Media in Santa Fe (Jake Baca, Media Spot Active, Founder/Producer, jake@mediaspotactive.com)
 - b. 2026 Madrid Film Festival Update (Andrew Wice, Executive Director, adw@andrewwice.com)
7. Discussion Items

- a. Strategic Plan Working Group Updates (Gay Dillingham, Chair, Santa Fe Film and Digital Media Council, gayd@cnscc.com)
- 8. Matters from the Committee
 - a. Matters from the Chair (Gay Dillingham, Chair, gayd@cnscc.com)
- 9. Matters from the Public
- 10. Matters from Staff
- 11. Next Meeting:
 - a. September 1, 2026
- 12. Adjourn

Persons with disabilities in need of additional accommodations, contact the City Clerk's office at 505-955-6521, five (5) working days prior to meeting date.

**FILM AND DIGITAL MEDIA COUNCIL
JUNE 2, 2026, 10:00 AM
MEETING VIRTUALLY**

1. CALL TO ORDER

A meeting of the Film and Digital Media Council was called to order by Chair Dillingham, at 10:09 am, on June 2, 2026 and was held virtually.

2. ROLL CALL

MEMBERS PRESENT

Gay Dillingham, Chair

Robert Dennis

Dezbaa

Jason Ordaz

Dr. James Wysong

Dr. Elizabeth Stahmer

Allessandra Dobrin

Dyanna Taylor

Sienna Bergt

(vacancies)

Alternate Members:

Lisette Bailey

Barbara Bentree

MEMBERS NOT PRESENT

Anna Darrah, excused

Jacqueline Frank

Jaydin Martinez, excused

Tara Tovarek

James Cresanthis

Max Walukas

OTHERS PRESENT

Johanna Nelson, Director, Economic Development and Creative Industries
Department

Casey Dalbor, Economic Development Department

Jennifer LaBar-Tapia, Director, Santa Fe Film Office

Steve Graham, Director, New Mexico Film Office

Andrew Griego, Santa Fe Film Office

Pamm Meyers, President and CEO. Two Flower Productions Podcast

There were 49 participants in the meeting.

3. APPROVAL OF AGENDA

MOTION A motion was made by Mr. Dennis, seconded by Ms. Pura, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

4. APPROVAL OF MINUTES

A. APPROVAL OF MINUTES FROM MAY 5, 2026 FILM AND DIGITAL MEDIA COUNCIL

MOTION A motion was made by Mr. Dennis, seconded by Ms. Taylor, to approve the minutes as presented.

VOTE The motion passed on a voice vote.

5. UPDATES

A. SANTA FE FILM OFFICE

Ms. LaBar Tapia said she just returned from the Producers Guild Conference on the Universal lot. Steve Graham attended as well. New Mexico was well represented. The State Film Office sponsored a table at the event. Dark Winds is wrapping up production this month. Various other productions are rolling through.

Mr. Griego said the other productions have mostly been commercials and the like. There are things on the horizon with start dates in the fall. Please send your updates in for the Locations Directory and the Crew Directory.

Ms. LaBar-Tapia reported that the next Above-The-Line event will be on June 18th, from 9:30 am to 11:30 am, at the Santa Fe Opera with a backstage tour. Indy Q happened last Friday night and had a great turnout. The next one will be on June 26th.

6. PRESENTATIONS

A. STATE OF FILM IN NEW MEXICO

Mr. Graham gave a presentation entitled "Film NM" including an update of the office, focus areas, the state of the industry, industry outreach, targeted ad campaigns

in trade magazines and other opportunities.

There was discussion around the New Jersey Bill, Film USA incentives work, Netflix production in New Mexico, logistics with dealing with Tax and Rev, advocating for productions, the MAC facility, Film Office asks of the Legislature and how the Council can support that.

Mr. Graham stated that the Governor's Council has two working groups - the Legislative Working Group and the Incentive Optimization Working group. Both have requests for the Legislative Session. We are working with them and would love to hear your requests, issues and concerns. We need to have our focus in place by the end of July.

Dezbaa discussed issues with productions bringing in their own crew and what is done to encourage local crew hiring.

Mr. Graham said we work on these issues every time a production registers with us. We are addressing creating an environment where our local folks can thrive creatively and make a living.

B. TWO FLOWER PRODUCTIONS PODCAST, GO LOCAL GRANT WORK

Ms. Meyers said she is the Minister of Stories for Two Flower. She gave an overview of the two Podcasts in production, saying that they bring visibility and highlight business owners to build branding and support. They are a storytelling and education media and are part of the Go Local - Go Santa Fe program as well as a grant recipient.

7. DISCUSSION ITEMS

A. STRATEGIC PLAN WORKING GROUP UPDATES

Post Production

Ms. Dobrin reported that the Post Production Working Group had a fantastic meeting about the state of post production in New Mexico and our vision. She and Steve Rose are devising a year-long post production training program. Freelance Incubator is starting up in two weeks. She will put the details in the chat. There are other events that have been developed with Cosmic Focus, a video game space. The Game Jam event has 300 teams from across the country signed up. She will put the details in the chat.

Mr. Dennis gave an overview of the meeting, attendees and discussions including regarding documentaries.

Education

Dr. Wysong said we continue to make progress on the backlot and are looking for funds, partners and productions to come. The infrastructure is close to being completed. We filled our vacant number two position with the Film School. He will start in August. We have game design as part of our Media Arts Program and are revitalizing that.

Dr. Stahmer said the first backlot training will be in July. The City of Santa Fe Office of Economic Development is our funding partner. The training will be focused on construction, electric and set painting. Our Screen Writing Conference is this weekend. We will have 100 participants, 9 presenters, 7 writing rooms and a pitch competition. She will put the details in the chat.

Mr. Ordaz reported that IAIA's commencement was on May 16th. 750 people attended. We had 90 graduates. Last month was the Student Film Showcase at Sky Cinemas. Jessica Madder's Indigenous Film Academy will be held on the IAIA campus from July 7th through August 7th.

Above The Line

Chair Dillingham said the next Above The Line event will be in June at the Opera as described by Jen.

Government Affairs

Mr. Dennis said he had nothing to add to what he raised during Steve's presentation. He has put out a request to the Governor's Council to be involved in their subcommittees and has not received a response.

There was discussion around the MAC not being a real or true statewide effort and the amount of funding they receive, the lack of effort by the MAC to involve Santa Fe, the role of CNM and the structure of the MAC.

Chair Dillingham asked the Government Affairs and Education Working Groups to come together to address the MAC issues and recommendations.

Dr. Stahmer spoke about the loss of the give back program and the critical effect it has had on programs saying, we need a new idea of approaching funding. She has some ideas to build from the inside out.

There was discussion around the Screen Ireland conversations and the benefits of hiring local and the economics of that and the incentives.

Dezbaa spoke about addressing a candidate for Governor.

Mr. Dalbor reminded everyone that we are the Mayor's Council and are bipartisan.

8. MATTERS FROM THE COMMITTEE

A. MATTERS FROM THE CHAIR

Chair Dillingham said we have received good applicants for membership in the Council and those are in process.

9. MATTERS FROM THE PUBLIC

Sam Yungling. UNM Student. Mr. Yungling spoke about a rift between UNM and Netflix and on student requests that more workshops and hiring-style events happen on the UNM campus.

Talia Pura. Ms. Pura spoke about forming a working group on screen writing within the Council or otherwise, to meet monthly. If anyone is interested, please email her. Her information is in the chat.

Andrew Griego. Mr. Griego said he spoke with a young man who is interested in getting involved in the film industry. He is willing to be an intern, runner, gopher or whatever is available. Contact him if you are interested.

M. Giovanni Marquez. Mr. Marquez advised Sam to get as much experience as he can outside of school and asked him to email him. His information is in the chat.

Curt Doty. Mr. Doty spoke as an advocate for AI in film and his Cloud Film Fest Student Competition on October 7th and 8th in Glendale, California. After that event, he will be bringing the screenings to Santa Fe and Albuquerque. There will be cash prizes.

10. MATTERS FROM STAFF

Ms. Nelson announced that the SPUR grants for small businesses were launched yesterday. The application period is for 30 days. All of the information is on line. There is also a grant for small businesses that focuses on security. We have hired a Southside Business Coordinator who will start in June and will be housed at the Santa Fe Business Incubator.

Ms. Nelson reviewed various events and happenings and staff projects.

11. NEXT MEETING

A. JULY 7, 2026

12. ADJOURN

There being no further business before the Council, the meeting adjourned at 12:04 pm.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer

**FILM AND DIGITAL MEDIA COUNCIL
JUNE 2, 2026, 10:00 AM
MEETING VIRTUALLY**

1. CALL TO ORDER

A meeting of the Film and Digital Media Council was called to order by Chair Dillingham, at 10:09 am, on June 2, 2026 and was held virtually.

2. ROLL CALL

MEMBERS PRESENT

Gay Dillingham, Chair
Robert Dennis
Dezbaa
Jason Ordaz
Dr. James Wysong
Dr. Elizabeth Stahmer
Alessandra Dobrin
Dyanna Taylor
Sienna Bergt
(vacancies)
Alternate Members:
 Lisette Bailey
 Barbara Bentree

MEMBERS NOT PRESENT

Anna Darrah, excused
Jacqueline Frank
Jaydin Martinez, excused
Tara Tovarek
James Cresanthis
Max Walukas

OTHERS PRESENT

Johanna Nelson, Director, Economic Development and Creative Industries
Department
Casey Dalbor, Economic Development Department
Jennifer LaBar-Tapia, Director, Santa Fe Film Office
Steve Graham, Director, New Mexico Film Office
Andrew Griego, Santa Fe Film Office

Pamm Meyers, President and CEO. Two Flower Productions Podcast

There were 49 participants in the meeting.

3. APPROVAL OF AGENDA

MOTION A motion was made by Mr. Dennis, seconded by Ms. Pura, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

4. APPROVAL OF MINUTES

A. APPROVAL OF MINUTES FROM MAY 5, 2026 FILM AND DIGITAL MEDIA COUNCIL

MOTION A motion was made by Mr. Dennis, seconded by Ms. Taylor, to approve the minutes as presented.

VOTE The motion passed on a voice vote.

5. UPDATES

A. SANTA FE FILM OFFICE

Ms. LaBar Tapia said she just returned from the Producers Guild Conference on the Universal lot. Steve Graham attended as well. New Mexico was well represented. The State Film Office sponsored a table at the event. Dark Winds is wrapping up production this month. Various other productions are rolling through.

Mr. Griego said the other productions have mostly been commercials and the like. There are things on the horizon with start dates in the fall. Please send your updates in for the Locations Directory and the Crew Directory.

Ms. LaBar-Tapia reported that the next Above-The-Line event will be on June 18th, from 9:30 am to 11:30 am, at the Santa Fe Opera with a backstage tour. Indy Q happened last Friday night and had a great turnout. The next one will be on June 26th.

6. PRESENTATIONS

A. STATE OF FILM IN NEW MEXICO

Mr. Graham gave a presentation entitled "Film NM" including an update of the office, focus areas, the state of the industry, industry outreach, targeted ad campaigns

in trade magazines and other opportunities.

There was discussion around the New Jersey Bill, Film USA incentives work, Netflix production in New Mexico, logistics with dealing with Tax and Rev, advocating for productions, the MAC facility, Film Office asks of the Legislature and how the Council can support that.

Mr. Graham stated that the Governor's Council has two working groups - the Legislative Working Group and the Incentive Optimization Working group. Both have requests for the Legislative Session. We are working with them and would love to hear your requests, issues and concerns. We need to have our focus in place by the end of July.

Dezbaa discussed issues with productions bringing in their own crew and what is done to encourage local crew hiring.

Mr. Graham said we work on these issues every time a production registers with us. We are addressing creating an environment where our local folks can thrive creatively and make a living.

B. TWO FLOWER PRODUCTIONS PODCAST, GO LOCAL GRANT WORK

Ms. Meyers said she is the Minister of Stories for Two Flower. She gave an overview of the two Podcasts in production, saying that they bring visibility and highlight business owners to build branding and support. They are a storytelling and education media and are part of the Go Local - Go Santa Fe program as well as a grant recipient.

7. DISCUSSION ITEMS

A. STRATEGIC PLAN WORKING GROUP UPDATES

Post Production

Ms. Dobrin reported that the Post Production Working Group had a fantastic meeting about the state of post production in New Mexico and our vision. She and Steve Rose are devising a year-long post production training program. Freelance Incubator is starting up in two weeks. She will put the details in the chat. There are other events that have been developed with Cosmic Focus, a video game space. The Game Jam event has 300 teams from across the country signed up. She will put the details in the chat.

Mr. Dennis gave an overview of the meeting, attendees and discussions including regarding documentaries.

Education

Dr. Wysong said we continue to make progress on the backlot and are looking for funds, partners and productions to come. The infrastructure is close to being completed. We filled our vacant number two position with the Film School. He will start in August. We have game design as part of our Media Arts Program and are revitalizing that.

Dr. Stahmer said the first backlot training will be in July. The City of Santa Fe Office of Economic Development is our funding partner. The training will be focused on construction, electric and set painting. Our Screen Writing Conference is this weekend. We will have 100 participants, 9 presenters, 7 writing rooms and a pitch competition. She will put the details in the chat.

Mr. Ordaz reported that IAIA's commencement was on May 16th. 750 people attended. We had 90 graduates. Last month was the Student Film Showcase at Sky Cinemas. Jessica Madder's Indigenous Film Academy will be held on the IAIA campus from July 7th through August 7th.

Above The Line

Chair Dillingham said the next Above The Line event will be in June at the Opera as described by Jen.

Government Affairs

Mr. Dennis said he had nothing to add to what he raised during Steve's presentation. He has put out a request to the Governor's Council to be involved in their subcommittees and has not received a response.

There was discussion around the MAC not being a real or true statewide effort and the amount of funding they receive, the lack of effort by the MAC to involve Santa Fe, the role of CNM and the structure of the MAC.

Chair Dillingham asked the Government Affairs and Education Working Groups to come together to address the MAC issues and recommendations.

Dr. Stahmer spoke about the loss of the give back program and the critical effect it has had on programs saying, we need a new idea of approaching funding. She has some ideas to build from the inside out.

There was discussion around the Screen Ireland conversations and the benefits of hiring local and the economics of that and the incentives.

Dezbaa spoke about addressing a candidate for Governor.

Mr. Dalbor reminded everyone that we are the Mayor's Council and are bipartisan.

8. MATTERS FROM THE COMMITTEE

A. MATTERS FROM THE CHAIR

Chair Dillingham said we have received good applicants for membership in the Council and those are in process.

9. MATTERS FROM THE PUBLIC

Sam Yungling. UNM Student. Mr. Yungling spoke about a rift between UNM and Netflix and on student requests that more workshops and hiring-style events happen on the UNM campus.

Talia Pura. Ms. Pura spoke about forming a working group on screen writing within the Council or otherwise, to meet monthly. If anyone is interested, please email her. Her information is in the chat.

Andrew Griego. Mr. Griego said he spoke with a young man who is interested in getting involved in the film industry. He is willing to be an intern, runner, gopher or whatever is available. Contact him if you are interested.

M. Giovanni Marquez. Mr. Marquez advised Sam to get as much experience as he can outside of school and asked him to email him. His information is in the chat.

Curt Doty. Mr. Doty spoke as an advocate for AI in film and his Cloud Film Fest Student Competition on October 7th and 8th in Glendale, California. After that event, he will be bringing the screenings to Santa Fe and Albuquerque. There will be cash prizes.

10. MATTERS FROM STAFF

Ms. Nelson announced that the SPUR grants for small businesses were launched yesterday. The application period is for 30 days. All of the information is on line. There is also a grant for small businesses that focuses on security. We have hired a Southside Business Coordinator who will start in June and will be housed at the Santa Fe Business Incubator.

Ms. Nelson reviewed various events and happenings and staff projects.

11. NEXT MEETING

A. JULY 7, 2026

12. ADJOURN

There being no further business before the Council, the meeting adjourned at 12:04 pm.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer

**FILM AND DIGITAL MEDIA COUNCIL
JULY 7, 2026, 10:00 AM
MEETING VIRTUALLY**

1. CALL TO ORDER

A meeting of the Film and Digital Media Council was called to order by Chair Dillingham, at 10:09 am, on July 7, 2026 and was held virtually.

2. ROLL CALL

MEMBERS PRESENT

Gay Dillingham, Chair
Dezbaa
Jason Ordaz
Dr. James Wysong
Dr. Elizabeth Stahmer
Alessandra Dobrin
Dyanna Taylor
Sienna Bergt
Jaydin Martinez
(vacancies)
Alternate Members:
 Lisette Bailey
 Barbara Bintree
 Talia Pura
 James Cresanthis

MEMBERS NOT PRESENT

Anna Darrah, excused
Robert Dennis, excused
Jacqueline Frank
Jaydin Martinez, excused
Tara Tovarek

OTHERS PRESENT

Johanna Nelson, Director, Economic Development and Creative Industries
Department
Casey Dalbor, Economic Development Department, Growth Management
Jennifer LaBar-Tapia, Director, Santa Fe Film Office
Andrew Griego, Santa Fe Film Office

Ziad Seirafi, Founder and CEO, Cosmic Forces
Luis Pena-Alvarez, Co-Director, Sovereign Lens Film Festival

3. APPROVAL OF AGENDA

MOTION A motion was made by Ms. Pura, seconded by Dr. Stahmer, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

4. APPROVAL OF MINUTES

A. APPROVAL OF MINUTES FROM MAY 5, 2026 FILM AND DIGITAL MEDIA COUNCIL

This item was postponed.

5. UPDATES

A. SANTA FE FILM OFFICE

Ms. LaBar-Tapia reported that American Airlines is looking very closely at the viability of the direct flight to LA that currently operates out of the Santa Fe Airport. We will keep you informed. We continue to work closely with the State Film Office. They announced that the Annual Conference will be held on September 2nd and 3rd in Albuquerque. They are putting together the agenda at this time. If you would like to see something included on the agenda, please let her know. The City Council just passed a Resolution to allow banners to be installed for the International Film Festival. The State Cultural Affairs Department is putting up a film history exhibit. It will be a two-year installation. If any of you have props or costumes or other items for the exhibit please let her know. The Above The Line event at the Opera was a huge success. We do need to get with Chair Dillingham to determine who will be taking Anna's place as the Chair of that working group. Wrap Book Pod Cast interviewed Andrew. He gave a twenty minute interview bragging on filming in Santa Fe. Andrew will put a link to the interview in the chat.

6. PRESENTATIONS

B. SOVEREIGN LENS FILM FESTIVAL

Mr. Pena-Alvarez gave a presentation on the Sovereign Lens Film Festival that included the request for films around the narrative of sovereignty, time lines, and deadlines. The Festival asks for short films that are under 20 minutes and are reaching out worldwide, but want to center on New Mexico film makers. The Festival will be held

on August 9th.

A. GAME GAUNTLET FOLLOW-UP

Mr. Seirafi gave a presentation and update on the Game Gauntlet program and event that included the history of the efforts to get Game Gauntlet going, partners, collaborations, the programs offered, speakers, a cross-over with Currents and other details. Mr. Seirafi said there were 125 participants in the cross-over event with Currents and 313 participants for the event. 33 games were developed and prizes were awarded on June 20th. Thank you to everyone who helped with this. He will put a link to the final report in the chat.

7. DISCUSSION ITEMS

A. VICE CHAIR DISCUSSION AND VOTE

Chair Dillingham put the name of Robert Dennis forward saying that he is interested in the position of Vice Chair.

Ms. Bailey nominated Jason Ordaz and Sienna Bergt for the position.

Mr. Ordaz thanked Ms. Bailey for the nomination, but declined due to bandwidth issues.

Ms. Bergt thanked Ms. Bailey and accepted the nomination.

After discussion, it was agreed by the Council to have two Vice Chairs - Mr. Dennis and Ms. Bergt. Chair Dillingham will meet with both Vice Chairs to clarify their roles and will lay out the plan at the meeting in August.

B. STRATEGIC PLAN WORKING GROUP UPDATES

ABOVE THE LINE

Ms. LaBar-Tapia spoke about the last Above The Line event during her report.

Ms. Taylor and Mr. Martinez have agreed to be Co-Chairs of this working group and will meet with Ms. LaBar-Tapia regarding a September event.

EDUCATION

Dr. Wysong said that Screen Ireland (Film Ireland) visited the back lot as well as the State Film Office.

Dr. Stahmer spoke about the Film Ireland events in Santa Fe including community conversations around sustaining the film industry. The message that came from the conversations was that we do need to invest back into our film community and have a unified voice.

Dr. Wysong said from that visit we received validation of our business plan and model.

Mr. Ordaz said we hosted a round table discussion with Screen Ireland. It was a great time with partners. We are sponsoring a 3D Com Conference around stereoscopy photography and digital media. The Indigenous Film Academy starts today and will be on campus for a month. We will have 20 people participating. Our Open House is coming up on September 17th.

Mr. Ordaz thanked Dr. Stahmer for working with him to craft a story for the Tribal College Journal about film. It will be published in the fall. He will share it with the Council.

Dr. Stahmer said we had our second screen writers conference and it was incredible and amazing. Game Gauntlet felt like a youth-sparking event. It was great. We had our free lance incubation with Vice Rose and it was inspiring. Our back lot training starts next week.

POST PRODUCTION

Ms. Dobrin said she is excited for the AVID training. Thank you to Liz and Stagecoach. She does not know what they would do without Liz. She brings people together. The incubator was amazing.

GOVERNMENT AFFAIRS

Chair Dillingham said Robert Dennis gave her a written report. The Governor's Council has formed a Legislative Task Force. They are doing listening sessions and are planning to go to the Legislature with a Bill focused on enhancing the Incentives that includes finding a replacement for the Give Back program and streamlining the Incentive program. They will work on the loan fund as well. They are hoping to have an outline of the Bill by our next meeting and a plan for how they want to put it together.

8. MATTERS FROM THE COMMITTEE

A. MATTERS FROM THE CHAIR

Chair Dillingham asked the Council members to report on happenings and things they are working on.

Ms. Pura said we met as screen writers and have a second meeting on July 21, at 10:00 am at Tribes.

Michael Garfield reported that he is headed to Berlin for an International convergence of web designers. If anyone is interested please contact him.

9. MATTERS FROM STAFF

Ms. Nelson reviewed the Department updates and introduced the new Southside Business Development Coordinator. She also gave an overview of the SPUR grant, which received over 100 applications totaling \$1.6 million in requests. Ms. Nelson said we have now documented the need. The SPUR Grant has \$150,000 available.

Ms. Nelson also spoke about the Safe Grant, Go Local Do Different and the Strategic Plan update.

10. MATTERS FROM THE PUBLIC

Shannon Hughes. Ms. Hughes introduced herself and stated that she has put in a letter of interest to join the Council as a member.

Andrew Griego. Mr. Griego said the Film Office would be happy to help promote the efforts of Ms. Pura and the screen writers meetings.

11. NEXT MEETING

The next meeting of the Council will be on August 4th.

12. ADJOURN

There being no further business before the Council, the meeting adjourned at 11:50 pm.

Gay Dillingham, Chair

Elizabeth Martin, Stenographer