

# **Film Liaison and Industry Update**

# LAS CRUCES

CONVENTION & VISITORS BUREAU

**Date:** March 29, 2012  
**To:** Brian Denmark, - COO / Assistant City Manager  
**From:** Philip J. San Filippo, Director, Convention and Visitors Bureau  
**Subject:** City Council Work Session – Film Liaison Position  
**File No.:** **FY#12-002**

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This is a status update on the Film Liaison position. The position is being transitioned back to the Convention and Visitors Bureau. We are working to define the position and the necessary procedures required to ensure that we can be effective in our efforts to attract the film industry.

Upon my arrival as the new head of the CVB, I was advised that the current person holding the film liaison position was retiring. His final day was during the last week of March. We attempted to schedule a meeting with the previous Film Liaison but have been unable to reach him.

The files that we have appear to end in 2010. The little information that is accessible is incomplete. Permits seem to have been issued after the fact and sometimes not at all. Structurally, we need to have better systems in place before moving forward with hiring someone.

We have had meetings with several people involved in the film industry. They have been very cooperative and understanding of the current situation; but they are very anxious for the position to be filled. We have offered to have a member of the film community be represented on the search committee.

We have sought out the assistance of the New Mexico Film Office. A meeting has been scheduled on May 21<sup>st</sup> with Mr. Norris, Outreach Program Coordinator to get his feedback on the prospects of the film industry in Southern New Mexico as well as any insight to the skill set required to effectively perform this position.

Based upon our meetings with the local film industry and the New Mexico Film Office we will be redefining the position accordingly. In addition to developing a new job description and beginning the search process, there are two additional items that must

be addressed. There needs to be a process structured and policies refined covering the film activity in Las Cruces. We also need to conduct a talent and resource audit so we have updated and accurate information on what is available within our community so we can effectively respond to inquiries. We will be asking members of the film community to work with us in this process.

We realize the importance of this position and we will move forward as expeditiously as possible. After our meeting with the New Mexico Film Office, we will begin the restructuring process with input from the local industry.

**Cc:** Lori Grumet, Community and Cultural Services Director