

Strategic Planning Sub-Committee Meeting Notes – DRAFT

Vernons Steakhouse
8655 4th Street, Albuquerque, NM

May 13, 2015
1:00pm—3:30pm

In attendance: Joe Brown, chair, Rick Huff, David Schwartz, Dan Stoddard, Thomas Goodrich. Absent: Renato Estacio

1:16pm Commissioner Brown called the meeting to order.

High Profile Event Goal - discussion

Submitted by DSchwartz. RHuff suggested staging an event in Socorro, NM, because it is the most central city in the state, geographically. DStoddard suggested building off of something that is already in existence, build relationship(s), and wean away over time to initiate our own event. Possibly ‘fill in the gap’ with artists, venue, genre, so it doesn’t compete with what already exists. Socorro Events: Socorro Days – Ronna Kalish 575-418-8949, producer, takes place in October; Festival of the Cranes; and a gulf invitational which may not be appropriate for the NMMC. DSchwartz, one concern – boots on the ground – do we have the manpower to execute this? JBrown, working with Lynn Edwards, runs the Hobbs fair, wants to put on a new music festival. WMA and NMMC could collaborate on project. DStoddard, hotel expenses are high in Hobbs and it’s far enough away from commissioners that one would need to spend the night for planning meeting, etc. WMA has extensive contacts throughout the state that can be utilized. TGoodrich suggested that NMArts grantees throughout the state can also be ‘joint-venture’ partners. DStoddard, does Music Foundation have budget to rent/purchase a pop-up tent, table, several chairs, a small amp system, mic, and a banner? RHuff – possible offer for a private entity to donate creation of a banner. DSchwartz – host an event that is in a populated area. DStoddard – produce an event in each of the four corners: Farmington, Las Cruces or Roswell, Silver City, possibly Raton for NE. DSchwartz met with Ana y Gallegos at Warehouse 21 re: hosting Art2Art. They’re willing to absorb overhead. They’ve committed to hosting three events through the end of 2015 and assess from those an appropriate frequency of hosting events in 2016. Barbara Hubbard in Las Cruces is a good resource for creating a mirror event in Las Cruces. JBrown also suggested the VP of WMA, who also lives in Cruces.

4. **Create a Signature Event.** Establish a high profile event that does not conflict with any existing programs around the state.

- Objective 1: Contact at least one current event producer for joint venture.
- Objective 2: Create at least one mobile 'booth' for events.
- Objective 3: Create a list of performers willing to be part of start up through the use of an introductory letter.
- Objective 4: Create at least one major event in a large population center annually.
- Objective 5: Create a major event in all four corners of the state.
- Objective 6: Present a Platinum Achievement Award in conjunction with a pre-existing event.

Platinum Achievement Award – discussion

DSchwartz - Give 4 awards per year, once each quarter. The award presentation could be part of a pre-existing event where the artist winning the award is already scheduled to perform. It could also dovetail on the Four Corners concerts series concept, or with a high profile event.

Education Expansion Goal – discussion

DSchwartz – NMMC to sponsor panels, seminars, workshops, master classes that bring together high level professionals to educate students K-12 and collegiate as well as professionals. Past examples: a panel of approximately 5 professionals, talked to students at New Mexico School for the Arts about the realities of being a professional musician. Professional development for artists is also imperative.

A panel of venue, theater, and club owners to discuss the processes of operating such a business.

TGoodrich – will talk with Doug Patinka about including check-option in NM Music Directory for artists who would be willing to go into the schools (particularly public schools) and give lectures, teach workshops, master classes, etc.

A discussion ensued re: options for clinics, workshops, master classes, artists. RHuff suggested the Hey Mozart program. Goodrich outlined possible partnership with Big Brothers, Big Sisters, the New Mexico Music Association, String Teachers Association, and Choral Association – providing music mentors to little ones.

5. Education Expansion.

- Objective 1: Create template for continuing education seminar(s) for professional musicians.

- Objective 2: Create a pilot program to support existing music programs; music education associate.

Working with the Tourism Department and Film Commission, both of which are specifically stated in the NMMC Mission statement – discussion.

6. Develop collaboration and partnerships with NM Film Commission and NM Tourism Department.

- Objective 1: Create a kick off meeting with NM State ??? Department Secretary.
- Objective 2: Create meeting with NM Film Commission.

Remaining Goals

7. Expand Commission Processes
8. Generate Funding Streams, Development

Next meeting set for Tuesday, May 19, 2015 11:30am at Vernon's Steakhouse, ABQ.

Meeting adjourned at 3:30pm