

Strategic Planning Sub-Committee Meeting Notes – DRAFT

Vernons Steakhouse
8655 4th Street, Albuquerque, NM

May 19, 2015
11:30am—2:00pm

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

11:37am Commissioner Brown called the meeting to order.

Brown stated agenda: Address remaining goals. Return to goals 4-6 and set target dates.

DSchwartz suggested identifying each commissioner's strengths and aligning them with various sub-committees that play to their strength. Discussion ensued about brining in remaining commissioners, making sure that the strategic planning committee doesn't end up doing all of the work. Concerns about resources, 'go-to' people, staffing. JBrown remind that this is phase one of the planning. Phase two, we will go through the S.W.O.T. analysis and flesh out details.

If we structure plan appropriately, it will give the agenda for each meeting. It provides guidance to lead and sets the calendar of events.

TGoodrich question about capturing in the NM Music Directory re: musicians willing to teach and their qualifications. Partnering with state music ed associations. Discussion about adding an objective to include in existing NM Music Directory fields that capture information about artists ability to teach, licensure, member of various music ed organizations, etc.

Reviewing previous meeting, DSchwartz stated that he is excited about the NMMC booth that can be present at various events throughout the state, as well as strengthening partnerships.

In presenting strategic plan to fellow commissioners, we need to relay the concept that we are not asking each commissioner to do 100% of the work, but we are asking them to do 100% of the guidance.

Expand Commission Processes – discussion

Brown suggests that this not be a strategic plan, but be placed in the opening statements of the plan, along with mission and vision, as a statement of strategic planning policy for all aspects of the plan.

Generate Funding Streams, Development – discussion

Brown, there are a number of approaches to this goal. Opened up discussion of brainstorming ideas:

- **Veteran’s Memorial Park** in ABQ – Looking to partner, create activities. Great venue and facility. Event room holds 150 or so people. Has an industrial kitchen. Outdoor grounds seat 3500. Amphitheatre seats 400. They want to develop their own funding stream to support homeless veterans.
- **Performance venue tickets price** – set a template: 60% to the entertainer, 20% to the venue, 20% to the commission.
- **Warehouse 21** – having a foundation meeting June 2nd 10am @ Warehouse 21. NMMC will present the new NMMC Foundation and discuss Art2Art series.
- **ABQ Film Office** – Ann Lerner has connections with SBroadway and the Kimo and can help the NMMC with booking.
- **Create revenue streams** – is there a possibility to target current DCA Cultural Collaborative toward other project?
- **Art2Art** – create art on the spot while musician performs, auction art at end of event – possibility of sponsorship, also collect donations at the door. Stoddard, how do we enhance a pre-existing event to entice venue to partner with us? What unique do we bring to the table?
- **Lodgers Tax Board** – presentation to local tax boards for funding, possibility of purchasing merchandise to sell at events to create profit – Tax Boards would fund creation of merchandise, profit from selling. The Tax Board’s goal is to bring new events and promote young events to the area to generate income for the city from tourism, ‘heads in the beds’ for the hotels, etc. Purpose is for promotion and advertising of events. NMMC would need to spend the money first before collecting from Tax Boards. City writes the check for reimbursement. Best to meet with City treasurer before check needs to be signed. This needs to be standard procedure to ask for tax board funds in any municipality in which NMMC presents an event.
- **The Candyman** – will provide free sound equipment. Following with this, gather logical businesses around the state who are willing to donate goods and services for free (in exchange for advertising, partnering on project).
- **NMMC Foundation** – Huff asked, What is the role of the foundation? How will they help the music commission? DSchwartz advises the NMMC Foundation has ‘identified their friction points’ and are moving beyond them.

- **All Star Karaoke** – DSchwartz says there's a possibility of La Fonda hosting such an event – Jenny Kimball, CEO.

NMMC Foundation

Sponsorship

Lodger's Tax

Venue collaboration (Warehouse21, Vet's Memorial, La Fonda)

Executive committee – intro in strategic plan that subcommittee chairs charged with establishing processes, setting a budget, obtaining funding for project, with goal of making each event sustainable, long term, in the future. Must be a high level goal for the NMMC as a whole and also a specific objective within in each goal. Subcommittee chair will need to work with chair of a proposed Executive committee, as per ByLaws, to collaborate on high-level fundraising and specific needs of each committee.

Large signage for 8x10 is approximately \$1,000. RHuff will check with sources. TGoodrich will check with state on pricing.

Phase I not yet complete. We need 1-2 hours to review all goals, review and assign timeline, identify possible commissioners to chair committee(s) involved w/each goal, and to create an outline briefing strategic plan and next steps.

Huff – find out what costs would be for online radio.

Get feedback from remaining commissioners after July public meeting.

Set next date by email. Goodrich will initiate.

Meeting adjourned at 1:30pm