

## **Strategic Planning Sub-Committee Meeting Notes – DRAFT**

Bataan Memorial Building, NMArts Conference Room  
407 Galisteo St., Santa Fe, NM 87505  
July 1, 2015  
10:00am—2:00pm

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

10:10am Commissioner Brown called the meeting to order.

Schwartz stated that the strategic plan is crucial to the commission and that every commissioner needs to assume ownership of at least one Goal in the plan. The commissioner will not be responsible for implementing the entire goal – it is expected each commissioner will identify and recruit their own team of volunteers to assist in the execution of their goal. Each commissioner will be expected to report on his or her Goal and objectives at each public meeting. Schwartz also stated that we must take into consideration that some commissioners are more active and some are more passive in their involvement with the commission and we may need to pair them accordingly.

Goodrich outlined criteria to include feedback from public and industry leaders:

- Open discussion tagged to the end of a NMMC meeting
- Questionnaire(s)- through Facebook and Survey Monkey
- Performance measures included in SP document that identify numbers of people impacted, sliced and diced by the following criteria: urban (Albuquerque, Santa Fe, Las Cruces), rural, statewide, out of state
- Query music industry leaders for feedback (such as Executive Director of Santa Fe Opera, AMP Concerts, NMMEA, and prominent musicians in the state)

Schwartz and Brown brought Estacio up to date, reviewing previous meeting notes.

Brown set agenda for meeting:

1. Regroup on where we are
2. Insure Phase 1 is complete

3. Use SMART to complete Phase 2
4. Apply “Are We Don” to our work

Brown handed out a Summary Checklist:

1. Clarify Mission – our purpose
2. Clarify Vision – what will success look like
3. Situational Analysis – SWOT
4. Clarify Strategic Issues – what must be addressed
5. Define Expected Outcomes – indicators of success
6. Clarify Activities – what actions get us our vision
7. Develop Implementation Schedule – 1, 3, 5 year

Strategic Planning committee needs to provide to each commissioner a hardcopy of the final draft of the strategic plan. Brown has electronic copy of template and will make first draft. He will pass off to Goodrich for formatting. Schwartz added that we need to approach the strategic plan with simplicity because commissioners are busy and we don't want to give them a lengthy document to wade through. Huff confirmed.

Schwartz suggested utilizing the ‘Executive Committee,’ as established in the NMMC Bylaws, to oversee execution of strategic plan. The Executive Committee will serve to coach commissioners in the process of implementing the plan. Executive Committee members will be: David Schwartz, Joe Brown, Renato Estacio, Rick Huff, and Dan Stoddard.

Goals 1-4 were reviewed and discussed.

Goal 6 needs to be developed. Huff discussed identifying film and tourism members as an initial collaboration.

Goal 7 Expand Commission Processes - will be moved to opening statements and established as ‘umbrella’ policy for the strategic plan as a whole. Establish a new goal focused on partnership with radio, television, and film. Estacio specified the need to differentiate collaborative projects in goal #7 from goal #1 (public awareness and advocacy). A discussion ensued about whether or not to state a specific goal for tourism and film, or to put at a higher level in the plan and ‘expect’ that partnerships with these divisions will arch over the entire strategic plan.

Collaborative projects with television: Huff shared a discussion with Ryan from Grandma’s Music re: Michael Kamen (PBS channel 5) interest in setting up a 3-minute video report with a talking head doing a news report – rotating segments through various genres represented in the music industry. Segments could be aired during fundraising events. Music stores would underwrite promo spots.

Collaborative projects with film: Schwartz advised that the film commission doesn't have allocated budget to put toward a collaborative project with the music commission.

11:30am Break for lunch

12:00pm reconvene

**4. Create a Signature Event.** Establish a high profile event that does not conflict with any existing programs around the state. Formulate a proposal for the event by October 1, 2015.

- Objective 1: Contact at least one current event producer for joint venture.
- Objective 2: Create at least one mobile 'booth' for events. *Move this to Goal 1.*
- 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. *Move to Goal 3, incorporate w/Platinum Achievement Award.*
- Objective 6: Present a Platinum Achievement Award in conjunction with a pre-existing event. *Move this to Goal 3.*

**5. Education Expansion.** Support the expansion of music education across the state and propose an approach with logistics and budget to execute by October 1, 2015.

- Objective 1: Create a template for continuing education seminar(s) for professional musicians.
- Objective 2: Compiling a list of music education programs in New Mexico and list on the NMMC Web site.
- Objective 3: Determine opportunities, short falls, and needs not currently being met by existing music education programs in the state.

Executive Committee will meet with sub-committee chair between October 1 and the November public NMMC meeting to revise proposals.

All sub-committees will provide at least a yearly report, probably a quarterly report, to the commission.

**6. Develop and Coordinate Collaboration and Partnerships.** Work with complimentary organizations in the state to increase and enhance our activities and visibility. Propose collaboration with the film community and provide a list of possible other collaborators by October 1, 2015.

- Objective 1: Explore and propose joint activity with the film community, such as the ABQ Film Office, Governors Film Council, New Mexico Film Commission.
- Objective 2: Support ongoing activities with current collaborators as they evolve, including events listed under Goal 3, such as Cultural Collaborative, Art2Art, etc.
- Objective 3: Research other possible collaborative partnerships with State.
- Objective 4: Provide coordination to the foundation for funding needs.

**7. Original Content Creation.** Develop New Mexico music supportive programming for radio and television.

- Objective 1: Create 3-minute spots for PBS featuring various genres of New Mexico Musicians.
- Objective 2: Create media packages supporting Goal #1.
- Objective 3: Radio station tax credit with Claude Stephenson.

*Move Goal 8. Generate Funding Streams to summary statement - Each project establishes budgetary needs and the foundation will have the first option of funding. If the commission doesn't identify a funder for the project, it will go on the back burner.*

Discussion about reporting to DCA Secretary – 15-minute sit down to review executive summary of strategic plan.