

Strategic Planning : Public Input Meeting Notes – DRAFT

Meem Auditorium, Museum of Anthropology, Santa Fe
September 8, 2015
12:00pm—1:00pm

In attendance: Joe Brown, chair, David Schwartz, Dan Stoddard, Thomas Goodrich. Absent: Rick Huff, Renato Estacio. Other commissioners present: Jose Ponce, Claude Stephenson. Nm Arts: Lilli Tichinin, Folk Arts Specialist. Public: Carla Lehmeier (NMSA Orchestra Director, classical cellist, Local 618-AFM), Jamie Lenfesty (AMP Concerts Santa FE), Alan Kapulski (freelance musician in Santa Fe).

12:12pm Commissioner Schwartz called the meeting to order.

Schwartz gave a brief introduction to the Music Commission by reading about the commission's history, mission, and purpose, from the Statutes and By Laws.

Schwartz introduced Commissioner Brown, chair of the Strategic Planning committee. Brown gave a brief overview of the S.M.A.R.T. process used to develop the strategic plan's Goals and Objectives. He read aloud the seven goals and their underlying objectives and then opened the floor for questions and discussion.

Alan Kapulski stated that a social media presence is missing from Goals 1 and 7 and that there is no mention of a video blog. Commissioner Ponce stated that there is no funding to staff someone to manage social media for the music commission. He added that Thomas Goodrich has opened NMMC Facebook and Linked-In accounts and is managing them in addition to his duties as commission administrator. Goodrich asked Kapulski for feedback about specific social media sites that he felt the commission would benefit in utilizing. Kapulski mentioned: Twitter, Facebook, Instagram, and YouTube. He said young people look to social media and that Web sites, print, radio, television and other 'traditional' media sources are archaic to them. He expressed an imperative that the commission engages in social media as a means of reaching out to young people and to expand awareness of new and up-and-coming musicians around the state. A discussion ensued about the underground music scene in Santa Fe. Venues such as Ghost., Radical Abbacus, and Aha!, were discussed, as well as Meow Wolf. Kapulski stated that such venues are leery of the music commission because of its ties to state government, as many of the underground venues are working under the radar because they're not big enough to file for 501C3 status. He suggested some venues are essentially functioning like house parties and that they may be utilizing performance spaces that are not up to excessively strict zoning and other codes required by the City and/or State to become 'legitimate' venues. Jamie Lenfesty concurred and expressed concern over the strict state regulations for performance venues –

citing specifically the State's Gross Receipts Tax and that 8+% percent of earnings going to the State is a huge deterrent for music festivals. He asked for the music commission to lobby the State Legislature to eliminate or greatly lessen the gross receipts tax for music venues and festivals, as a 'Tax Incentive' to promote live music in the state.

Carla Lehmeier stated the American Federation of Musicians Local 618 has assisted numerous musicians in getting contracts for their work offering them fair wages. She stated that everyone else working on the film (tech crew, etc.) belongs to their respective unions and that the production companies are very willing to work with the contracts that offer fair wages. She also shared that it would be great if the Local music union and the commission could work together to assist in getting musicians more work in the film industry. There is an AFM film contract specialist on the West Coast that assists the Local with the musician contracts.

Lehmeier also requested that the music commission add an objective to Goal 5: Expand Education. She said there are many professional organizations in the state that are willing to share their resources with schools, but it is sometimes challenging to connect the resources with the schools. She asked that the commission consider assisting in linking the organizations with the educational institutions.

Finally, Lehmeier requested that the commission promote professional musicians around the state. She offered her concern that musicians from New Mexico are often perceived as 'hobbyists.' She stated that every genre of music deals with this perception and it is important we work together to promote our industry as professional musicians.

Commissioner Schwartz offered to schedule a meeting with Lehmeier and Goodrich to discuss her ideas further. Goodrich will contact Schwartz and Lehmeier to set up.

Kapulksi stated that there are many "famous" and successful musicians who live in New Mexico but do not perform here. He said many artists leave the state because there is no work here as a musician. He stated that those who elect to stay choose to do so because it's a beautiful place to live but they often find work out of state and 'come home' to New Mexico to live. He suggested the commission identify the "famous" musicians living in New Mexico and ask them why they don't perform in the state? Lenfesty agreed and added that deterrents are the small population, lack of funding, support, and sponsorship.

Lenfesty gave several suggestions about a possible signature even for the music commission, Goal 4. He suggested a food event at the Railyard, which could also serve as a fund raiser, perhaps a chile roast, and can be used for information gathering as well.

The commissioners thanked the public for their valuable and informative input.

Brown adjourned the meeting at 1:12pm.