

New Mexico Music Commission

promoting New Mexico's rich and diverse music heritage



Orientation 6 | Martinez Administration

~ 2011 ~

Key Executive Branch Personnel

Department of Cultural Affairs

Veronica Gonzales	Cabinet Secretary
Mike Delello	Deputy Secretary
Doug Patinka	Information Technology
Felicity Broennan	Director of Strategic Initiatives and Partnerships

New Mexico Arts

Loie Fecteau	Executive Director
Jenice Gharib	Grants Program & Policy Director
Claude Stephenson	State Folklorist, Music Commission representative

Executive Director Nancy Laflin Terminated

Per a 13 January 2011 article “An Uncertain Future for the New Mexico Music Commission” by Jessica Cassyle Carr of the Alibi, “When Republican Susana Martinez was elected governor in November, her transition team informed all state political appointees—otherwise known as exempt (GovX) workers—that they had to resign by Gov. Richardson's last day in office. New Mexico Music Commission Executive Director Nancy Laflin was among those who lost their jobs. The agency—which was established by Gov. Richardson in 2005 and approved by unanimous votes in the house and senate in 2009—now has no paid staff.”

~ 2012 ~

Commission Budget Expired

The commission's budget expired at the end of the Richardson Administration's final fiscal year, FY12. The commission's budget was tagged by the Martinez Administration as part of her initiative to lower government spending.

Fiscal Year

The state fiscal year (FY) runs from July 1 through June 30 of the following year and is named for the calendar year in which it ends. (For example, the current state fiscal year is FY21. It began July 1, 2020 and ends June 30, 2021. FY22 will run July 1, 2021 to June 30, 2022.)

New Mexico Music Commission Foundation Established

The New Mexico Music Commission Foundation (NMMCF), a 501c3 organization, was established April 2012 by Commission Chair Lee Berk and David Schwartz, the foundation's inaugural President, when it became clear the commission would lose its funding from the State. The purpose of the foundation is to garner private sector support for Music Commission initiatives.

Foundation General Operating Agreement

The New Mexico Music Commission Foundation General Operating Agreement was entered into by and between:

- New Mexico Arts, a division of the Department of Cultural Affairs, State of New Mexico;
- New Mexico Music Commission; and,
- New Mexico Music Commission Foundation, a New Mexico non-profit corporation.

As per the agreement, “The purpose of the agreement is to establish the Foundation as the entity that may complement and support functions that are the statutory responsibility of New Mexico Arts pursuant to the provisions of Section 6-5A-1, NMSA 1978. The Foundation's principal and authorized purpose is to complement, contribute to and support, aid the function of or forward the purposes of the New Mexico Music Commission, which is a New Mexico State board under the auspices of New Mexico Arts, through financial support, the contribution of services, goods, data or information that help or aid New Mexico Arts in carrying out its statutory purpose and goals.”

✓ **Key Doc:** *Review* the Foundation's [General Operating Agreement](#) {pdf-7}.

~ 2013 ~

Commission Chair Lee Berk Resigned

Shortly after establishing the Music Commission Foundation, Lee Berk resigned as Chair of the commission. He and his wife moved to Arizona to retire.

David Schwartz Appointed Commission Chair by Governor Martinez

Lee Berk recommended David Schwartz as his replacement as Chair of the Music Commission. Governor Martinez appointed Schwartz August 2013. Schwartz subsequently resigned as president of the foundation. It is a conflict of interest to serve on both the commission and foundation.

✓ *Support Info: View [David Schwartz's](#) {web} profile on the NMMC website.*

Schwartz's key initiatives as commission chair were creation of the Art2Art program and the Platinum Achievement Award.

Projects

- Produced one Art2Art at Casweck Galleries in Santa Fe featuring visual artist Robbi Firestone and singer-songwriter Sean Healen.
- A Platinum Achievement Award was presented to Kenneth Broad for his contributions to promoting and preserving the legacy of Buddy Holly through the Buddy Holly Museum in Clovis, NM.

~ 2014 ~

Projects

- Produced two Music Industry Mentoring Sessions for music majors at New Mexico School for the Arts. Panel included music commissioners and local music professionals.
- Produced two Art2Art events featuring live music and visual art. The first event was held at Garrett's Desert Inn and featured music by Nacha Mendez and visual art by Linda Storm and Pablo Perea. The second event was held at Zane Bennett Gallery and featured music by Glen Neff and visual art by Brandee Caoba.

- Herb Jeffries received a Platinum Achievement Award from the Music Commission at the Western Music Association conference in Albuquerque. Commissioner Ponce contracted the NM Jazz Orchestra for Jeffries tribute performance.
- A Platinum Achievement Award was presented to legendary jazz promoter Bumblebee Bob Weil at the Lensic Theatre in Santa Fe.

~ 2015 ~

Part-time Commission Administrator Thomas Goodrich Hired

The Legislature approved funding for a music commission staff member. New Mexico Arts Executive Director Loie Fecteau created a T180 (temporary for 180 days) part-time administrator position. Salary for the six-month temporary position was approximately \$9,000 (\$18/hr 20hrs/wk) and offered no benefits. Fecteau interviewed and hired Thomas Goodrich February 2015. The T180 period expired August 2015 at which point Fecteau invited Goodrich to apply for a permanent full-time administrator position. Goodrich declined. Fecteau later announced a permanent part-time administrator position and invited Goodrich to apply. Goodrich was hired January 2016. Total compensation for the permanent part-time administrator position was \$30,000 (\$20k salary and \$10k benefits). The position is non-exempt and a member of the Communications Workers of America, AFL-CIO, CLC bargaining unit. As of 1 July 2020, Goodrich's current salary is \$21,115 and benefits remain the same.

✓ *Support Info: View [Thomas Goodrich's](#) {web} profile on the NMMC website.*

NMA provided Goodrich with an office, office furniture, a desktop computer, an office phone, access to general office supplies (no special orders), access to printers, copy machines, fax, and peripheral support from the NMA receptionist. NMA Executive Director Fecteau advised Goodrich all other administrative expenses must be financed by the Music Commission Foundation.

Reporting Structure

- Commission Administrator Goodrich reported to NMA Executive Director Fecteau;
- NMA ED Fecteau reported to DCA Cabinet Secretary Veronica Gonzales;
- DCA Secretary Gonzales reported to Governor Susana Martinez.

Projects

- Goodrich rebranded the commission, created a new logo, new social media accounts, and designed a comprehensive new web site.
- Schwartz produced and emceed one Art2Art event at Warehouse21 featuring music by Casey Anderson and art by Gary Myers. Artisan Santa Fe sponsored the event. Gary's painting was auctioned off with proceeds benefiting Warehouse21.
- The commission partnered with State Historic Sites to present a historic sites summer concert series.
- The commission adopted its first comprehensive three-year strategic plan, seeking public input through the development process (see below).

~ 2016 ~

Three-year Strategic Plan Adopted

The commission's strategic planning committee developed a comprehensive strategic plan in 2015. Input from the public, NMA staff, and DCA executive was obtained during the draft the process. Committee members were Joe Brown, chair, Renato Estacio, Rick Huff, David Schwartz, Dan Stoddard, and Thomas Goodrich. The commission adopted the plan at their January 2016 meeting.

1. **Music Awareness and Advocacy:** Increase public awareness of the Music Commission and emphasize the quality, expertise, and professionalism, spanning all musical genres, of the state's music industry.
2. **Music Industry Clearinghouse:** Provide a centralized listing of music events, venues, artists, and music-related businesses for the state's rich and diverse music industry.
3. **Events and Activities:** Expand Music Commission's existing events and develop a new *high-profile signature event* to recognize and serve the state's music industry.
4. **Music Education:** Support the expansion of music education that does not conflict with any existing events or programs around the state.
5. **Collaboration and Partnership:** Develop and coordinate collaboration and partnership with complimentary organizations throughout the state to increase and enhance Music Commission's activities and visibility that promote the state's Music Industry.
6. **Development:** Create a comprehensive and sustaining funding campaign to assist in the implementation of Music Commission events and projects.

✓ **Key Doc:** Review the [goals and objectives](#) {pdf-6} of the 2016-2018 strategic plan.

✓ *Support Info: Browse* the strategic planning [process](#) {web}: vision statement, planning committee meeting notes, and public input.

Projects

- Goodrich assisted DCA Executive with production of a noontime music performance in the Round House Rotunda during DCA's Culture Day at the 2016 Legislative session. Goodrich hosted the La Cueva HS Camerata at the performance.
- DCA signed a two-year contract to continue the State Historic Sites Concerts series established by the commission in 2015. AMP Concerts and promoter Janey Potts won the public bid to promote the concerts. The series was a joint partnership between NMMC, NMA, DCA, State Historic Sites, and AMP Concerts.
- NMTour was established by NMA Grants Director Jenice Gharib. The Tour sponsors New Mexico-based musicians performing at non-profit venues in rural New Mexico. NMA Folk Arts Specialist Lilli Tichinin and Goodrich curated a list of musicians for the project.

Commission Chair David Schwartz Resigned

Schwartz resigned at the commission's November 2016 meeting. He returned to the Music Commission Foundation as its President in order to raise funds to produce the 2017 Platinum Music Awards show and subsequent shows in 2018 and 2019.

New Mexico Music Commission Foundation Board Created

The Music Commission Foundation (NMMCF) was mostly inactive during the time Schwartz served as commission chair (from August 2013 to November 2016, during which time the late John Greenspan served as president). Schwartz formed a new Foundation Board December 2016.

David Schwartz-President, Santa Fe
Trish Parks-Secretary, Santa Fe
Phil Moon-Director, Santa Fe
Linda Storm, Santa Fe

Ned Jacobs-Treasurer, Santa Fe (resigned 2019)
Gary Storm-Legal Counsel, Santa Fe
Steve Malcolm-Santa Fe
Pat Davis, Santa Fe

Remaining members from the first incarnation of the foundation (2012-2016) are Linda and Gary Storm and David Schwartz. Goodrich recommended retired New Mexico Court of Appeals Judge Roderick Kennedy of ABQ to serve on the foundation board; Kennedy joined the board in 2017.

~ 2017 ~

Dan Stoddard Elected Acting Chair by Music Commissioners

The commission was without a Governor-appointed chair from November 2016 to September 2020. Per the commission's bylaws, in the absence of a Governor-appointed Chair, the Vice Chair fulfills the duties of chair, serving as the commission's Acting Chair.

Daniel Stoddard was elected Vice Chair by music commissioners at the January 2017 open meeting and assumed the role of the commission's Acting Chair.

✓ *Support Info: View [Dan Stoddard's](#) {web} profile on the NMMC website.*

Foundation Bylaws Created

The reorganized NMMCF board, under the leadership of David Schwartz, adopted new Bylaws on 9 January 2017.

✓ *Support Info: Thumb through the NMMCF's [bylaws](#) {pdf-29}*

Acting Chair Dan Stoddard Resigned

Dan Stoddard resigned as Vice Chair/Acting Chair at the November 2017 open meeting to pursue political office in Sandoval County. He remained on the commission until August 2020.

Projects

- The commission and foundation launched the rebranded Platinum Music Awards for lifetime achievement. 2017 honorees were: Arlen Asher, Fernando Cellicion, Bill and Bonnie Hearne, Al Hurricane, Dr. Dale E. Kempter, and Catherine Oppenheimer, recipient of the Lee Berk Award. The awards ceremony took place 21 July at the Palace Restaurant and Saloon followed by an honoree tribute variety show at the Lensic Performing Arts Center.
- The commission partnered with AMP Concerts, State Historic Sites, DCA, NMA, and concert promoter Janey Potts to produce the 2017 State Historic Sites Concerts, featuring New Mexico musicians performing music historically relevant to each state historic site. Music Commissioners Melissa Sanchez, George Adelo, and Rick Huff served as emcee for each event and historic site staffers provided tours during intermission. Concerts took place at the Lincoln, Jemez, and Coronado sites.

- Goodrich created and launched the Student Musician Spotlight December 2017 on behalf of the commission and with advice and approval of commissioners. The series was established to honor the achievements of New Mexico’s talented and dedicated student musicians age 18 and younger. Selected students are featured in the Showcase section of the commission’s web site and Facebook page. Students also receive a certificate of recognition signed by the Governor.

✓ **Key Doc:** *Review* the [Student Musician Spotlight](#) {web}. Familiarize yourself with the eligibility requirements, nomination process & guidelines, acceptance policy, timeline, list of recipients, and sponsors.

Platinum Music Awards

The commission adopted the Platinum Music Awards show (PMA) as their annual *high-profile signature event* and *primary fundraiser*, per their 2016-2018 strategic plan, at their April 2016 open public meeting. The Platinum Music Awards are the State of New Mexico’s highest honor for the music industry. Five “Platinums” are presented annually to living musicians and music supporters who have demonstrated *lifetime achievement* in their music genre or have made significant and distinguished contributions to New Mexico’s music industry. Nominations are invited from organizations and the public. A jury of music industry experts appointed by the Music Commission selects the honorees. The New Mexico Music Commission is founder and owner of the Platinum Music Awards, including all logos, trademarks, copyrights, art, media, and/or other materials created by its foundation or other entities.

✓ **Key Doc:** *Read* about the [Platinum Music Awards](#) {web}. Familiarize yourself with the PMA timeline, eligibility and nomination requirements, how honorees are recognized, primary contacts, proceeds, and a list of honorees.

The commission charged its foundation with production of the annual awards show.

✓ **Support Info:** *Visit* the [Platinum Music Awards Show](#) website.

Platinum Music Awards Show Financials

Below is a financial overview of the 2017, 2018, and 2019 Platinum Music Awards shows, as reported by the New Mexico Music Commission Foundation (*accrual accounting*).

year	income	expenses	profit/loss	to NMMC
2017	\$22,123.24	\$19,014.21	\$3,109.03	\$1,154.51
2018	\$23,517.14	\$32,782.60	-\$9,265.46 ⁽²⁾	-\$1,554.51 ⁽¹⁾
2019	21,377.82	\$30,423.34	-\$9,045.52 ⁽²⁾	\$0
total	\$67,018.20	\$82,220.15	-\$15,201.95	\$0

(1) The foundation retracted \$1,554.51 from the commission account to offset their 2018 losses.

(2) The foundation applied a net income of \$5,053.04 from other projects to their PMA production debt. In addition, Schwartz provided a no term 0% interest loan of \$9,000 to the foundation.

While the foundation's independent net profit and Schwartz's loan would appear to fall short on an Accrual Basis, it is actually long on a Cash Basis and the foundation has verified all bills associated with the 2017-2019 PMA shows are paid.

Accrual vs. Cash accounting

The main difference between accrual and cash basis accounting lies in the timing of when revenue and expenses are recognized. The cash method is a more immediate recognition of revenue and expenses, while the accrual method focuses on anticipated revenue and expenses. The foundation's accrual accounting includes transactions for which cash is not a part of the transaction.

NMMCF Financial Assistance to Commission

Below is a consolidated list of bills not directly related to production of the Platinum Music Awards show which the foundation paid at request of the commission 2017-2019:

\$300.00	Travel, hotel, meals for 2 PMA judges from Las Cruces
\$206.63	Travel, hotel, meals for Sanchez to Gallup for Art2Art events
\$162.40	Lunch for PMA judges
\$150.00	Sound engineer for George Adelo memorial
\$43.85	Coffee service and snacks for PMA judges
=====	
\$862.88	

~ 2018 ~

Melissa Sanchez Elected Acting Chair by Music Commissioners

Melissa Sanchez was elected Vice Chair by music commissioners at the January 2018 open meeting and assumed the role of the commission's Acting Chair.

✓ *Support Info:* View [Melissa Sanchez's](#) {web} profile on the NMMC website.

Sanchez's key initiatives as Acting Chair were revamping the Art2Art program, producing two Art2Art shows in Gallup, formalizing PMA judging, and developing a PMA social media campaign.

Projects

- Gharib of NMA procured \$10,000 in annual funding for the NMTour, to be used exclusively for artists fees. Established in 2016, NMTour sponsors New Mexico-based musicians performing at rural venues around the state.
- The commission and foundation launched the 2018 Platinum Music Awards.
Nominations were accepted from the public 1 January to 15 February. Honorees were announced 10 April at Candyman Strings and Things. 2018 honorees were: Antonia Apodaca, Dr. William Clark, Thomas Guralnick, Nacha Mendez, Malcom Yepa, and Hummingbird Music Camp received the Lee Berk Award. The awards ceremony and dinner took place Thursday 30 August at the Santa Fe Hilton and the awards show followed at the Lensic Performing Arts Center.
- The foundation, in partnership with the commission, launched a Music in the Schools pilot project with Santa Fe Public Schools, a visiting artist program in which professional musicians and music educators deliver music assemblies and master classes to students in the Santa Fe Public Schools.
- Goodrich featured several new students in the Student Musician Spotlight series.
- Sanchez and Goodrich restructured the Art2Art program and produced an October Art2Art event in Gallup featuring Delbert Anderson, trumpet, and Winona House, artist and theramin, in two 30-minute collaborative performances followed by an interview and Q&A led by Sanchez. Sponsors were GallupARTS and NMA. (See *Art2Art Events in Gallup* below.)

✓ **Key Doc:** Read about the [Art2Art](#) {web} program. *Familiarize* yourself with its purpose, concept, format, audience, admission, venue provisions, music commission provisions, additional considerations, proceeds, booking information, and examples.