



Production Committee Meeting Minutes February 26, 2021

Welcome/Call to Order

Meeting called to order by Chairman Abeyta at 2:35pm.

Attendees: Juan “Buddy” Abeyta, Zenobia and Tracey Whitney. Absent: Busy McCarroll

Approval of minutes from last meeting

This is the first meeting of the newly appointed commissioner’s. There were no prior committee minutes to approve.

Reports

Chairman’s Report: As this is our first meeting, Chairman Abeyta did not have a report to submit.

Open issues

There are no open issues at this time.

New Business

- Chairman Abeyta directed the Commissioner’s to review the 2016-2018 Strategic Plan individually, and use as a blueprint for a new strategic plan going forward.
- Chairman Abeyta has instructed that we come up with a response to Secretary Garcia y Griego’s interest in providing recording kits for virtual concerts (hereafter kits) to musicians, and how this would be funded.
 - Commissioner Zenobia raised concerns re. what would the kits include, what happens if the kits are damaged (who will be held responsible/will replace damaged items, etc.?), and with whom would the overall responsibility, including storage, etc. lie?
 - Commissioner Whitney inquired as to whether the kits would be made available state-wide, or in just one locale?
 - Chair Abeyta concluded that there would have to be much more thought put into the possibility of providing these kits, and recommended that

Commissioner McCarroll, who recommended the kits, determine if she is willing to undertake the task of coordinating the kits if they are funded.

- Chair Abeyta discussed re-launching the Art2Art program, the New Mexico True-like campaign and re-launching the Platinum Music Awards. He also discussed the Commission's *Music Industry Clearinghouse*.
 - Commissioner Whitney noted that the Clearinghouse is in desperate need of updating. Chair Abeyta agreed, and noted that it also needs to be made more user-friendly. Chair Abeyta will check with Commission Administrator Goodrich to see if the clearinghouse falls under the purview of the Production Committee.
- Chair Abeyta discussed Events and Activities as something that the committee could make a huge impact on, as well as Art2Art and Cultural Collaboration.
 - Commissioner Zenobia volunteered to spearhead the re-launch of the Art2Art program.
 - Chair Abeyta stated that the Santa Fe Bandstand and the City of Albuquerque downtown music events should be a priority for the Committee, especially as they preserve longstanding gigs and opportunities local musicians depend on. He stated that the Commission should once again take a role in the NM State Fair, and possibly launch a *State Fair and New Mexico Music Commissions Presents* stage at the fair, possibly in the Spanish Village, with signature/top tier local NM musicians.
 - Commissioner Whitney was asked to spearhead communicating with the State Fair to see if they would consider a partnership.
 - Chair Abeyta also brought up the possibility of partnering with the Santa Fe Opera, Santa Fe Symphony or NM Philharmonic with a cross-genre production. Commissioner Whitney mentioned that in her role as president of the Musician's Union, she works directly with these organizations, and will look into the viability of these types of partnerships.
- Chair Abeyta noted that he is meeting with the Recording Academy re. the HITS Act (tax incentives for doing business in New Mexico) next week. He discussed that the State may want to mirror the HITS act in 2022, and provide high-end recording in NM to record labels for tax incentives like film tax credits for the movie industry. He will consider recommending this action be taken by Commission Chairman Medina.
- Discussion had as to the viability of a New Mexico True campaign, preferably with ad agencies based in New Mexico. The committee agreed that this should be a priority, with all hands on deck. Chair Abeyta mentioned that there used to be a Powerball commercial featuring local artists, and that maybe we can revive that campaign as well.
- Commissioner Whitney brought up outreach to our assigned counties. Chair Abeyta discussed ways that our outreach could be achieved, with a focus on doing what we do best.
- Chair Abeyta proposed setting a standing date for our committee meetings. We settled on the last Friday of the month.
- A committee meeting was scheduled for March 5th at 2pm to finalize our committee strategic plan. Commissioner Zenobia will focus on Art2Art,

Commissioner McCarroll will focus on the recording kits, and Chair Abeyta, Commissioner Whitney and Commissioner Zenobia will work together on the New Mexico True campaign.

- Chair Abeyta will reach out to Commissioner McCarroll re. her work on the recording kits.

Old Business: There was no old business to discuss.

Floor Open for discussion: No discussion.

Adjournment: Chair Abeyta adjourned the meeting at: 3:22pm.

Minutes prepared and submitted by: Secretary Whitney

Committee Members

Juan C. "Buddy" Abeyta, Chairman
Tracey Whitney, Secretary
Busy McCarroll
Zenobia

Production Committee Minutes March 5, 2021

Welcome/Call to Order

Meeting called to order by Secretary Whitney at 3:33pm.

Attendees (via Zoom)

Juan "Buddy" Abeyta, Busy McCarroll and Tracey Whitney. Absent: Zenobia

Special Meeting

- Chair Abeyta stated that the purpose of this meeting is to:
 - Review our February 26th meeting to bring Comm. McCarroll up to speed, confirm the goals decided on at that time, and put a plan together for Tuesday's meeting, which he believes will only be attended by the Executive Committee. He stated that he had put a call in to both Commission Administrator Goodrich and Chair Medina for direction on what they were looking for, but he had not as yet heard back.
 - Confirm that Comm. McCarroll has received the minutes from the 2/26 meeting, and is aware that she will be putting together a plan for the recording kits program.
 - Commissioner McCarroll stated that she had already put a plan together, and showed the proposal to the attendees.
 - Chair Abeyta requested Comm. McCarroll get her plans and backing documents to him in time for the Executive Comm. meeting on Tuesday.
 - Chair Abeyta stated that he would let the Exec. Comm. know that Sec. Whitney will be heading up the NM True campaign with the support of the entire Production Comm. as it's a really big project.
 - Chair Abeyta confirmed that Comm. Zenobia will be heading up the Art2Art campaign, which has an infrastructure in place.
 - Chair Abeyta mentioned that he had attended a *Grammy U* meeting presented by the Recording Academy, and that we should consider the possibility of the Commission partnering with them.
 - Comm. McCarroll stated she would send Chair Abeyta quotes for the recording kits, and what the kits consisted of, and additionally a quote for a less expensive package.
 - Chair Abeyta stated that he would present Comm. McCarroll's presentation to Chairman Medina and Comm. Admin. Goodrich and ask them to have the Comm. Attorney look into the legalities of how to navigate the program, and how/if we can offer it to the entire state.
 - Comm. McCarroll stated that she had been considering the specifics, and possibly there would be record stores, a county representative, etc. responsible where people could check the kits out.
 - Chair Abeyta asked Comm. McCarroll to put all her thoughts/visions in an email and send it to him.
 - Chair Abeyta reiterated the need to protect existing shows (SF Bandstand, State Fair, etc.), to make sure they continue to exist after Covid., and at the bare

minimum the commission needs to advocate to keep those programs and performance opportunities alive.

- Comm. McCarroll mentioned that the Santa Fe tourism dept. has taken over the Santa Fe Bandstand, and is selecting performers. She expressed concern that SF and/or New Mexico based performers are not being featured as much as out of state performers and we need to once again be local. Chair Abeyta asked her to also put those concerns in an email. Tourism might fall under DCA, so he will check with them.
- Chair Abeyta proposed speaking with Chairman Medina about approaching the Mayor re. funds that have been made available by the City Council for the SF Bandstand.
- Chair Abeyta stated that we've done what the Chairman has asked of us; we've reviewed the old plan, decided on what we will keep/focus on, and move forward with, and the importance of keeping Secretary Garcia y Griego to her word that she would support the recording kits and the New Mexico True campaign.
- Comm. McCarroll raised a concern that as venues are opening up and starting to have live music again, we should try to work with them to set guidelines on fair pay and better working conditions for musicians.
- Chair Abeyta stated that Secretary Garcia y Griego had agreed in writing that they were going to pursue a *Safe Venue's* type of certification from the State.
- Chair Abeyta also stated that it's hard to regulate nightclubs and restaurants, and raised the question "does the problem lie with the musicians or with the venues?" He stated that so many musicians are desperate to play, that they undercut those trying to make a living.
- Comm. McCarroll raised the point that musicians in general have been undervalued, and this may be an opportunity to make working conditions better for the future.
- Chair Abeyta asked Comm. McCarroll to also add those thoughts to her email to him.
 - Chair Abeyta reiterated that we also need to reimplement the Platinum Music Awards, with the Production Committee possibly taking the lead.
 - Secretary Whitney reiterated that she will reach out to the State Fair to have a stage at the upcoming fair.
- Chair Abeyta stated that we might want to consider doing a small singer-songwriter stage in partnership with a local brewery.
 - Comm. McCarroll mentioned that maybe we should also partner with the Opera. *This idea was brought up by Chair Abeyta at our last meeting.
 - Chair Abeyta also wanted the committee to consider having a country/western night at the opera, "The Grand Old Opera", as a fundraiser for the Music Commission.
 - Comm. McCarroll bought up the idea of having a rooftop performance on the Cathedral or similar type of building in Santa Fe or Albuquerque.

Adjournment: Chair Abeyta adjourned the meeting at: 4:00pm.

Minutes prepared and submitted by: Secretary Whitney

Committee Members

Juan C. "Buddy" Abeyta, Chairman

Tracey Whitney, Secretary
Busy McCarroll
Zenobia