

Draft Meeting Minutes

10 May 2016

I. Call to order

David Schwartz, Chair, called to order the regular meeting of the New Mexico Music Commission (NMMC) at 10:07 am on Tuesday, May 10, 2016, at the Meem Auditorium, Museum Hill, Santa Fe, New Mexico.

II. Roll call and Introductions

Music Commissioners present: George Adelo, Renato Estacio, Rick Huff, José Ponce, Melissa Sanchez, David Schwartz, Claude Stephenson, Dan Stoddard. Department of Cultural Affairs (DCA): Felicity Broennan. New Mexico Arts (NMA): Jenice Gharib, Thomas Goodrich. Public: Janey Potts, Cultural Collaborative; Roxanne Segura, Songbreed; Mary Ryland, Sidekick Productions.

III. Consider Approving the Agenda

Chair Schwartz called for a motion to approve the agenda. Stoddard so moved and Stephenson seconded. The motion passed by unanimous voice vote.

IV. Consider Approving the January 12, 2016 Minutes

Schwartz called for a motion to approve the minutes. Stoddard so moved and Huff seconded. The motion passed by unanimous voice vote.

V. New business

- a) *State Historic Sites Concerts – Felicity Broennan & Janey Potts.* Broennan announced the Cultural Collaborative RFP was won by AMP Concerts and a contract will be signed in the next few weeks. The program is funded for fiscal years 2016 and 2017. Potts provided a handout to Commissioners identifying various Historic Sites being considered for concerts. Broennan is setting up introduction meetings, for Potts and Neil Copperman from AMP, with the head of each DCA historic site, to be completed by the end of June 2016. Potts stated the working idea is to hold three concerts in the fall of 2016 and three in the spring of 2017 at six state historic sites. Potts asked the Commissioners to advise her on musicians to hire for the series. She also invited them to emcee each concert.
- b) *New NMTour – Jenice Gharib.* Gharib announced NM Arts will not be using WESTAF's IM Tour format and has elected to create their own program. The purpose of the program is to fund performances in rural parts of the state featuring New Mexico musicians. The budget is \$10k each for fiscal years 2016 and '17. Moving forward, NMA will select venues and NMMC will provide a short list of suggested musicians to venues. Gharib stated Mimbres Region Arts Council, Inc. and Spencer Theater for the Performing Arts, Inc. received \$4,000, Lea County Commission for the Arts received \$2,000 with all money going to pay musicians. Schwartz asked how musicians could get on the performers list. Gharib said interested musicians could contact her or Goodrich. She added she would love to work with the Music Commissioners to involve them in the selection process next fiscal year.
- c) *NMMC Foundation status – David Schwartz.* Schwartz announced John Greenspan, current Foundation President, stepped down for medical reasons. Schwartz advised it was in the Commission's best interest to bring names forward to the Foundation, particularly a Board President. He opened the floor for suggestions of names to put forward to replace Greenspan. Stephenson suggested the Foundation Board expand to include the entire state, instead of being Santa Fe centric. Sanchez asked for a copy of the Foundation Bylaws. Broennan stressed that DCA Secretary Gonzales wants the Foundation to provide matching funds for Music Commission projects, such as the Historic Sites and NMTour. Stoddard suggested putting the new Music Commission Foundation in touch with other DCA Foundations so they wouldn't have to 'reinvent the wheel.'

Other new business

- a) *Songbreed Introduction – Roxanne Segura, Business Manager.* The program is in its infancy. They seek to serve as an advisory and networking service, with focus on youth driven music projects. Segura requested the Music Commission provide ideas to springboard youth looking to break into the music industry. A discussion ensued about ways the Commission could assist. Segura was invited to become involved in the Music Education subcommittee as a first step. Goodrich offered to promote Songbreed on the NMMC Web site and social media.

VI. Old business

- a) *NM Metropolitan Opera Auditions update – Renato Estacio.* The first audition was held January 9, 2016 at the African American Performing Arts Center in Albuquerque. Fifteen singers participated. \$1,800 in prize money was awarded to two winners, one from California and one from Texas; prize money was raised by Southwest Arts Group. The next audition is scheduled for January 14, 2017.
- b) *Strategic Plan subcommittee status update:*
 1. *Music Awareness and Advocacy – Rick Huff.* Huff submitted detailed notes from meetings with Mayor Berry, who is interested in economic development for the music industry. The idea of Accelerators was discussed at length. Huff also met with New Mexico PBS, who is seeking to increase local music programming. Production funding is needed. Possibilities with KUNM are: Colores, Platinum Achievement, and NM Music news.
 2. *Music Industry Clearinghouse – David Schwartz.* Three projects 1. Music Directory, 2. Statewide venue listing, 3. Statewide calendar are scheduled to be implemented with DCA IT; waiting for DCA IT to respond.
 3. *Events and Activities – David Schwartz.* Platinum Achievement Award: Solace Crisis Center wants to work with the Commission on creating an annual awards event as a benefit for Solace; they would bring in sponsorship. Proceeds would be ticket sales, with a possible first annual ceremony in March of 2017.
 4. *Music Education – Jose Ponce.* Ponce submitted written notes from the March subcommittee meeting. Their first goal is to offer/promote more programs for youth. They scheduled an instrument petting zoo with Guitar Center. They would like to begin an under 18 concert series, a 45-minute show, to help youth gain exposure and learn about the process. The New Mexico Music Awards would cover costs in conjunction with the Guitar Center. Second goal is Adult Education: marketing, tech workshops, recording, instrument clinics, etc., including sponsorship of performances by songwriters and artists throughout NM at Candyman, Grandmas, Jazz Workshop, ABQ Film and Music Experience, etc. NM Music Awards is happy to have the Music Commission as cosponsors but, in order for it to be a true collaboration, the Commission must contribute something of value. Ponce expressed concern about the Music Commission meeting every other month and would like to see more activity. Ponce challenged commissioners to step up and take action. He suggested that mentoring projects go a long way and Music Commissioners could lead workshops or lectures. A discussion ensued of the possibility of creating a Music Commission education series.
 5. *Collaboration and Partnership – Joe Brown.* Brown absent, no report.
 6. *Development – Joe Brown.* Brown absent, no report.

Other old business

- a) *Platinum Achievement Award.* A brief discussion ensued about the possibility of delivering posthumous awards.
- b) *Proposal for Commission to hold quarterly public meetings.* Goodrich proposed NMMC meet quarterly. Stephenson suggested to wait-and-see if subcommittees step up and work independent of the current bimonthly public meetings. Schwartz suggested the Commission vote on the proposal at the November 2016 meeting.

VII. Public comments

- a) *NMMC-sponsored Songwriting Contest.* Mary Ryland of Sidekick Productions suggested the Commission establish and sponsor a songwriting contest in celebration of Route 66 and the 100 year anniversary of the National Park Service. Stephenson said NMMC previously oversaw a State Cowboy Song contest, as directed by Legislature. Sanchez asked if Music Commissioners could solicit donations for awards. Goodrich stated the answer is no, but the commission could partner with any 501c3 to act on their behalf. Goodrich will look into the NMMC Archives for previous songwriting competition documentation and report back to Commission.
- b) *Advocate for NM Musicians to get airtime on local radio.* Sanchez requested the Commission help local artists get local radio play and into playlists. Ponce stated larger companies are corporate and out of state, but smaller radio stations will be open to it. Internet radio is also a good possibility. A discussion ensued about local versus corporate radio stations and the ability to work with them. Huff will approach stations as part of the Awareness and Advocacy goal and will provide radio stations with introductions to musicians supported by the NMMC.
- c) *Stage 49 at Gathering of Nations (GOA).* Sanchez stated 35 artists performed during the gathering, with 13 from New Mexico. A discussion ensued about GOA losing its lease at the UNM Pit. Sanchez stated UNM is still interested but wants more money. She advised seven out-of-state cities are vying for the GOA contract, which would be a huge artistic and financial loss for New Mexico. Ponce reported Stage 49 is the top music event in the state, per a recent report he compiled for the Albuquerque Mayor's office.

The meeting adjourned at 12:16 pm.