
Meeting Minutes

12 May 2015

I. Call to order

David Schwartz, NMMC Chair, called to order the regular meeting of the New Mexico Music Commission at 10:15am on Tuesday, May 12, 2015 at the Meem Auditorium at Museum Hill, in Santa Fe, New Mexico.

II. Roll call and Introductions

Music Commission members present: Rick Huff, José Ponce, David Schwartz, Claude Stephenson, and Dan Stoddard. DCA/NM Arts: Thomas Goodrich. Public representatives: Elizabeth Harcombe - Executive Director of Music from Angel Fire, John Greenspan – President of the Music Commission Foundation, Ryan Francis – Roswell Jazz Festival, and Janey Potts – contractor for Cultural Collaborative.

III. Consider Approving the Agenda

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

IV. Consider Approving the March 10, 2015 Minutes

Chair Schwartz called for a motion to approve the minutes. Commissioner Ponce so moved and Commissioner Stephenson seconded. The motion passed by majority voice vote, with Commissioner Stoddard abstaining.

V. New business

- a) *Suggestions for new commissioners, outreach plan:* Thomas Goodrich presented a spreadsheet indicating the status of all eleven active music commissioners which included commission expiration dates and confirmation of reapplication through the Governor's Web site. Goodrich also discussed all known new applicants to the commission, including Elizabeth Harcombe, who was present for the meeting. A discussion ensued among the commissioners regarding the nomination process of new music commissioners. Ponce suggested that the commission assume responsibility for selecting appropriate people to join the commission; he expressed concern in wanting to avoid 'figureheads' who join the commission for the title but do not want to work. Goodrich advised the vetting and selection of music commissioners is not part of the commission's duties; the responsibility belongs exclusively to the Governor's office and commissioners serve at her discretion. He encouraged music commissioners to provide recommendations of qualified candidates to New Mexico Arts. He also invited commissioners to encourage potential candidates to apply directly through the Governor's Web site. Janey Potts suggested nomination of David Manzanares, who is a local musician and active in the film industry as a field scout. Potts will forward his contact information to Goodrich.

Other new business

- a) Suggestion by Ponce to showcase various parts of the state with specific genres. Huff spoke about the new strategic plan and its inclusion, celebration, and promotion of regional music/musicians throughout the state. Schwartz tabled the discussion for the Web site, social media, and Strategic Planning discussion.

VI. Old business

- a) *Cultural Collaborative project:* Potts announced that Giuseppe Quinn will be handling social media and Web presence and reporting to her. She announced there were some hiccups with the project, mostly around marketing: DCA advised there are no funds available for marketing. However, Shelley Thompson, DCA's Marketing and Public Relations Director, was able to find some marketing funds and offered to interface with the media on behalf of the project. AMP Concerts is serving as the fiscal agent. Musicians are getting paid

approximately \$750 per group, on average. Budget for sound is \$1,000 per venue. The ad campaign is focused on print, radio, and social media. Potts presented a mock-up of the promotional ad and a list of media sources that will run the ads. Ponce asked if there was budget for an honorarium for an emcee; Potts advised there was not. Schwartz asked about the higher price of KRST 92.3's advertising fee; Potts advised they are a public, not private, entity and have a wide audience. Several commissioners agreed with the broad impact of KRST radio. The following suggestions were made by commissioners to include in the media list: KRWG, ENMU 98.7, KEDU community radio in Ruidoso, Singing Wire, Native Music Hour, and the Alamogordo Daily News. Ponce suggested to Potts that she visit NMBA.org for a listing of all media in the state. Huff advised that asking for PSA's from some media and paying for ads from others is considered 'extremely bad form.' Schwartz asked how commissioners may help from this point forward. Potts suggested at least one commissioner attend each event and serve as host and emcee. The following commissioners' volunteered: Schwartz-Fort Selden, Adelo-Jemez, and Huff-Lincoln.

- b) *Strategic Plan progress report:* Huff gave an overview of the first meeting stating that the strategic planning committee spent an hour or so organizing the meeting with an introduction of planning processes. He said the second phase was spent brainstorming goals and projects and added that each goal and underlying projects have built in momentum, with deliverables, and dates/deadlines. The committee is approximately halfway through grid work and will hopefully complete in the next month. May 13th is the next meeting in Albuquerque. The committee is proud of what they're doing and are taking into consideration funding, outreach, development, and education. Stoddard added, a different commissioner will be in charge of each of the various programs or committees and that the commissioner in charge will bring strength to the table that will serve the particular project. A final draft of the plan will be submitted to the music commission for input – goal date is the July public meeting.
- c) *Jerry Lopez Platinum Achievement Award presentation:* Schwartz shared that the award presentation is scheduled for June 20, 2015 at De Vargas Park with Creative Santa Fe's FantaSe event. They expect around 2,000 people to attend. Jerry is tentatively scheduled to perform after the award is presented. 6:30pm is the award presentation. NMMC, Schwartz will present the certificate, which Governor Martinez has signed. Stoddard will fund framing of certificate. Huff requested nomination criteria.
- d) *Endorsement letter draft to Metropolitan Opera:* Commissioner Estacio is absent. This item was tabled for the next public meeting in July.
- e) *Web site update:* Goodrich read Doug Patinka's statement about the NMMC Web site upgrade. Schwartz suggested that a comprehensive statewide music calendar be created and posted on the NMMC Web site. Elizabeth Harcombe, public guest, stated a statewide calendar exists with the New Mexico Tourism Department.

Other old business

None

VI. Public comments

- a) Ryan Francis, Roswell Jazz Festival, said he came here not knowing anything about the music commission. He stumbled on the NMMC Web site and wanted to submit his name to the music directory. He's very interested in the commission and added that there's a lot going on south of I-40. A brief discussion about the origin of the NMMC was led by Commissioner Stephenson. Huff stated our job is to educate legislature and to prove our worth by assisting with generating jobs. Schwartz stated there has been a turnaround in the commission with the appointment of the new part-time administrator and the Strategic Plan will be a statement about our reframed commission.
- b) John Greenspan, Music Commission Foundation President, stated he is actively canvassing board members for the music commission foundation. He also invited commissioners to tune in to the KSFR Jazz Series on Fridays.
- c) Commissioner Adelo saluted the New Mexico Music Awards and Ponce's efforts.
- d) Commissioner Ponce stated the NM Music Awards, in their 28th year, is adding more workshops, with Veteran's partnering with ABQ Music & Experience – working local, it matters.

The meeting adjourned at 11:41 am.