

## Meeting Minutes

14 July 2015

### I. Call to order

David Schwartz, NMMC Chair, called to order the regular meeting of the New Mexico Music Commission at 10:08am on Tuesday, July 14, 2015 at the Salon Ortega, National Hispanic Cultural Center, Albuquerque, New Mexico.

### II. Roll call and Introductions

Music Commission members present: Joe Brown, Renato Estacio–Vice Chair, Rick Huff–Secretary, José Ponce, David Schwartz–Chair, Claude Stephenson, and Dan Stoddard. DCA/NM Arts: Loie Fecteau, Thomas Goodrich. Public representatives: Janey Potts–Contractor DCA’s Cultural Collaborative, Danette Lovato–Pimentel Music Enterprises, Susan Vigil–local Arts planner and classical musician.

### III. Consider Approving the Agenda

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

### IV. Consider Approving the May 12, 2015 Minutes

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; Stoddard abstained.

### V. New business

- a) *Warehouse 21 co-development: Art2Art, radio meeting: ART2ART* – Schwartz announced September 2, 2015 as the next Art2Art concert at Warehouse 21, and said two of their instructors plan to participate in order to solicit talented students in the area. Schwartz asked for input from Commissioners. No comments were made. Schwartz stated he will contact John Greenspan, President of the NMMC Foundation, to identify sponsors and raise funds for the event. At a subsequent meeting with Warehouse 21, a postponement of the Art2Art date from September 2 to Wednesday November 18 was agreed upon in order to provide sufficient time to raise sponsorship funds and to better coordinate with the Strategic Plan in its late stages of development. *Radio Meeting* – Huff stated Warehouse 21 is interested in producing a low power frequency radio station, but they are not sure they want to put their resources into a new station or continue with programming on existing stations. Schwartz asked if there is a financial impact. Huff advised that finances have not yet been discussed, but Warehouse 21 does have some funding in place, with potential for underwriting.

#### Other new business

- a) *NMMC Update to Secretary Gonzales*: Goodrich provided copies of an Executive Summary for DCA Secretary Gonzales and gave a brief overview of the commission’s projects and initiatives.
- b) *NMMC Business Cards*: Goodrich queried commissioners about their interest in NMMC business cards.

### VI. Old business

- a) *Cultural Collaborative project*: Janey Potts provided a summary of the project which was completed in approximately 2½ months and under budget. Three concerts were produced at state historic sites: Lincoln – 125-member audience with Commissioner Huff serving as emcee; Ft. Seldon – 25-member audience with Commissioner Schwartz serving as emcee; Jemez – 201-member audience with Commissioner Adelo serving emcee. Challenges: the marketing staff of DCA did not plan for the project which impacted social media, Web, and graphic design. Potts hired a social media manager and graphic designer to meet deadlines. DCA had \$20,000 earmarked for the cultural collaborative, but only about \$7,000 was used for advertising. Loie Fecteau advised the DCA Marketing Division was previously committed to other projects. Stoddard asked how to avoid this in the future. Ponce advised that because of a very short turnaround of 2½ months, the project would not have been included in DCA’s advertising and marketing scheduled plan. He advised that next time approval for the project and monies need to be made well in advance of deadlines. Potts agreed. Fecteau said DCA agrees and said that Felicity Broennan is putting together an RFP for a 4-year contract. Schwartz stated historic site managers are extremely excited about continuing the

event. Stoddard asked if we could do a 1-year contract for 2016 and delay the 4-year RFP to begin in 2017. Brown concurred with Stoddard about providing a contract immediately for 2016 and starting the 4-year contract in 2017. Stephenson asked about which monuments will be involved in the new plan. Potts advised that the three sites involved want to continue. Richard Sims, Historic Sites Director, suggested the following sites: Mesilla, Ft. Sumner, Los Luceros, Camino Real, Ft. Stanton, and Coronado. The budget will increase from \$30K to \$50K for next year. Potts suggested the commissioners identify the best band/artist we can afford and then put them in the best site possible, instead of finding artists to fit the site. Schwartz advised booking a 'site appropriate' artist and then a big name that may or may not be specific to the history of the site. He stated a different time of year would be better to avoid the summer heat. Schwartz asked for highlights of the audience surveys. Potts read various comments. There were no negative comments. Audience surveys were submitted mostly by older people with a 22% response at Lincoln, 48% at Selden, 22% response at Jemez. The project came in under budget by \$278. Potts shared a budget versus actual with the commissioners. Ponce asked about specific line items dealing with sound and staging. Huff suggested selecting historic sites in various parts of the state to reach out to underserved parts of the state.

- b) *Strategic Plan progress report:* Schwartz stated that Brown is heading up planning. Brown thanked the committee for their hard work. Phase I of three phases is wrapping up and the committee is following classic strategic planning, addressing the overall mission of the organization. He said the Music Commission is governed by a set of Statutes and By Laws and is obligated to adhere to them. The commission will be seeking public input, probably over the next 30 days, which could modify the draft plan. The commission is also aligning their strategic plan with DCA and New Mexico Arts. Commissioners not involved in Phase I are invited to participate in Phase II planning, to begin immediately. Brown stated he's been involved in strategic planning for a long time, with an MBA, 20 plus years for the U.S. Air Force and 10 years advising a Two Star General and DOD. The plan will include important steps on how goals and objectives will be executed. A discussion ensued about how the commission will seek public input: public meeting, questionnaire, querying key players in the state's music industry. Brown invited commissioners to contact him directly and provide feedback of the draft Goals and Objectives.
- c) *Jerry Lopez Platinum Achievement Award presentation:* Schwartz said the Platinum Achievement Awards was presented to Jerry Lopez at the FantaSe Festival in Santa Fe.
- d) *Endorsement letter draft to Metropolitan Opera:* Estacio handed out a draft copy of the endorsement letter from the Commission and provided a brief outline of the creation of New Mexico as the 42<sup>nd</sup> district in the US and the audition process. The venue will be the African American Performing Arts Center at the New Mexico Fairgrounds in January 2016. Ponce asked about cost and what funding is required. Estacio advised that there will be three \$1,000 scholarships. Southwest Arts group will be presenting a concert for funding the scholarships with the Met Audition Scholarship Fund serving as the fiscal agent.
- e) *Web site update:* Goodrich said we are waiting for next steps from DCA's Web Master.

#### **Other old business**

- a) *Media:* Huff discussed a brainstorming handout about media approaches. He stated it is feasible to program radio broadcasts featuring only New Mexico artists and believes radio stations are not aware of this. Television is possible as well, specifically NM PBS. His idea is to produce a 3-minute music report that informs New Mexicans of the state's music and musicians. He's talking to state music stores about underwriting the 3-minute music news segments. PBS would also like to feature more New Mexico musicians on their Colores program. In a recent meeting with CD Baby, Huff advised that there are over 600 cd-producing accounts from New Mexico. The Austin music scene is a 2 Billion dollar annual business independent of government financing; we can do the same in New Mexico. Schwartz suggested that Huff contact the NMMC Foundation's President for support.

#### **VI. Public comments**

- a) ART2Art – Stoddard asked Chair Schwartz to describe the Art2Art project to the public members, which Schwartz did.
- b) Danette Lovato thanked the commission and offered her support. She advised she has previously served the state as a contractor and assisted with writing RFP's and contracts. Schwartz asked that Lovato send commissioners an email with suggestions for the strategic plan and ways she would like to help.
- c) The next meeting is September 8, 2015 in Santa Fe at Museum Hill.
- d) Ponce updated the commission on several projects and events he is involved in to help Veterans.
- e) Western Music Association is producing a concert on July 26, 2015 in Placitas for Horses For Heroes.
- f) Schwartz stated there's a new guitar store in Santa Fe. It's a spin-off from the owners of Candyman, Dave Berego. They're interested in being involved in some of the commission's activities.

**The meeting adjourned at 11:45 am.**