

Draft Meeting Minutes

15 November 2016

I. Call to order

David Schwartz, NMMC Chair, called to order the regular meeting of the New Mexico Music Commission at 10:06am on Tuesday, November 15, 2016 at the Board of Trustees Room, Old Brick Building, The Menaul School, Albuquerque, New Mexico.

II. Roll call and Introductions

Music Commission members present: Joe Brown, Renato Estacio, Joy Gutierrez, Rick Huff, Melissa Sanchez, David Schwartz - Chair, Claude Stephenson, Dan Stoddard. NMArts: Loie Fecteau, Thomas Goodrich. Public representatives: Ned Jacobs, Solace Treatment Center Board Chair, Phil Moon, Platinum Awards volunteer, Rick Valdez, Emergence Productions.

III. Consider Approving the Agenda

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

IV. Consider Approving the July 12, 2016 Minutes

Chair Schwartz called for a motion to approve the minutes. Stephenson suggested minor grammatical edits to the minutes. Stephenson so moved the minutes with edits and Huff seconded. The motion passed by unanimous voice vote.

V. New business

- a) *David Schwartz move from Music Commission to Foundation – Loie Fecteau.* Fecteau shared that Schwartz had spoken individually with each Commissioner, and Deputy Secretary, Mike Delello, to share news of his resignation from the Music Commission to return to the Foundation prior to today's meeting. She added that Schwartz's move to the Foundation is crucial due to the current state budget crisis, as he was a founding member of the Foundation, prior to moving to the Music Commission, and is a good fit to reinstate the organization to make it a vital fundraising and volunteer support mechanism for the Music Commission. Fecteau stated the Foundation will assume responsibility of the Platinum Awards, with the exception of the nomination and adjudication process, which will remain with the Music Commission, as guided by DCA Legal. Schwartz spoke briefly about his new role as conduit between state agencies, the Music Commission, and the reinstated Foundation. He stated he has already submitted his resignation letter to the Governor's Office and he intends to attend future Commission meetings as the Foundation representative.
- b) *Nomination & Election of new Vice Chair and Secretary – ACTION.* Fecteau stated the Vice Chair will serve as Interim Chair until the Governor's Office appoints a new Chair. At such time, the Commission will nominate and elect a new Vice Chair, if necessary. Schwartz called for Vice Chair nominations. Brown nominated Stoddard. Huff seconded. Stoddard was accepted by acclamation. Schwartz called for nominations for Secretary. Stoddard nominated Brown. Sanchez seconded. Brown was elected by unanimous vote. Schwartz turned the remainder of the meeting over to Interim Chair, Stoddard.
- c) *Discussion & Vote to move to quarterly NMMC public meetings – ACTION.* Stoddard opened up discussion about a reduction to four public meetings per calendar year. Stephenson expressed concerns about reducing the number of meetings from six a year. Stoddard proposed five meetings a year, with four in Albuquerque and one in Santa Fe. Brown stated a meeting needed to take place in Santa Fe prior to the Platinum Awards ceremony. Fecteau requested an annual calendar be set, as opposed to scheduling a meeting at the end of each previous meeting. Goodrich requested the Commission remain with scheduling meetings on the second Tuesday of the month, from 10am to noon. Schwartz suggested that commissioners verbally state whether or not they plan to attend the next meeting at the end of each previous meeting. Suggested meeting dates: the second Tuesday of January, March, July, and November. Fecteau shared background about the Arts Commission and the Governor's Arts Awards. Stephenson moved that the commission remain at six meetings per year. The motion failed. Sanchez moved that the commission reduce to five meetings per year. The motion passed with Stephenson declining. Dates scheduled: Jan 10, Mar 14, May 9 (in Santa Fe), Jul 11, Nov 14.

Other new business

- a) None

VI. Old business

1. Strategic Plan subcommittee status updates:

- a) *Music Awareness and Advocacy – Rick Huff.* Huff spoke with Chair of the MLK Commission, Leonard Waites, about the possibility of producing a songwriting competition based on philosophies of Dr. King taking place around the MLK holiday in January. No commitments were made. Stoddard asked what role the Commission might play in the project. Huff suggested the Commission could assist with promotion. Stoddard suggested Waites be invited the next meeting to discuss.
 - b) *Music Industry Clearinghouse – David Schwartz.* Interactive calendar. Goodrich stated three opens projects are in a holding pattern with DCA IT: NMMC interactive statewide calendar, database update to the statewide Music Directory, and a slide show showcasing featured artists on the Commission's web site. The new statewide calendar will interface with Tourism's calendar.
 - c) *Events and Activities – David Schwartz.* Schwartz introduced Ned Jacobs and Phil Moon, volunteers for the Platinum Awards. Schwartz stated \$18,000 has been raised and approximately \$15,000 is in discussion. Schwartz introduced a promotional poster design by Moon. Sanchez said that when she first looked at the logo, she didn't see 'music' or a music symbol. A discussion ensued about the logo and promotional materials. The awards ceremony is scheduled for July 21, 2017. It will run approximately two hours. It will be a live music/variety awards show. There will be a rehearsal the day prior with a VIP dinner afterward. Schwartz asked for leads for sponsors to financially support the project. Schwartz will ask for talent suggestions who might perform to honor an awardee. The Foundation is open to ideas, observations, and connections. Stephenson asked who will be presenting the award at the ceremony. Schwartz said the decision has not been made and will be discussed at the next production meeting. Possible ideas are celebrities associated with the recipient or a local government official, such as a town mayor. Sanchez asked if anyone has reached out to the Hispano Chamber of Commerce to see if they might offer financial support. Huff and Gutierrez stated they have a relationship with the organization. Schwartz said commissioners could make first contact and the Platinum Awards team will follow up. Gutierrez said she has contacts at the Albuquerque Convention and Visitors Bureau and can make initial contact. The awards ceremony is a fundraiser for Solace Crisis Treatment Center and the Music Commission.
 - d) *Music Education – Jose Ponce.* Ponce was absent.
 - e) *Collaboration and Partnership – Joe Brown.* Brown stated he has reached out to numerous organizations to discuss possible collaboration, Hispano Chamber of Commerce, iHeart Radio, Convention and Visitors Bureau. Media wasn't open to discussing promotion of Music Commission projects because of the 2016 election.
 - f) *Development – Joe Brown.* Brown stated the Music Commission Foundation is key to development for Music Commission projects and is looking forward to working closely with the Foundation on future initiatives.
2. *Identify new subcommittee chairs to replace David Schwartz.* A discussion ensued about potential committee chairs. Sanchez and Gutierrez expressed interest, but were hesitant to commit because of other obligations. Estacio volunteered to chair the Clearinghouse committee. A discussion ensued about events, particularly the Art2Art project. Gutierrez and Sanchez volunteered to co-chair the Events subcommittee.
3. *Cultural Collaborative – Felicity Broennan.* Broennan was absent.
4. *NMMC Foundation status – David Schwartz.* Schwartz stated the Foundation has languished the past number of years and the President, John Greenspan, passed away six weeks ago. New members are: Ned Jacobs, Phil Moon, Trish, and Schwartz. Returning members are Gary and Linda Storm, possibly one or two members from the earlier administration. The 501(c)3 is intact and past due filings are being brought up to date. Schwartz stated he has all of the documents to reinstate the Foundation. Goodrich will move forward with updating the MOU between DCA, NMMC, and the NMMC Foundation and will send Schwartz a list of required documentation. The draft Solace MOU with DCA will not be pursued. Gutierrez asked how other projects will dovetail with the Platinum Awards so other Music Commission projects won't be in competition with the awards. A press release will take place at the beginning of the 2017 Legislative Session. Goodrich will book the roundhouse for that. A discussion ensued about how award recipients might be recognized and promoted beyond the reach of the actual award ceremony.

VI. Other old business

- a) None

VI. Public comments

- None

The meeting adjourned at 12:05 pm.