

Draft Meeting Minutes

12 July 2016

I. Call to order

David Schwartz, NMMC Chair, called to order the regular meeting of the New Mexico Music Commission at 10:02am on Tuesday, July 12, 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, Rick Huff, José Ponce, Melissa Sanchez, David Schwartz - Chair, Claude Stephenson, Dan Stoddard. DCA: Felicity Broennan. NMArts: Loie Fecteau, Thomas Goodrich. Public representatives: Ned Jacobs, Solace Treatment Center, Board Chair, Trish Parks, volunteer for potential Platinum Awards project.

III. Consider Approving the Agenda

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

IV. Consider Approving the May 10, 2016 Minutes

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

V. New business

- a) *Platinum Award Ceremony proposal – David Schwartz – ACTION.* Schwartz gave an outline of the Award ceremony and discussed how it engages the commission's Strategic Plan. Schwartz stated the project would be tabled if full funding, estimated at \$35,000, is not in place by October 1, 2016. Stephenson called for a motion to create an annual Platinum Awards event that serves as a fundraiser and showcase for New Mexico Music as well a signature event for the commission. Stoddard seconded. Schwartz asked for concerns. The motion passed by unanimous voice vote.
- b) *Strategic Plan subcommittee status updates:*
 - Music Awareness and Advocacy – Rick Huff. Huff is creating new contacts and facilitating relationship with Mayor Berry's office. He is researching pod casts that play to audiences in the hundreds, at a cost of \$100-\$200 a month. Starcast charges \$2,100 month, with an audience in the tens of thousands. Huff stated Starcast is considering a gratis project. Schwartz asked if media sponsorship from Starcast is a possibility; Huff confirmed it is. Brown stated media sponsorship could become a source of income for the Commission. KNME-PBS is open to being involved in video production for Platinum Awards. Schwartz asked Huff to follow up with PBS to obtain their interest in the Platinum Awards.
 - Music Industry Clearinghouse – David Schwartz. Doug Patinka, DCA IT, has committed to completing the second phase of the NMMC web site revision by the end of 2017. This involves the Music Directory database and an interactive statewide music and venue calendar, interfacing with Tourism.
 - Events and Activities – David Schwartz. Sanchez stated the Platinum Award winners will be given speaking engagements, master classes, press releases, etc. to build excitement about the awards.
 - Music Education – Jose Ponce. Ponce outlined a proposal submitted by Neil Swapp, from NMSA (shared by email with commissioners). Susie Talman works with Corrales Arts Council and is interested in pursuing a relationship with them. Ponce's interest is to continue promoting programs through the New Mexico Music Awards, New Mexico Jazz Workshop, and their partners. Talia Kosh is giving a workshop on copyright, Wednesday, July 13, 6pm, CCA, Santa Fe. Ponce stated that the Music Commission must step forward with ideas about partnering/sponsoring the many education programs already presented by community organizations. Schwartz asked for the Education Committee to bring a proposal to the next meeting to begin moving on the projects they would like to put forward first.
 - Collaboration and Partnership – Joe Brown. Brown discussed WMA youth events that involve three organizations: Gathering of Nations, Mariachi Spectacular (Atriscos), WMA. Partnerships can be easily established with these organizations. Brown has access to iHeart Radio, Tu Casa, and KRQE and is engaging them through the WMA. He is certain they will be open to supporting the Platinum Awards.

- Development – Joe Brown. Brad Francis Motor Group in Los Lunas is interested in sponsorship. Brown thanked Ned Jacobs for offering to help with Development for the Platinum Awards. Brown stated the Platinum Awards will be the ‘commodity’ the Commission presents in order to obtain sponsorship/funding. Ponce stated the Commission needs to prioritize projects and being to take action, instead of just talking about things. Sanchez stressed that commissioners not wait for public meetings, that committees move forward independently. Goodrich asked that he be copied on all email. Schwartz asked Ned Jacobs to speak about Solace and how it might partner with the Commission. Jacobs praised the Commission for voting to support the Platinum Awards and partnership with Solace. Jacobs gave a brief overview of his background. He said he could easily sponsor many Commission events through his insurance agencies, but he wants the Commission to identify and focus on specific projects and being to refine them. He emphasized student achievement is a marketable commodity and many for profit organizations want to support such endeavors. He stressed that it is imperative to show how organizations will benefit from partnering. It’s important to make it concrete, tangible. Look for people in for-profit organizations who will not only give money but will provide marketing, advertising. It’s important to immediately follow up and provide details. Schwartz asked for a meeting with Jacobs and some of his financial supporters in the near future.

Other new business

- a) Kimo Live & Local event in the fall. The city of Albuquerque has asked the Music Commission to advertise through social media.
- b) Platinum Awards – Schwartz introduced Trish Parks, who has volunteered to steer event production for the Platinum Awards. Parks shared her background and a few ideas about sponsorship and production.
- c) New Mexico Department of Cultural Affairs update – Fecteau stated NM is one of eight states in the county dependent on oil and gas revenue. The state has a 2.1 Million shortfall. NMArts is solvent, as well as the State Library and HPD, but their budgets are being squeezed. Fecteau is now the point person for DCA media. The department is reducing staff. 70% of DCA’s budget it personnel. State Historic sites are not being closed. Hearing on July 21, 2016 about staff reduction proposal. Budget hearing in Ruidoso on July 27, 2016. It could get worse in FY 2018 before it gets better.

VI. Old business

1. *Cultural Collaborative – Felicity Broennan.* The project is funded through fiscal year 2017. A contract has been signed. AMP Concerts is the awardee of the RFP. Neil Copperman and Janey Potts are moving forward on planning the concert series. They are meeting with the heads of each historic site. They’re planning three concerts in the fall and three in the spring. Schwartz asked if a schedule is in place. Broennan said no. She reiterated that the Commission will be asked to provide a list of musicians for each site and that commissioners will be asked to emcee each concert.
2. *NMMC Foundation status – David Schwartz.* Schwartz gave a brief history of the Foundation and expressed concern that it is no longer a viable entity. There are currently only 4 people involved. Huff stated that Sutton, Thayer, and Brown partner, Jay Rosenblume, is interested in helping restart the Foundation. Schwartz will send him the General Operating Agreement established between DCA/NMArts. Schwartz reiterated that the Commission couldn’t be directly involved in the Foundations’ restart. Stephenson suggested that Barbara Hubbard would make a great addition to the Foundation, as opposed to serving on the Music Commission.

VI. Other old business

- a) None

VI. Public comments

- Were made by the public during the course of the meeting.

The meeting adjourned at 11:51 am.