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Draft Meeting Minutes

14 August, 2018

I. Roll call and introductions

Acting Chair Sanchez called to order the regular meeting of the New Mexico Music Commission at 10:05 am on Tuesday, August 14, 2018 at the board of Trustees Room, Old Brick Building, Menaul School, 301 Manual Blvd. NE, Albuquerque, New Mexico. Present at the meeting are Music Commissioners: Renato Estacio, Rick Huff, Jose Ponce, Melissa Sanchez, Claude Stephenson, and Dan Stoddard. Department of Cultural Affairs: Deputy Secretary Michael Delello, New Mexico Arts Executive Director Loie Fecteau, and Music Commission Administrator Thomas Goodrich. New Mexico Music Commission Foundation: President David Schwartz and retired Judge Rod Kennedy.

II. Consider approving the agenda

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

III. Consider approving June 12, 2018 commission minutes

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

IV. Administrative updates

Fecteau: State budget continues to improve. New Mexico Arts & the Military and Commissioner Ponce presented before the Veteran's Affairs Committee. Fecteau advised commission on the upcoming election for Governor. Individual commissioners may reach out to political candidates but the commission can't be involved in political campaigns and must wait until after the election to reach out to the new Governor's transition team. Janet Green served as DCA's transition advisor prior to the start of Governor Martinez's first term. DCA's transition lead will most likely be announced shortly after the election. Delello encouraged the commission to reach out to the new Governor's transition team shortly after the election. Fecteau advised the transition team will reach out to the Music Commission. Fecteau gave a brief history of Richardson's transition. Huff: Does the current administration deem music and arts unimportant? Delello: No. But boards that require legislative confirmation get priority.

Goodrich: Website averages 2000 views per month. Facebook is approaching 2000 followers and post reach continues to increase. Sanchez and Goodrich developed a Platinum Music Awards ticket sales campaign on social media. (Handout of ads.) All commissioners were asked to share ads with their network. Delello offered DCA's support in promoting the ticket sales campaign. Huff would like to coordinate with DCA on media. Delello offered to put Huff in touch with Shelley Thompson. Student spotlight will continue in the fall.

Sanchez: Attended the NMMC Foundation meeting. Coordinated swag bags for the PMA honorees. She is setting up interviews for the current PMA winners. She encouraged the commissioners to purchase tickets for other people who would like to attend but may not be able to afford a ticket. Enchantment Radio is closing its doors.

V. Commissioner updates

Huff: Continues to have problems reaching some media outlets. Because of his limitations on social media and with texting, he may need assistance with contacting media outlets. Goodrich: The committees organized under the current three-year strategic plan are set to expire at the end of 2018. The commission will have the opportunity to organize new committees with the development of the next strategic plan. Stoddard offered to assist Huff with media.

Ponce: Participated in a presentation before the Legislative Veteran's Affairs Committee August 6. Veteran's guitar lessons continue. A CD and video of a veteran's song were produced in Santa Fe and distributed for free. Listen!NM is a re-branding of Listen!ABQ and posts daily live music events and more. Huff: As part of the new strategic plan, the commission needs to devise ways to exploit the reach of NMMA workshops. Schwartz: Can we get a regional map, as once proposed, for live music on the NMMC website? Ponce: There are problems with gathering information on live shows including lack of participation by acts.

Stephenson: Intends to promote the PMAs on his Folk Roots show. Is there a PSA for the PMAs available for broadcast?

VI. Foundation update

Schwartz: Introduced Camillie Covillion, intern with foundation. (Handout of PMA advertising.) New sponsor Santa Fe Recycling. Will partner with foundation on an instrument drive. Ticket sales are critical. Currently at 300+. Lots of advertising coming up including a two-page spread in the New Mexican. Still looking for commissioners who might be willing to participate in the medal ceremony. Ways to assist (handout) hospitality, media/PR, ticket sales, volunteers.

VII. Continue discussion of ways to honor late Commissioner Adelo

Ponce: still reaching out to the family. Schwartz: David Borrego will perform a song he and Adelo wrote at the 2018 PMAs.

VIII. Commission podcast

Sanchez invited discussion about the music commission producing podcasts. Stephenson: What are we going to program? It's a great idea but does it fit our mandate? Goodrich: The commission could produce for virtually free their own podcasts. He provided background and handouts discussing technical aspects of podcast production. Ponce: A good format would be to create a series of music industry professional profiles (of artists, producers, educators, etc.) where answers to a preset list of questions are recorded by the subject. Host will "insert" the questions and music from the artist/studio. Send out a query of interest on the NMMC social media and website as to interest? Sanchez: Creates awareness of the NMMC and New Mexico Music.

IX. ART2ART

Sanchez continues to reach out to venues. 123 in Gallup (October) and the Indian Pueblo Cultural Center (December) have expressed interest. Ponce: The band Moiety has expressed an interest in performing.

X. Musicians Tax Credit proposal

Kennedy: Currently trying to get tax incentives for music and musicians in New Mexico. Have researched tax credits in other states. Perhaps tax deductions? We have many models to choose from. Stephenson: Will there be anything introduced into the upcoming 60 day session? Kennedy: Likely not this session. Looks good in the next two years. Stoddard: Have they reached out to Rep. Harper of Rio Rancho: Kennedy. No.

XI. Adjournment

Sanchez declared the meeting adjourned at 11:56 am. The final 2018 public meeting is November 13 at the Menaul School in Albuquerque.