

COVID-19 response to DCA Secretary Garcia y Griego

Venue Certification and Monitoring Plan

- Taking temps / Thermal scanning at door
- Adequate ventilation system / Increase ventilation (outdoor air flow is key) to increase the delivery of clean air and dilute potential contaminants
- Consider portable high-efficiency particulate air (HEPA) fan/filtration systems to help enhance air cleaning.
- Have hand-sanitizers available at entrance to and throughout venue
- Mandatory masks for staff
- Develop a schedule for increased, routine cleaning and disinfection
- Timed entry for larger venues
- Overseen / Administered by State and/or City Health Departments

Recording Kits and Virtual Content Production Assistance

- Recording kits should include at minimum:
 - HD Camera
 - High end recording microphone
 - Appropriate video lighting kit
 - Effective software/hardware
 - Basic laptop
 - Small mixer (4-6 ch) with cables/interface
- An experienced recording, video and streaming teams to help walk bands/musicians through process
 - Virtual assistance could be given via Zoom or similar platforms
 - A Youtube tutorial channel
- Use of state-owned facilities such as NHCC, Museums, Historical Sites for video production
- Overseen / Administered by NM Music Commission (but would need to have a budget) or DCA.

Online Resource Information Center

- Short instructional videos (this may already exist and can be simply linked)
- List of state venues and how to schedule
- Contacts to pro teams and how to schedule
- Information on Performing Rights Organizations (PROs), musician union, copyright law, synchronization rights, publishing & other music industry legalities
- reference hub page
- Overseen / Administered by NM Music Commission (but would need to have at least an initial set-up and maintenance budget)

New Mexico True-like Campaign for the Music Industry

- This can be done in much the same way that Louisiana and Texas promote music, festivals, etc as part of tourism (see: <https://www.louisianatravel.com/music>; <https://www.traveltexas.com/things-to-do/music/iconic-texas-music/>; <https://visitseattle.org/things-to-do/arts-culture/music-and-concerts/take-a-seattle-grunge-tour/>) at present there is no music-specific link on the home page of NewMexico.org except in the drop down menu.

- Update and maintain NewMexico.org Concerts and Performances link page. At least on festival listed ended 6 years ago, and there are many omissions.
- Update and maintain New Mexico Music Wikipedia page
- Overseen by tourism Department in concert (pun intended) with NM Music Commission or DCA liaison
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Strategic Plan

Music Industry Clearinghouse
First, change the name. :-)

This would be easy to update and make more compelling/useful, although it would require maintenance.

A good example is here: <https://gov.texas.gov/music/page/resources>

Events & Activities

The Art2Art innovative is strong and should be pursued and evolved. The collaborations could be expand to other art forms partnering with musicians: Dance, other visual arts (film, video, etc), poetry and other creative writing, etc.

The signature event:

We should brainstorm a new signature fundraising event that is not an awards program. something that would attract a broader-based audience.

The Platinum Awards:

Why not consider a partnership to make this a part of the New Mexico Music Awards? Too many awards shows for a small population.

Development

This is an area that really needs direct involvement with NMMC Foundation as outlined in the document **Key Relationship Points between New Mexico Music Commission Foundation (NMMCF) and New Mexico Music Commission (NMMC)** that was created by Chair Medina and Commissioner Frouge.