

## Draft Meeting Minutes

*14 November 2017*

- I. Roll Call and Introductions – Stoddard  
Acting Chair Stoddard called to order the regular meeting of the New Mexico Music Commission at 10:07 am on Tuesday, November 14, 2017 at the Sandoval County Administrative Offices, 1500 Idalia Road, Building D, 2nd floor, Bernalillo, New Mexico. Music Commission members present: Jose Ponce, Melissa Sanchez, Claude Stephenson, Dan Stoddard. New Mexico Arts: Loie Fecteau, Thomas Goodrich. New Mexico Music Commission Foundation: David Schwartz, Trish Parks, Rod Kennedy. Public Representatives: Le Anne DeVane, Scott Horlbeck.
- II. Consider approving the Agenda – Stoddard – ACTION  
Stoddard called for a motion to approve the agenda. Stephenson so moved and Ponce seconded. The motion passed by unanimous voice vote.
- III. Consider approving July 11, 2017 Commission Minutes – Stoddard – ACTION  
Stoddard called for a motion to approve the minutes. A discussion ensued about several changes. Stephenson submitted a written statement to Secretary Ponce. Sanchez so moved and Stephenson seconded. The motion passed by unanimous voice vote.
- IV. Executive Updates – Fecteau, Stoddard, Goodrich  
Fecteau handed out a Bureau of Business and Economic Research (BBER) card. Schwartz mentioned exploring the idea of obtaining tax incentives for the state's music industry, similar to that of the film industry and stated the underlying music-specific data from the BBER report would be beneficial to help make the case. Stephenson suggested contacting UNM to inquire for underlying music-specific data. Fecteau mentioned a similar study by WESTAF pertaining to their IMTour. Ponce stated he had a copy of the WESTAF study on hand as it related to a recent music industry study conducted by the Mayor of Albuquerque's office. A discussion ensued about carrying a music industry tax incentive bill through the state legislature. Fecteau asked commissioners to attend the DCA budget hearing December 5 at 4pm. Stoddard did not submit an update. Goodrich submitted a hardcopy update outlining progress with the following projects: web site, social media, Student Musician Spotlight, public commission meeting administration, communication and constituent requests/assistance, Platinum Music Awards, administration for additional commission meetings, miscellaneous projects such as Art2Art, prospective commissioner research, and the Music in the Schools initiative.
- V. Discuss ways to honor late Commissioner George Adelo – Stoddard, Schwartz  
Stoddard opened the floor to discuss ways to honor the late commissioner Adelo. Schwartz suggested titling a student scholarship in his name. Stephenson suggested a short memorial segment during the Platinum Awards show. Goodrich stated that Huff had suggested, by email prior to the meeting, naming one of the Platinum Awards (PMA) in his honor. A discussion ensued about the potential difficulty in creating selection criteria that would set an Adelo PMA apart from other PMA's. Ponce suggested reaching out to Adelo's family and close friends to ask how the commission might best honor him. Ponce added that Adelo's family and friends might well serve as advocates for the memorial if they were included in, and felt ownership of, the project. Stoddard suggested providing Adelo's family with an outline of ideas for possible memorials. Sanchez offered to reach out to Adelo's daughter, Amanda, to make initial contact and seek interest. Sanchez mentioned that Adelo was always standing up for and supporting local musicians. She mentioned Adelo's generous help with Stage 49 at Gathering of Nations. Stoddard suggested tabling discussion until Huff could address his suggestion to name a PMA in Adelo's honor.
- VI. Nomination and Election of 2018 Officers – Stoddard: ACTION  
Stoddard announced his resignation as vice chair and from the commission effective post haste. Stoddard opened the floor for nominations for Vice Chair. Sanchez nominated Huff, Stoddard seconded. Stephenson moved to table elections due to Huff's absence. Sanchez seconded. The motion passed by unanimous vote.
- VII. NMMC Foundation & Platinum Music Awards update – Schwartz  
Schwartz stated the 2017 Platinum Awards show turned a profit of \$6,218. He reminded commissioners of the agreement that profit would be split 50-50 with Solace Crisis Treatment Center and stated \$3,109 is available to the commission. Schwartz suggested splitting the \$3,109 between the music in the schools and Art2Art projects. Schwartz asked commissioners to help identify sponsors for the PMA's and asked them to encourage the public to purchase seats to the show. He announced Thursday, August 30 as the 2018 date for the awards ceremony and show, in conjunction with a Santa Fe music festival taking place August 25-31. Solace will not be involved in 2018 and NMMC music education programs will be sole recipient of proceeds from the awards ceremony and show fundraiser. Schwartz shared that the foundation is rethinking the awards ceremony and looking to elevate its stature to equal that of the awards show. Two organizations have come forward to

underwrite and produce the ceremony: Waldorf School donated \$2,500 and will promote ticket sales and collaborate with the Foundation on production, and Brookdale Assisted Living donated \$2,500. The foundation plans to charge admission to the ceremony and open it up to the general public, which was not the case in 2017. Schwartz stated the foundation has raised \$11,500 in sponsorship for the 2018 show as of November. He introduced LeAnne DeVane of Santa Fe Public Schools (SFPS) to discuss the music in the schools pilot program. DeVane discussed two options: first, contract high-level artists to deliver master classes and workshops to SFPS students; and, second, a sequenced program, donation of an instrument for lifetime use combined with private lessons, followed with interviews and videography to document progress, perhaps featuring a video of the scholarship student during the PMA show. Stoddard asked if local artists will be hired for the program. DeVane responded that hiring local artist makes sense financially. Sanchez asked how the available \$3,109 would be split between the music in the schools and ART2ART projects. Schwartz suggested a 50-50 split. Sanchez shared with the commissioners some of her research in how previous Art2Art programs functioned and were funded. She stated she intends to reach out to other parts of the state, whereas all previous ART2ART programs took place in Santa Fe. Schwartz mentioned working with Barbara Hubbard's assistant in Las Cruces. Ponce stated there is not enough money to correctly implement the programs. He suggested providing funding to programs that already exist by being a sponsor and increasing their reach. Sanchez supported partnering with existing programs that already have a budget and established patrons/audience. Schwartz stated that the Foundation would like the commission to make the decision. Stephenson agreed. A discussion ensued about which course to take. Commissioners agreed to split the \$3,109 50-50 between the SFPS music in the schools pilot and ART2ART. Schwartz stated a 2018 PMA press release would be issued December 1. Fecteau suggested using prior language approved by DCA Legal from the 2017 release. Schwartz asked to talk with Goodrich to confirm 2018 PMA timeline. Sanchez mentioned a program that gifts guitars and will get information to Schwartz. A discussion ensued about the All State instrument drive that could turn into a biannual event. Schwartz mentioned the Candyman donated time and energy to repair instruments. DeVane added that there is a private lesson program with SFPS. The only thing that might need to be paid for is a videographer to document student progress. Stoddard asked if there were specific schools that might be identified for the program. DeVane said there is wide interest in the district.

VIII. 2108 Commission Meeting location discussion – Stoddard

Stoddard opened the floor to discussion about meeting locations. Sanchez suggested San Felipe casino for a possible location. Goodrich stated that Menaul School and NHCC are still available. Goodrich will book at Menaul School.

IX. Review Strategic Plan Goals and select subcommittee chairs to replace Adelo – Stoddard

Sanchez suggested tabling discussion to replace Adelo.

X. Strategic Plan subcommittee status updates – Huff, Estacio, Sanchez, Ponce

*Music Awareness and Advocacy* – Huff absent

*Music Industry Clearinghouse* – Estacio absent

*Events and Activities* – Sanchez already shared her update under the Foundation's discussion. She will come up with an outline for ART2ART and ask for suggestions from commissioners.

*Education* – Ponce shared a brief update about copyright workshops in Clovis and Ruidoso (Montrose Records covered costs) through the New Mexico Music Awards (NMMA) education program. Ponce said he's had no luck setting up workshops in Las Cruces. He stated there is no money to implement education initiatives outlined in the commission's strategic plan, but there is success through NMMA and the City of Albuquerque. Ponce shared a copy of the City of Albuquerque's study on its music industry titled, 'In Harmony: Strengthening the Albuquerque Music Ecosystem'. Albuquerque partnered with WESTAF on their IMTour product and have provided twenty five scholarships to New Mexico musicians to participate in IMTour. Ponce is working with Madalena Salazar of WESTAF to move the project forward. Schwartz asked if the initiative put forward by Mayor Berry will continue with the new administration. Ponce stated he will continue the program through NMMA if the new administration doesn't support the program. Ponce stated he can't directly ask the commission/foundation for money because of his personal business and conflict of interest. But he extended an invitation to commissioners to provide sponsorship for educational programs that already exist throughout the state, as opposed to creating something new.

*Collaboration and Partnership* – committee currently has no chair, with the passing of commissioner Adelo, and no update was submitted

*Development* – no chair, no update submitted

XI. Public Comments – Stoddard

Stoddard introduced Scott Horlbeck, a composer from Albuquerque. He'd like to create a Meet Up group to start connecting musicians and composers, sometime in 2018. Stephenson asked how the meet up group would be unique to what is already out there. Horlbeck stated it would be focused on recording music with a goal to connect artists to do collaborative works – to network, build relationships, creating 'familiar' elements of enjoyable music. Ponce stated there is a similar songwriters group through Jazz Workshop that he might explore. Ponce offered to help host Horlbeck's group. DeVane stated she enjoyed the meeting and she shares the commission's concern for music around the state.

XII. Adjournment – Stoddard

The meeting adjourned at 11:37 am.

Minutes respectfully submitted by: Thomas Goodrich

last update: 2/6/2018 1:24 PM