
Draft Meeting Minutes

10 November 2015

I. Call to order

David Schwartz, NMMC Chair, called to order the regular meeting of the New Mexico Music Commission at 10:23am on Tuesday, November 10, 2015 at the Salon Ortega, National Hispanic Cultural Center, Albuquerque, New Mexico.

II. Roll call and introductions

Music Commission members present: Joe Brown, Renato Estacio, Rick Huff, José Ponce, David Schwartz - Chair, and Claude Stephenson. DCA: Doug Patinka. NMArts: Thomas Goodrich. Public representatives: David Cordova, President of New Mexico Jazz Workshop. Alex Bazan, Congresswoman Michelle Lujan-Grisham's office.

III. Consider Approving the Agenda

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

IV. Consider Approving the July 14, 2015 Minutes

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

V. New business

- a) *New Mexico Jazz Workshop collaboration proposal – Chris Cordova:* Cordova doesn't have a proposal per se. NMJW is celebrating their 40th Anniversary and he wanted to plug the program with the commission. Promoting jazz, blues, Latin jazz – an important part of the New Mexico music scene. Purpose of workshop is community outreach through education, adult amateur classes. For the youth: creative arts camps, roots of jazz assemblies at schools, jazz intensives, South Valley band project with disadvantaged students, and under the stars concerts. NMJW has a 4-person staff. Ticket prices \$15 or less, reasonably priced. Important goal of NMJW is to get out into the community and offer free concerts and workshops. They are changing their artist selection process, opening it up to all New Mexicans; also looking into building a new performance venue, seeking legislative support with financing. Ponce advised that Cordova is outgoing President. Cordova would like the commission involved in recognizing 40th Anniversary. George Benson and the Blues Brothers are high end acts for next season. Schwartz asked for specific suggestions on how the commission may help. Ponce suggested interceding with Cultural Affairs – seeking collaboration, possible 'high profile' event partnership. Cordova is happy to collaborate for 40th Anniversary season, but doesn't know what commission can and can't do. Stephenson suggested NMJW perform at state Culture Day and asked if Platinum Achievement Award could be extended to recognize organizations. Schwartz mentioned upcoming strategic plan and that the Platinum Achievement award process flow is being reviewed. Brown asked if NMJW is connected throughout the state and what are they doing outside of ABQ? Cordova said they want to be a statewide organization; they are the NM jazz workshop, not the ABQ jazz workshop. He mentioned collaboration with Eldorado Hotel. Cordova asked to sit down with Ponce and make a proposal for 40th Anniversary collaboration to present at January meeting. Schwartz asked for proposal prior to January meeting, to make as an action item.
- b) *ART2ART Publicity push – David Schwartz:* Schwartz stated this is the first time working with Warehouse21 on the ART2ART event. The project will consist of a collaboration of live music and visual art being created simultaneously and the artists will discuss their process afterward. Proceeds will go to Warehouse21. He invited commissioners to the event.

Other new business

- a) Opera Auditions – Renato Estacio: 3 judges selected from out of state. Still working on fundraising for prize money to help fund district winner’s trip to Denver for regional auditions.

VI. Old business

- a) New Music Commission Web site – Doug Patinka and Thomas Goodrich: Schwartz introduced Patinka. Patinka stated site is 90 percent completed. Phase two is Music Directory and statewide calendar. He discussed origins of original site. New site is dramatically different from previous iteration. Goodrich walked commissioners’ through the site, pointing out connection with social media and stressing new additions to the site.
- b) Cultural Collaborative project update – Felicity Broennan not present; Schwartz tabled until January meeting.
- c) Strategic Plan discussion – Joe Brown and David Schwartz: Schwartz stated music commissioners will vote on goals and objectives at January meeting. Brown thanked Ponce and Stephenson for providing critical input on goals and objectives. Main item to consider between now and January is how we can incorporate commissioners into strategic plan. Everyone needs to be involved. Huff suggested that the strategic planning committee provide a suggested implementation grid, table, and template for each committee. Schwartz stated that for each of the goals there will be one commissioner to serve as lead, and each committee will report at every public commission meeting. Schwartz commented on commissioners who have not been as active and said that identifying them with a goal might pull them back in. He called a meeting for Monday, November 23, noon at San Felipe casino restaurant. Stephenson asked for a discussion of the goals and objectives. Schwartz stated that his written comments were included in the current document. Stephenson stated that his primary suggestion was left out – a goal specific to fundraising, development, grant writing. It needs to be a specific goal. The music commission needs its own discretionary money and the Foundation was created for this purpose. Stephenson raised questions about the Foundation – what are they doing, if anything? Ponce discussed the importance of attaching timelines and deadlines and establishing budgets for each project. Stephenson discussed the signature event and said it could be a fundraising money maker for the commission. Brown discussed developing and coordinating collaborations and partnerships in creating concerts and events so that the entertainer, the venue, and the producer can make money. Seed money is necessary to get this going. The point is we do have a Foundation that was theoretically created to underwrite the needs of the commission. Schwartz advised that not all of the goals will be implemented simultaneously; certain goals will be ongoing and some will happen over time. A discussion ensued about fund raising and how the Foundation might help.

Other old business

1. Goodrich submitted a Music Commission status update that was created for Jessica Gonzales, Cabinet Director and stated the document will be used as the Music Commission’s end-of-year report to the Governor’s Office.
2. Commissioner Ponce asked for information about the part-time Music Commission Administrator job posting and questioned why commissioners’ weren’t informed in advance of the posting. He expressed concern that commissioners’ weren’t able to recommend potential candidates. Doug Patinka addressed his concerns, explained the state’s hiring process, and suggested he contact Loie Fecteau with further questions or concerns.
3. Administrative fees for Cultural Collaborative: Ponce stated that Neil Copperman was going to administer the money for no fee, but there was a line item for a fee to AMP Concerts. 5% fee, it’s usually 10%. Goodrich said he will look into that.

VI. Public comments

- a) No public comments were made.

The meeting adjourned at 12:25 pm.