

Draft Meeting Minutes

11 July 2017

I. Call to order

Acting Chair Stoddard called to order the regular meeting of the New Mexico Music Commission at 10:05 am on Tuesday, July 11, 2017 at the Board of Trustees Room, Old Brick Building, Menaul School, 301 Menaul Blvd. NE, Albuquerque, New Mexico.

II. Roll call and Introductions

Music Commission members present: Renato Estacio, Rick Huff, Jose Ponce, Melissa Sanchez, Claude Stephenson, Dan Stoddard. New Mexico Arts: Loie Fecteau, Thomas Goodrich. New Mexico Music Commission Foundation: David Schwartz. Public Representatives: none.

III. Consider Approving the Agenda

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

IV. Consider Approving the May 9, 2017 Minutes

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

V. New business

- a) *Lee Berk Award – Platinum Music Award vote – Dan Stoddard*: ACTION. Stoddard stated that the Lee Berk award had been discussed in previous meetings and asked for a motion to approve. Ponce moved to approve the Lee Berk Award as part of the Platinum Music Awards and specifically designed to recognize people or organizations involved in the state's music industry that are not performers. Sanchez seconded. The action passed by unanimous voice vote.

Other new business

- a) *Student Musician Spotlight – Thomas Goodrich*. Goodrich introduced student spotlight series to be implemented in the fall of 2017. The spotlight series will feature K-12 students involved in music, as nominated by their music teacher, parent, friend, mentor, elder, or family. Students will be featured on the Music Commission web site and Facebook page. They will also receive a certificate of recognition. Fecteau said she would ask Governor Martinez to sign the certificates. Stephenson expressed concern about not knowing of preparations and background of the spotlight. Fecteau stated many such projects are already approved through the commission's three-year Strategic Plan, and that Goodrich had discussed the Student Spotlights at previous meetings. The Strategic Plan created subcommittees charged with taking the lead to develop policies and programs so the commission might accomplish their appointed goals and underlying objectives.

VI. Old business

1. *Platinum Music Awards – David Schwartz*. Advertising update: Pasatiempo is running a back cover ad and the Santa Fe Reporter ran a two-page spread; five radio spots and two TV spots ran this past week; mass mailings are being distributed by Solace Crisis Treatment Center, Christus St. Vincent, Santa Fe Police, and the Santa Fe Mayor's office; and, Solace is leading a phone bank. The Mayor of Santa Fe signed a proclamation declaring July 21 New Mexico Music Heroes Day. Schwartz presented the final poster for the awards show and distributed an expense report as of 7/11/17. The final 2017 PMA budget will be shared at the November 2017 meeting. Ticket sales update: 327 tickets unsold. Schwartz asked commissioners to help promote ticket sales. Awardee, Al Hurricane, is in hospice and won't attend. Al Jr. is hoping to be at the show to speak on his father's behalf. Opening of show is not solidified – Commissioner Adelo has suggested involving Governor Martinez and offered to personally invite her through one of his contacts at the Governor's Mansion. Adelo is waiting for confirmation. If the Governor attends, she will be invited to give an opening welcome. Stoddard commended Schwartz and the Foundation for their remarkable work, stressing that they have accomplished a great deal in a short amount of time. Schwartz complimented the staff of Solace and stated they have provided many volunteers hours. Schwartz stated he was pleased with the awards nomination and selection process, as developed and implemented by the Music Commission, New Mexico Arts, and DCA. Stoddard opened the floor for questions and discussion. Sanchez asked if any media was invited to attend the awards show. Schwartz mentioned a few possibilities. Sanchez suggested the Foundation ask Korenchen PR to help with media

- invites. Ponce offered to share a complete list of media contacts in the state. Schwartz said that would be helpful.
2. *NMMC Foundation & Platinum Music Award update – David Schwartz* This was folded into the previous PMA update.
 3. *Strategic Plan subcommittee status updates:*
 - a) *Music Awareness and Advocacy – Rick Huff.* Huff mentioned the Gonzo Opera troupe, with a mission to open opera to new audiences. They will present three shows at The Cell in Albuquerque and there may be funding out of Santa Fe to extend the project. Huff met with Paul Bower, head of Albuquerque Children’s Theater, who may help develop a collaborative educational outreach program for Gonzo Opera and the Albuquerque Children’s Theater. Stoddard asked if Huff has reached out to the MLK team. Huff said he had not been in touch recently.
 - b) *Music Industry Clearinghouse – Renato Estacio.* Goodrich stated that updates to the web site are temporarily on hold due to staffing issues with DCA IT team. Next step will be upgrading the New Mexico Music Directory.
 - c) *Events and Activities – Melissa Sanchez.* Stoddard asked Sanchez if she had anything to add to Schwartz’s report on the PMAs. She is working to line up radio interviews for Fernando Cellicion, one of the 2017 PMA honorees. Sanchez mentioned that Art2Art will be on hold until after the PMA show is complete. She stated there is a possibility for the Commission to participate in the Balloon Fiesta, as they are interested in local talent and diverse genres. Ponce stated they start booking in January. Sanchez suggested a namesake partnership as a first step. Huff stated a possible correlation with the Western Music Association. Goodrich offered to create an NMMC banner for use at participating events. Fecteau commended commissioners who were involved in DCA’s Cultural Collaborative Historic Sites concerts and mentioned that DCA Secretary Gonzalez was pleased with the results. Commissioners’ Sanchez, Adelo, and Huff emceed events at Coronado, Jemez, and Lincoln. Sanchez stated there was confusion about which city is home to each Historic Site.
 - d) *Music Education – Jose Ponce.* Musician Tony Lujan will lead workshops for youth through the New Mexico Music Awards. Ponce is looking for locations to do workshops outside of ABQ. All workshops are free, but instructors are paid. Stoddard offered to help Ponce set up a workshop in Clovis. Goodrich offered to put Ponce in touch with Menaul School administration for a possible workshop on their campus. Ponce stated half of the broadcast stations in the country now have high definition channels and he is pitching an HD channel featuring New Mexico-based musicians. There is also a possibility for specific genre channels. Huff offered a few suggestions to assist.
 - e) *Collaboration and Partnership – George Adelo.* Absent.
 - f) *Development – George Adelo.* Absent.

VI. Other old business

- a) None

VI. Public comments

- None

The meeting adjourned at 11: 14 am.

Minutes submitted by: TGoodrich

last update: 11/7/2017 4:05 PM