

MINUTES

Seattle Music Commission Meeting

Wednesday, November 15, 2017 12:15 – 2:00 p.m.

Seattle City Hall, Boards & Commission Room L280

Commissioners Present: Reese Tanimura (Chair), Jennifer Czeisler, Jerry Everard, Ricardo Frazer, Catherine Harris-White, Ben Hunter Tony Kiewel, Tim Lennon, Sharlese Metcalf, Daniel Pak, Joan Sandler, Nicole Jon Sievers, Karen P Thomas, Nadine Zgonc

Commissioners Absent: John Roderick, Gyasi Ross, Hollis Wong-Wear, Adam Zacks

SMC Staff Present: Kate Becker, Alex Rose, Slade Burgess

Call to Order: The fourth meeting of the SMC was called to order at 12:15 p.m. by Reese Tanimura

Public Comment:

- No public comment

Regular Commission Business

- Minutes from September approved

Overview: Office of Film + Music Strategy

- See included document
- Discussion:
 - Nightlife
 - Detailed tracking needs to take place on new extended hour paid parking on Capitol Hill to determine impacts on future locations
 - Scott Plusquellec will work with SMC to determine best monitoring methods
 - Creative Economy Study
 - SMC should send possible business and vendor options to administer the study to Alex Rose and Kate Becker

New Mayoral Opportunity

- Mayor Jenny Durkan should be invited to the first full commission meeting of 2018

OVG Arena Proposal

- SMC and music community should express what City/music community benefits OVG should provide after September's public comment regarding the differing arena proposals
- Reese Tanimura discussed possible benefits with Councilmember Herbold, including:
 - 1% of tickets proceeds set aside for Teen Tix or other org to provide affordable tickets
 - Fund to benefit smaller venues in Seattle
 - Directing funding to smaller arts organizations that influence and advance creative industries, through youth development or otherwise

- Concerns have been raised about blackout dates for artists
- OVG \$20M foundation: \$10M over 10 years to YouthCare, additional \$10M over ten years to arts orgs
 - Can SMC influence this?
- SMC to request an info sheet from OVG for January's meeting

Committee Breakouts – 2018 Work Plan Brainstorm

- **Advocacy + Economic Development**

Focus: This committee cultivates key industry partnerships to advance and support the development and growth of Seattle's music industry, identifies issues affecting the music community, and advocates for policies that foster a healthy and innovative music industry. Prioritize existing initiatives; discuss changes:

- **Creative Economy Census**
 - SMC will monitor process
 - Initial data from the creative economy survey will be released in early December
- **DAP: Development / Affordability / (Opportunity) Preservation (Top Priority)**
 - Specific items from the CAP report need to be identified for SMC to focus on, advocate for and move forward
 - Continue working with ACED (Artist Coalition for Equitable Development)
- **Grow Music Business (Second Highest Priority)**
 - Reengage with the Chamber of Commerce and Puget Sound Regional Council
 - Depending on feedback from 2017, possible continuation of Ventures partnership
- **Experience the City of Music Expansion**
 - Working with Ben London (NW Polite Society) to develop brand
 - Can segments connect bands and small businesses be included in upcoming SMC video
- **Nightlife live music support**
 - Hip Hop Insurance
 - Monitor progress on nightlife study; support the Office of Film + Music's nightlife initiative
 - Work with Upstream Music Fest to connect local bands with national promoters
 - Tony Kiewel will connect with Upstream

- **Youth + Community: Hollis, Tim*, Sharlese*, Reese, Nicole, Karen, Roderick, Gyasi*, Pak, Cat, Ben**

Focus: This committee works to ensure music education opportunities, develops and facilitates career pipeline and youth access to the music industry, and supports vibrant micro-music communities and economies.

Prioritize existing initiatives; discuss changes:

- **Partnership with ARTS and Arts Commission**
 - Examine which priorities of the CAP report SMC wants to prioritize
 - Align priorities with Arts Commission work plan

- How can December equity training inform SMC work plan, in turn inform communications plan
- **Career Days**
- **Outreach / Community Engagement**
 - Rebranding and Social Media
 - Expand to choral and orchestra musicians as thousands of Seattle youth are involved
 - Work with more music organizations to find out what types of support they need
- **Equity & Access**
 - Create space for inclusive and intersectional dialogue with developers on all city-wide developments that impact the music community
 - Develop centralized music industry resource list/database of orgs, businesses (Cat volunteers)
- **Communications**
 - Develop communications strategy
 - More robust website - include video
 - Music Commissioner talking points/toolkit
 - Save the dates; monthly updates
 - Social media (Cat, Ben, Sharlese volunteer)
 - Annual report
 - Resources for artists (add SMC videos to new KEXP resource page)
 - Rebrand joint committee social handles?
- **City of Music at Seafair**
 - Is there a way to partner with Seafair to leverage south end presence to bring artists' issues to light
 - Opportunities for more exposure:
 - More robust float
 - Youth organization spotlight
 - Team up commissioner with youth organization to introduce Seafair events
- **Creative Industries, Skills Centers, Workforce Development** (incl. replacing CoM super-internship)
 - Establish a youth council; provide incentives/stipends
 - Replace the super-internships for youth
 - Amplify youth voices along with equitable, long-lasting opportunities
- Other
 - Summer 2018 Special Olympics

Adjourn

Meeting adjourned at 2:00 pm

Future Music Commission Regular Meetings:

Dec. 8 Racial Equity training with Arts Commission