

**MINUTES****Seattle Music Commission Meeting***Wednesday, April 16, 2014, 12:15 – 2:00 p.m.*

Seattle Municipal Tower, 700 5th Avenue

Conference Room 4050/4060

**Commissioners Present:**

Ricardo Frazer, Alex Kochan, Ben London, DeVon Manier, Tom Mara, Jody McKinley, John Roderick, Joan Sandler, Jon Stone, Karen P. Thomas, Marcus Womack, Nadine Zgonc, Holly Hinton

**Commissioners Absent:**

Patricia Lee Allen, Adrian Burton, Wyking Garrett, Kyle Hopkins, Megan Jasper, Emmy Jordan

**SMC Staff Present:**

Kate Becker, Rachel White, Julie Borden

**Call to Order:**

The twenty-seventh meeting of the SMC was called to order at 12:15 p.m. by Jody McKinley

**Public Comment:**

OED Intern Jay Stern--working on a project for school—he represents a musician (Brodie) for pre-release of an EP, would be interested in talking with any available Commissioners regarding best practices. Other guests: Rochelle House, local musician; Mike Smith; Merrill Matheson and Tamar Theodore, Interns from OED

**Approval of Minutes:**

Unanimous Approval of 2/19/14 Minutes

**Executive Committee****Follow Up to Meeting with Mayor Murray**

- Exec Committee emailed SMC proposal with relevant budget requests to the Mayor
- Mayor's Office has not yet responded but we will stay focused on getting a response
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- Important for Commission to align our priorities with those of the Mayor as we move into workplanning; will be meeting with Deputy Mayor Kim to discuss
- Higher priorities from list, based on what can make biggest impact: COM UX, Creative Advantage, Career Day, Economic Impact Study

**Update on Committee Vice-Chairs**

- The Policy + Communication Committee Vice-Chair is Ricardo Frazer
- The Youth + Community Committee Vice-Chair is John Roderick
- Commission Chair is Jody McKinley and Vice-Chair is Holly Hinton, as was unanimously voted by the Commissioners via email

### **Open Commission Positions/Nominations List**

- Rochelle House was excused for purposes of discussion since she previously self-nominated to be considered for a seat.
- Before leaving, Rochelle shared that she would like to be a part of Music Commission in order to champion local working musicians and ways to foster living wages.
- Discussion of potential nominees
- Motion to charge Executive Committee with researching candidates and refining to a smaller list (around 5) for consideration by full commission – passed unanimously
- Should also consider particular needs of Commission, representation from particular sectors, companies, and ability to contribute at high functioning levels/time commitment
- Discussion and voting re: current open seats will be conducted via email.

### **Committee Updates**

#### ***Policy + Communication***

##### **City of Music User Experience**

- One-year anniversary party for live music program happened at end of March; SeaTac Airport committed to doubling the number of musicians in the second year
- Sub Pop’s store will open in May
- PlayNetwork is preparing to release their quarterly update to airport video content

##### **City of Music Enterprise**

- Chamber recently hosted their first ‘After Hours Music Edition’ event that was well-attended and considered successful by both event producers and attendees. Committee will continue to work with Chamber re: developing Music Industry offerings.

##### **Waterfront Development**

- Overall design plan is about 30% complete, can be accessed online
- Have established a task force to discuss Pier 48; study is ongoing to examine possible structures, uses
- Two prevailing directions regarding Pier 48 development:
  - Park with no permanent performance infrastructure with programming possible
  - Dedicated but flexible Venue similar to summer concerts at Pier 66 model, potentially taking it further to year-round convertible venue
- Pier 48 is owned by State and is unusable until Viaduct is demolished—estimated 2017
- Music Commission’s job is to weigh in on ideas, contribute to proposals, continue raising awareness
- Anyone who has not yet talked with consultant Andy Fife is encouraged to do so
- Discussion
  - Should Commission develop an agenda and share publicly in order to make sure voice is heard early and openly?
  - A general “park” set up will be cost-prohibitive for putting on concerts or series
  - Focus not just on music use but other kinds of activities that could make use of venue, like performing arts, graduations, festivals
  - Consider Mayor’s priorities when making public statements
  - Original intent of task force was to be the forum where Commissioners could be heard on this issue; important for individual Commissioners to express opinions to Jody and Alex

- Andy Fife has expressed concern in presenting too prescriptive a proposal at this stage
- Consider continuing to champion an outdoor concert space for Seattle, even if it does not work out at the Waterfront; perhaps re-connect with Levitt Pavilion
- Not a current focal-point, but discussion has also arisen about having private-public partnerships to program in parks; this has been un-workable so far due to challenges working with City departments, inordinate influence wielded by community activists— discussion referred to committee for further exploration

### **Musicians Priority Load Zones**

- Loading signs were met with great excitement from local musicians, OFM’s counterparts in national governmental agencies, local and international media
- OFM has received requests from several other venues, including rehearsal spaces, working with SDOT to maintain and potentially expand the program
- SDOT has received only one citizen complaint, none from businesses or neighbors

### **Dance Tax**

- Dance Tax did not come up for vote in latest session
- Will be re-introduced next session
- Current law says it will resume in 2017, hope to have it abolished by then
- Mayor Murray was involved in efforts to abolish (as Senator), so he’s likely to champion again
- Rep. Rueven Carlyle has apparently said it will be difficult to abolish without plan to replace revenue from another source
- Commissioners point out that the tax does not have a substantive history of being collected, so this justification may be weak.

## ***Youth + Community***

### **The Creative Advantage**

- Focus is on securing bridge funding to fund the research that will help unlock Education levy funds, this appears to be on track
- Upcoming meeting with Capitol Hill Block Party organizers to discuss how they can contribute to the initiative with messaging to audience
- Hollis Wong Wear is potential ‘face’ of CHBP effort

### **Career Day**

- Mayor delivered remarks prior to keynote, stayed for keynote; staff reported that he enjoyed it
- Mayor’s Office also arranged transportation for group of students from Cleveland High School
- New venue of EMP worked really well, makes sense to use again if they are willing
- Excellent feedback from participants
- Working on formal report, early stats:
  - 92% retention from pre-registration to participation (up from 50%)
  - 176 total attendance out of a possible 191 capacity
  - 43% heard about it from teacher/school
  - 38% age 17-19; 36% age 16 and under
  - 11% from 98118, Rainier Valley, highest percent neighborhood representation
  - Excellent social media interaction

- Keynote was recorded by EMP; look at expanding video production to other sessions in future
- Meet and Eat / Table Fair portion went really well – Ability to make appointment with mentor for one-on-one time worked well
- Direct outreach to schools was a new push – very successful. Sent One Reel staff to schools to make personal connections with teachers, administrators; will continue and refine process for future
- Consider incentivizing teachers next year—free tickets or other thank you gifts?

#### **Internship Program**

- Waiting to hear back from Mayor’s Office regarding funding
- Will move forward with other opportunities if City does not fund
- Must have funding in order to move forward with current vision of the plan
- Important to have a successful start to program, even if on a smaller scale. Planning team intends to initiate a small-scale program in 2014 regardless of funding status.

#### **OFM Updates**

##### **Partnership with Seafair**

- Kate and Rachel met with Beth Knox of Seafair. Seafair would like to brand City of Music on all of their events.
- Month-long series of events, far-reaching
- Have hired Ed Beeson to program busking as part of some events
- No concerns voiced by Commissioners; Kate will give consent to Seafair

##### **Non-Profit Highlights in Newsletter**

- Interested in developing weekly feature in Film + Music Newsletter highlighting music non-profits
- Exploring exact guidelines and restrictions per City Ethics Dept
- Will discuss further in committee

##### **2014-2015 Workplan**

- Workplan session will replace June meeting (as usual) and be three hours rather than two
- Claudia Bach will facilitate
- To be held at Chamber offices
- Committees should begin Workplan development at their next meeting

#### **Summary of Action Items:**

- 1) **Executive Committee** will research nominees and refine the list of candidates for open positions.
- 2) **Executive Committee** will continue applying constructive follow up pressure to Mayor’s Office re SMC proposal

#### **Future Music Commission Regular Meetings:**

- **Wednesday, June 18<sup>th</sup>, 2014**
- **Wednesday, September 17<sup>th</sup>, 2014**
- **Wednesday, November 19<sup>th</sup>, 2014**