

MINUTES

Seattle Music Commission Meeting

Wednesday, February 18, 2015, 12:15 – 2:00 p.m.

Seattle Municipal Tower Room 4050/4060

Commissioners Present:

Jody McKinley (presiding), Adrian Burton, Ricardo Frazer, Holly Hinton, Megan Jasper, Alex Kochan, Ben London, Tom Mara, Jody McKinley, John Roderick, Patty Isacson Sabee, Joan Sandler, Jon Stone, Karin P. Thomas, Hollis Wong-Wear, Nadine Zgonc

Commissioners Absent:

Wyking Garrett, Emmy Jordan, DeVon Manier, Nicole Jon Sievers, Marcus Womack

SMC Staff Present:

Kate Becker, Mikhael Mei Williams, Julie Borden

Call to Order:

The 31st meeting of the SMC was called to order at 12:15 p.m. by Jody McKinley

Public Comment:

Seattle Academy of Recording Arts (SARA)—Joe Reineke, Alex Willson, Karyn Gold Reineke

- SARA is offering a newly-created audio engineering program
- Comprehensive program includes technical training and music business
- Program classroom is in a recording studio
- Intensive six-month course
- Classes one day per week, designed for both young students and folks who have full-time jobs, other responsibilities
- Maximum 8 students, 2 instructors--small class size allows for more personal attention and tailoring program to student interests
- Ages 18+
- First session begins in April
- Program cost is \$17,000 and includes a comprehensive professional toolkit
- Working on a partnership with Seattle U
- Open house at studio 6-9pm on Feb. 19 in Pioneer Square

Make Music Seattle – Ed Beeson, Ramona Grotte

- Created non-profit organization for Make Music Day but will need to have a year-round presence to continue successfully
- Biggest issue is funding – have submitted a grant application and preparing another, also working on crowdfunding
- Funding is primarily needed to pay staffing to administer programs
- Need to create video for crowdfunding but need to find money to make video
- Interested in leveraging airport program to fundraise
- Looking at opportunities to offer youth, underrepresented communities

- Would like to put City of Music logo on banners, materials
- See attached summary document

New Commissioner

Hollis Wong-Wear

- Hollis Wong-Wear is a Seattle-based musician, songwriter, teaching artist, poet, producer, and activist.
- Received Grammy nomination for work with Macklemore & Ryan Lewis as vocalist and co-writer
- Also sits on Board of Directors at 4 Culture and Seattle Center Advisory Commission

Super Internship (Jay Stern and Susan James)

- Preparing written report of program
- Considering this the pilot year and are learning many lessons and finessing logistics
- 110 applications from all over the world
- Two interns chosen: Bella Pham and Geran Landen, both Seattle University students
- Following internship will help with promoting and growing program and act as advisors as program evolves
- General consensus around growing/further developing the program. Obstacles/challenges include administrative staffing and funding.

Approval of Minutes: Unanimous Approval of 11/19/2014 Minutes

Bumbershoot 2015

- In November, OneReel began talking with AEG Live for help with music programming
- Finalizing the agreement has become quite complex with many players and is taking time
- This will put the festival at a disadvantage this year, so considering 2015 a transitional year
- Need legislative action to take place in 2015--current ordinance that governs operation of festival was written 25 years ago, is limiting/restricting, and needs to be updated
- OneReel/AEG will bring the points of change to the Music Commission for support One example— ordinance states that entire festival must be at Seattle Center, but sometimes construction or other concerns hamper the festival
- OneReel will continue with stewarding “essential character” of festival as set by original planning in 1971 (includes that festival must be about a mix of arts, be a showcase for local artists and musicians, must be accessible, and others)
- Concern was expressed about the radius clause that prohibits local, smaller musical acts from playing within a restrictive radius of Bumbershoot, and seems counterproductive to the ‘essential character’ of the festival
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Committee Updates and Discussions

Executive Committee

- Initiative Goal Setting
 - Establishing goals and metrics for current and future years is important to maturation of commission
 - Intent is to establish goals that can be completed by end of June
 - Will help in planning for work in next year and for reporting to community on progress
- Open Commission Seats / Succession Planning

- Executive Committee has examined the needs of the commission and established the following four priorities: racial equity, live music/nightlife, music education, youth
- Will use these priorities to guide selection of nominations for open seats
- These priorities are expected to shift overtime, these are the priorities right now given current and expected work
- Interest in finding appropriate roles for commissioners who have reached their term limits to continue to steward the City of Music Initiative and SMC work in the community.
- RSJI Initiative
 - Have been working closely with Wyking and the Black Music Summit
 - Gathering feedback and data from community on Commission work
 - Beginning to plan for additional outreach to communities; also considering how to track this work

Youth + Community Committee

- Roadshow / Black Music Summit
 - 150 attendees
 - Good response from community members after event
 - Interested in having quarterly events, including a South Seattle Music Summit in May
- Career Day
 - Website live careerday.onereel.org
 - Registration opens March 2
 - Event April 22 at EMP
 - Receiving funding and staff support from Office of Arts and Culture
- The Creative Advantage
 - Next school year every K-5 student will have a music class!
- Joint Committee with Arts
 - About 3-4 months in
 - Successful so far and anticipate moving forward

Policy + Communication Committee

- City of Music User Experience
 - Will be meeting with Port first week in March
 - Are finalizing a Pearl Jam exhibit
 - Working to refresh overhead announcements
 - New scripts have been developed and are available
 - Looking at how to get more artists to participate
 - All commissioners encouraged to use networks for participation; contact Nadine
 - Tom will propose participation to KEXP
 - Also need more fresh video content
 - In touch with Sasquatch regarding cross-promotion
 - Port does not anticipate expanding program to Cruise Terminal in 2015
 - Will examine other businesses, locations for expansion
- City of Music Awareness Initiative
 - Need to work on infrastructure of current assets – websites, social media accounts, etc. – and then will work on additional outward messaging and new ideas
 - Will concentrate on refreshing cityofmusic.com, link it to Office of Film + Music website, generate content for Facebook page

- Have added Music Commission section to the existing weekly Film and Music Newsletter to highlight some of work and promote awareness of Commission
- Final SMC Annual Report
 - Has been posted to website
 - For the coming year, will be more deliberate about content and create a nice piece of collateral, and potentially a video component

OFM Updates

- Kate and Mikhael are going to SXSW as guest of the City of Austin for roundtable of music cities
- Kate was recently in L.A. for the Grammys—Seattle Symphony and Seattle Pro Musica won awards

New Business

Dance Tax

- House Bill 1550
- Exemption is set to expire 7/1/2017
- Bill expanding definition of businesses that would be taxed
- Commission should keep updated on progress and opportunities

RSJI Training

- City offers a training “Race: Power of an Illusion” that commissioners can participate in
- Office will circulate additional information

Meeting Adjourned 1:59pm

Future Music Commission Regular Meetings:

- **Wednesday, April 15, 2015**
- **Wednesday, June 17, 2015**
- **Wednesday, September 16, 2015**
- **Wednesday, November 18, 2015**