



MINUTES

Joint Commission Meeting

Seattle Arts Commission & Seattle Music Commission

Tuesday, September 10, 2019 4:00 – 5:30 p.m.

Office of Arts & Culture Panel Room

SAC Commissioners Present:

Priya Frank (Chair), Chieko Phillips, Juan Alonso-Rodríguez, Cassie Chin, Dawn Chirwa, Steve Galatro, Ashraf Hasham, Quinton Morris, Sarah Wilke, Sharon Williams (phone)

SMC Commissioners Present:

Reese Tanimura (Chair), Jen Czeisler, Jerry Everard, Ben Secord, Meli Darby, Tim Lennon, Nate Omdal, Daniel Pak, Tony Kiewel, Sharlese Metcalf, Sue Ennis (phone)

Staff Present:

Calandra Childers, Randy Engstrom, Allie Lee, Aline Moch Islas, Alex Rose, Mytoan Nguyen-Akbar, Bobby Lee (OED), Chris Swenson (OFM), Julia Reed (MO), Dominique Stephens (MO)

Guests:

Manny Cawaling (Inspire WA), Andy Jensen (Inspire WA), Mikhael Williams (Entercom), Kayla DeMonte (Citizen U), James Miles (Arts Corps), Ed Beeson (Founder), Andrew Joslyn (musician), Pete Moore, Dave Gros, Andy Fife (Fife Consulting), Vivian Hua (Northwest Film Forum, phone)

Call to Order:

The second joint meeting of SAC and SMC was called to order at 4:00 p.m. by Priya Frank

Welcome

- Introductions: Commissioners and guests go around the table and share their names and affiliations
- Randy notes that the two commissions are embarking upon a journey of creative economy work and together will create a path to keep artists in the city and decide on an effective structure for advocacy work. The focus of this meeting will be to share initial findings from our research and community engagement so far.



- Alex notes that four music commissioners will be terming out – Tony Kiewel, John Roderick, Sassy Black, and Jen Czeisler

Public Comment

- Manny Cawaling (Inspire WA): Inspire Washington will host the Seattle City Council Cultural Sector Forum on October 7th 6-7:30pm at Town Hall Seattle. Inspire Washington is a cultural sector non-profit that serves as a statewide force for advocacy and promotes broad awareness of the sector's community impact. Manny encourages commissioners to attend the forum and participate to show the impact of our arts/cultural sector. If participating, please make sure what your questions are from your specific districts. Inspire Washington is also hosting the statewide [Cultural Congress: Forging Our Culture Future](#), which will take place from October 21-23 in partnership with the Confederated Tribes and Bands of the Yakama Nation. This will be an opportunity to rally around increasing state investment in arts and culture, discuss equity across WA state, and discuss statewide strategic planning.

Minutes

- SAC July Minutes - Juan Alonso-Rodríguez motioned to approve, Cassie Chinn seconded, all approved (no oppose, no abstain)
- SMC June Minutes – Tim Lennon motioned to approve, Daniel Pak seconded, all approved (no oppose, no abstain)

Overview of Creative Economy Process

- Randy shared back initial findings from the community engagement and research work that started in April around the Creative Economy process. Handouts were provided and soft copies were emailed out after the meeting:
 - An annotated bibliography of the 11 studies informing the creative economy work
 - Findings from focus group engagements
 - A synthesis of the studies and community recommendations that highlight recurring themes
 - These are high level themes batched by buckets (racial equity, occupational, arts education, etc.), not a comprehensive analysis
- Just with the Mixer events and focus groups, we talked to over 700 people
- Highlights and comments on the initial findings:
 - Film has not had an advocacy voice in OFM
 - OFM is currently still working on a film ecosystem study
 - Special events and festivals are often how people first engage with culture in Seattle
 - Andy Fife's special events assessment looks at capacity, services, policy, funding programs, right of way, public facilities, etc. and compares it to 12-15 other



cities to make key recommendations. He is currently looking at cultural policies/citywide policies that impact creative workers who contribute to Seattle

- There has been a disappearance of creative journalism in Seattle
- Racial equity analysis is needed in the creative sector – due to rising costs people under 30 are leaving and we need more economic opportunities for artists who want to live and work in Seattle
- Knowledge workers in Seattle (SLU) are from outside of Seattle and have been pushing local workers out; Seattle workforce wasn't prepared to get those jobs, so now we need to prepare youth for the next economy phase, where creativity is currency – we have the resources, we just need to connect the dots
 - We know we need to evolve our programmatic work, but we don't have a predetermined way to make those changes. We wanted to hear out the community before making changes
- Creative Cluster Strategy - Bobby Lee, Office of Economic Development Director:
 - We are creating a new narrative in Seattle and preparing for the next phase economy, the network economy (currently we are in the knowledge economy). Using public policy, we need to take advantage of these attributes to position our communities – the economy is a moving target
 - Artists/creatives are often forced to change their careers to make a living. In the network economy, hard skills are creative skills and soft skills are tech skills. Seattle needs to value these assets and prepare
 - Nonprofits, private sector, and government need to have a shared agenda and work together – a creative cluster strategy
- Questions to Bobby Lee:
 - When do we predict this new phase to take place?
 - It's already happening and phasing in. 5G technology is the back bone, the 4th industrial revolution, and a lot of Asia already have it (smart grids, buildings talking to buildings, etc). The network economy will create more opportunities and more poverty – the strategy at the local level is inclusion for artists to thrive
 - What does this mean for the budget?
 - A commitment to a creative economy strategy for the City and creative economy to be a priority for the Office of Economic Development. OED will take the lead on a cluster strategy and will work in close partnership with ARTS (cultural development, advocacy, and community)
 - DEEL levy accessible to arts education funding (thank you to Julia Reed)
 - Additional staff for collaborative work (OFM, OED, ARTS) on the creative economy



- Randy clarified items going into the Mayor's budget plan around Creative Economy work, which includes \$150k for youth internships/opportunities, film/gig community jobs board, an incubator space for creative economy workers, PDA (space affordability for creatives, cultural space intermediary), a commitment to racial equity, additional staffing in OFM/OED, and an integrated creative industries cluster team.
 - The administrative support of SMC will move to ARTS, film and special events committees will be added, and we need to make sure to have representatives for each top industry sector – to touch all elements of creative production
 - SMC is not being disbanded or absorbed and City staff will not tell the commissions what their role is. City will hear from commissions on how they would like to see our creative community to be served.
 - Committed to having a joint commission retreat in Nov/Dec to for commissioners to spend time with the creative economy data/findings in depth and build a 2020 workplan (and perhaps a 5-year workplan) on top of that
 - A creative economy racial equity toolkit will inform our path forward
 - We came into this work with a commitment to listen and work with commissioners to structure and make action happen – thank you commissioners for convening networks and contributing
 - We will be doing a national search for a Creative Industries leader/manager after the budget is approved in November and OED/OFM/ARTS will continue to work collectively – our goal is to make good around meeting racial equity goals
- Comments and Questions:
 - What can commissioners do to involve the film community?
 - There is a commitment to form a task force. In order to help rewrite the ordinance, add an incentive program, or think about a new committee structure, the two commissions, researchers, and contractors need to come together at the retreat first to figure out short term and long-term priorities. Form should follow function.
 - Has there been any other information shared with the Mayor's Office or Councilmembers?
 - This is the first time our preliminary findings have been shared publicly.
 - There will be a blog post made next week on the Creative Economy work.
 - On 9/18, preliminary findings will be shared with the film groups we engaged with over the summer (Ostara contract work)
 - On 9/23, Mayor Durkan will make her budget speech
 - In October/November, there will be a community share back event and we will publish everything we have on a website
 - Our frame has been coming from a deficit standpoint – a trickle-down economy – but with the network economy, the local creative community and City are prepared, and we can control the dialogue on how we bring the assets that the private sector/driving



industries want. How do we use this moment to shift the narrative? (economic and social sense – tangible arts and culture all the way to wide solutions)

- This work sounds like a complex process. Practically speaking, how can commissioners be effective, other than participating in the retreat?
 - A commitment to existing work and input on what to do next, informed by existing work perspectives. There is no predetermined answer.
- Are there plans to replace previous OFM Director Kate Becker, and what is the new structure of OFM?
 - A new Creative Industries leader/manager (aforementioned) will lead the OFM team, which will become part of OED. The administration of SMC will move to ARTS because ARTS has more capacity to support. Work around the creative economy cluster will continue to be a collaborative process between OED, OFM, and ARTS
- This is an overwhelming process, but looking forward to diving into research at the retreat. The retreat should be an opportunity for us to think through what the leverage points are that make sense to move along a pathway towards the vision – we should think about sequencing – what are the bites we can take to start consuming. Also, what is our role and how do we take ownership – let's unlock specific opportunities. For example, for tax exemption, what are the partnerships we can leverage in our community and what are our barriers?
- With 4 commissioners leaving and a hold up on reappointments, SMC is short on commissioners. Should we address a need to backfill capacity?
 - Will address to Mayors Office liaisons
 - Let's involve former SMC members, those from when the SMC started to get the "how did we get to" perspective. We need to ground our work.
 - We are engaging with a creative agency to capture the history/Jen's suggestion around the SMC pitch deck – this will be part of the retreat conversation
- What does it mean for SMC to live in ARTS and not OED, when the goal is to create real-wage jobs? As a music commissioner, has felt there is a wall.
 - Bobby - Our shared goal is for creatives to "make a living and make a life"
 - Outsiders came and took the knowledge jobs (SLU), to enjoy the creative experience, or, the "authentic urban experience" that you (creatives) created. Ironic that you are driving the economy, but you are not benefiting from it. You are part of the OED work. It's a matter of scaling – investing in culture is investing in the economy.
 - Randy – It makes a difference when the OED Director pitches a creative economy argument
- What is the main demographic of knowledge workers?
 - White, highly educated, has lots of cultural power. In Portland, for example, knowledge workers want density – they want to be around other knowledge



workers but they want the authentic cultural experience, too. (refer to sociology book, [Naked Cities by Sharon Zukin](#)).

- Then, if we want to advance our local workforce, how are we going to balance out those knowledge workers? How do we re-train our existing people (we have a niche)?
 - Cultural development and cluster strategy intersecting will make this work
 - When we talk about the Creative Economy, we're not trying to serve wealthy white workers. We are learning lessons from the knowledge economy to be ready and take active steps as government, businesses, and non-profits
- In terms of time scale, all of the recommendations (based on community/stakeholder engagements) come with an increasing change capacity, not a maxed-out capacity. We created additional strategic layers of capacity – previews of workplans that go far into the future. What we are doing is not simply a 5-year strategy – it's a generational change and bedrock for a whole new structure for the creative community
- Thank you to the Mayor's Office for making this conversation happen

Misc. Announcements

- Information on joint commission retreat to come soon.

Adjourn

Meeting adjourned at 5:36 pm