

MINUTES**Seattle Music Commission Meeting**

Wednesday, April 15, 2015, 12:15 – 2:00 p.m.
Seattle City Hall, Boards & Commissions Room L280

- Commissioners Present:** Jody McKinley (presiding), Ricardo Frazer, Holly Hinton, Megan Jasper, Ben London, DeVon Manier, Tom Mara, Jody McKinley, John Roderick, Joan Sandler, Nicole Jon Sievers, Jon Stone, Karin P. Thomas, Marcus Womack, Hollis Wong-Wear
- Commissioners Absent:** Adrian Burton, Wyking Garrett, Emmy Jordan, Alex Kochan, Patty Isacson Sabee, Nadine Zgonc
- SMC Staff Present:** Kate Becker, Mikhael Mei Williams, Julie Borden
- Call to Order:** The 32nd meeting of the SMC was called to order at 12:15 p.m. by Jody McKinley
- Public Comment:** No comments made; guests/observers present: Michael Smith, Liz Johnson, Chris Swenson, Steve Johnson, John Kurtzer, Adrienne Caver-Hall, Terry Morgan, Sharon Yazowski, Ed Beeson, Randy Harlow, Mark Dyce, Erin Moyer, Randy Engstrom, AJ Cari, Ken Takahashi
- Approval of Minutes:** Unanimous Approval of 2/18/2015 Minutes
- Make Music Seattle (Ed Beeson)**
- Sponsorship packet and poster design are complete
 - Did not receive Department of Neighborhoods grant so have scaled back budget; waiting to hear on other potential grants
 - Website is up and functioning, beginning other marketing
 - Selected 12 City parks to use as performance locations and have met with Special Events Committee to present project; parks chosen for accessibility and existing foot traffic; Parks Department waived use fees
 - Also have space at Seattle Center near EMP
 - Have met with Port of Seattle and are discussing potential locations
 - Launching crowd-sourcing campaign; if can secure matching partner, will use Kickstarter; if not, will use another platform like Indiegogo
 - Working on a promotional video
 - Planning to sell t-shirts and posters
 - Need to raise \$20,000
- Pianos in the Parks (Erin Moyer, Mark Dyce)**
- 206 is a marketing firm working with Laird Norton Wealth Management

- Laird Norton’s values align well with parks and community involvement and so created Pianos in the Parks program
- Pianos in the Parks is a program that placed pianos in 20 parks last year
- This year planning for more marketing leading up to program
- Worked with many partners
 - Seattle Parks & Recreation for placement and logistics
 - Gage Academy of Art arranged for 20 artists to decorate the pianos
 - Classic Pianos donated 20 pianos and arranged for all moving and repairs
 - Music partners include Play Network, KEXP, Seattle Symphony, Music Commission who helped to spread word and did some programming; KEXP offered up prize for video contest – opening act of Concert at Mural
- Many people found pianos unexpectedly when in parks
- Helped promote community interaction through music
- Pianos in the Parks II: July 16-August 16, 2015
 - Expanding to Bellevue, Kirkland, Mercer Island parks
 - Returning to several Seattle and King County parks and adding more to the roster
 - Also planning to have a piano at SeaTac Airport
 - Launch event, 12pm-1:30pm, Thursday, July 16, South Lake Union Park – all pianos will be revealed and artists will be in attendance, some performances, food trucks
 - Sunday in the Park with Ludovic Morlot—Sunday, Aug. 2; will send out sheet music to the community and all are invited to perform in ad-hoc symphony conducted by Ludovic Morlot; day will also include pancake breakfast fundraiser
- Ways Music Commissioners can help
 - Attend/promote launch performances
 - Pop-up performances
 - Leverage marketing assets and channels
 - Link to/like website and Facebook page

Levitt Pavilions (Terry Morgan and Sharon Yazowski)

- Terry has long history with music in Seattle; got involved with Levitt via touring with an artist he manages; believes a pavilion would work well in Seattle

Overview

- Largest provider of free music concerts
- Partner with cities to revitalize underused and neglected spaces as music venues, create community through music
- Two programs: Levitt Signature for larger cities (50 concerts per year) and Levitt Amp for smaller cities and towns (10 concerts per year)
- Each pavilion has a non-profit organization that partners with national organization for programming and fundraising
- Organization founded by Mortimer Levitt, self-made millionaire and philanthropist; in 1970s funded an outdoor concert venue in Westport, CT, where he lived; eventually expanded program to other cities beginning in late 1990s
- Have worked with many cities to revitalize parks and other spaces
- Cities include Pasadena, Los Angeles, Memphis, Arlington TX, Bethlehem PA; two in development: Denver and Houston; in conversations with many other cities and towns
- Build community via 50 free concerts annually, open lawn seating, free admission

Site Selection

- Site selection is based on accessibility and sustainability – entire city should be able to get there and want to support long-term
- Pavilions are also used for other events and privately promoted events
- Look for place that is accessible in that everyone is able to get there and would be supported long-term
- Choosing park/location is a collaborative process
- Minimum 2 acres, hold up to 5,000 people

Organization

- Partnership made of three organizations—Levitt Pavilions/Foundation, Friends of Levitt Pavilion, City Government
- Friends of Levitt is a separate non-profit organization that manages partnership with City, receive grants, raise balance of funds, produce concert series, participate in national Levitt programs
- Naming opportunities for sponsors, including areas and titled series, performances
- City must agree to be responsible for maintenance of grounds/structure and provide logistical support as necessary (such as police, street closures)
- Local non-profit is autonomous and Foundation acts as participatory funder

Funding

- Operations budget about \$550-650,000 per year; Levitt assists with
 - Levitt Foundation Grants
 - Capital up to \$400k matching
 - Over \$1.2 million first 5 years of operation
- Core operating and additional and ongoing grant opportunities
- Mix of funding sources varies from city to city depending on structure and local resources; main sources are corporate sponsorships, foundation grants, major individual donors, small donations from “passing the bucket” during performances

Programming

- Programming guidelines include requirements for number of concerts, mix of genres, local/regional/national/international mix, variety of days of the week

Next Steps

- Most critical next step for Seattle is identifying a site that will work; have seriously considered Volunteer Park and Waterfront and Seattle Center; could be interested in Jimi Hendrix, Genesee, Seward, Jefferson
- Identify key stakeholders to form Levitt exploratory committee
- Potential road blocks: political landscape, sustainability plan; conversations take 3-7 years

Committee Updates and Discussions

Executive Committee

- Open Commission Seats / Succession Planning
 - In 2016, a large number of commissioners term limits are reached
 - Executive Committee has identified a number of potential candidates
 - Plan to invite two to participate in work plan session
- 2015-16 Work Plan Meeting
 - Work Plan meeting is June 17, 12pm-4pm, at Starbucks HQ
 - There will be an assessment distributed before session
 - Claudia Bach will facilitate session
 - Executive Committee is reviewing the 2020 vision document and evaluating progress towards that vision and alignment with current initiatives/projects.

Youth + Community Committee

- Career Day
 - Wednesday, April 22
 - Registration is full
 - 28 tables for table fair
 - Chipotle is donating food, Talking Rain is donating water
 - Need volunteers to help with registration and other duties
- Community Outreach
 - Working to build a long-term community outreach and engagement program
 - Planning for an outreach event in Columbia City, Wednesday, June 3, 5:30-7pm, Rhumba Notes Lounge
 - Partnering with Arts Commission, promoting as an opportunity to meet commissioners
 - Mostly informal to allow space for community members to bring issues

Policy + Communication Committee

- City of Music User Experience
 - In 2014, musicians at airport made more than \$163,000
 - Looking for new audio engineer, partnering with Recording Academy
- City of Music Awareness Initiative
 - Announcement of Hollis joining Commission was very successful on Facebook and Twitter
 - Commission has a formal section in office's Film + Music newsletter with distribution to about 15,000
 - Working on creating a webpage for the Commission for seattle.gov (will replace page on cityofmusic.com)
 - Partnering with UW Communications Leadership Graduate Students to produce short "City of Music" video
- Musicians Priority Load Zones
 - Mikhael and Joan met with SDOT and have identified 7-8 venues and will begin outreach to them
- Waterfront Plan
 - Plan document will be distributed to Commission for review
 - Draft concept for Pier 48 is complete and implementation underway

OFM Updates

- City of Music Roundtable
 - Kate and Mikhael attended a forum for music cities with participants from Austin, San Francisco, Denver, Chicago, Toronto and the Texas State Office of Music
 - Discussed issues, best practices
 - Working to get a summary report
- AEG Happy Hour
 - AEG leadership interested in meeting with Music Commissioners to strengthen relationships
 - Details forthcoming

Meeting Adjourned 2:01pm

Future Music Commission Regular Meetings:

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