

MINUTES

Seattle Music Commission Meeting

Wednesday, June 17, 2015, 12:00 – 4:00 p.m.

Starbucks Headquarters

Commissioners Present: Jody McKinley (presiding), Ricardo Frazer, Holly Hinton, Megan Jasper, Alex Kochan, Tim Lennon, Ben London, Patty Isacson Sabee, Joan Sandler, Nicole Jon Sievers, Jon Stone, Hollis Wong-Wear

Commissioners Absent: Adrian Burton, Wyking Garrett, DeVon Manier, Tom Mara, John Roderick, Karin P. Thomas, Marcus Womack, Nadine Zgonc

SMC Staff Present: Kate Becker, Mikhael Mei Williams, Claudia Bach (facilitator), Julie Borden

Call to Order: The 33rd meeting of the SMC was called to order at 12:20 p.m. by Jody McKinley

Public Comment: No comments made; guests/observers present: Michael Smith, Reese Tanimura

Approval of Minutes: Unanimous Approval of 4/15/2015 Minutes

Welcome

- Chair welcomed new commissioner Tim Lennon and Reese Tanimura as guest and prospective commissioner
- Kate offered following as background for day's work:
 - Mayor Murray focused on innovation in context of city of music. Would like to be more involved and SMC should invite Mayor to music events/activities
 - EDM is a priority issue
 - Focus on safety concerns
 - Is political and Kate will be meeting with Mayor later this month
 - Happy Hour
 - Looking for ways to also offer all-ages events
 - Street Closure in Capitol Hill
 - Expect there will be four pilot closures this summer – 2 with programming, 2 without
 - Nightlife
 - Strategy needed around club closing hours, greater than police can handle
 - Request submitted for a nightlife advocate to bridge club owners and enforcement
 - Change in OED Leadership – Brian Surratt new director
 - Considered an excellent partner to OFM

Commission Leadership

- Due to increase in work commitments, Marcus Womack is resigning as chair of Policy + Communications Committee and plans to resign.

- Ricardo has volunteered to step us as new chair
 - Alex moved to nominate Ricardo; Jon seconded motion
 - Ricardo elected unanimously
- Music Commission transitioning to a calendar annual planning schedule. The next six months will be a “stump year” and focused on making that transition. Another annual planning meeting will be convened in January to create a workplan for the 2016 calendar year.

“Shining Moments” Reflections

Commissioners were invited to share a “shining moment” from past year and inaugural Commissioners, who will term out in May 2016, were invited to share highlights and lessons learned from their entire commission service.

Commissioner highlights included:

- Learning how music/nightlife interacts with City government and that public interest needs to connect with private interests in a reasonable way and over time
- City of Music Career Day was noted by several Commissioners as a highlight and rewarding experience
- Opportunity to collaborate with public, private, nonprofit organizations in the community as well as opportunity to collaborate with other Music Commissioner’s organizations is deeply rewarding
- Advancing city wide policy advocating for musicians and the music community
- Outreach and opportunity to connect directly with community through Black Music Summit, joint Music and Arts Commissions mixer, Film + Music + Interactive Happy Hours
- Commission work in itself is rewarding and having Kate invited to Midem at Cannes to share the work of the Commission is a reflection of the work, and impact, the group has

Charter Commissioner highlights looking back over the past five years included:

- From the beginning when the Music Commission was a new, large group of creative individuals who were a little unsure how to work together and move forward to now, five years later, and it’s a cohesive and collaborative collective with an incredible capacity to make things happen
- Collaboration and partnership are what makes it work—PlayNetwork, EMP, the Port of Seattle working together to bring to life our vibrant local music at Sea-Tac; putting music education back into schools, joint committee work with Arts Commission, the collaboration within group and beyond is powerful
- The Music Commission’s focus on equity and social justice to ensure all musicians in the community are served and benefit from the advocacy of the Commission
- The potential of music to be a catalyst for community building, economic growth, and tourism is far broader and more nuanced than ever imagined. Wish the Commission had formed earlier
- Music is integral to education. The work of the Commission around the Creative Advantage is just the beginning. Aspirational vision for the future of the Seattle Music Commission would be to have core STEM education become STEAM and value the arts, broadly defined and inclusive to music, as vital to education.

State of the City of Music

Report from MIDEM (Kate)

- Kate was invited to MIDEM, the international music industry conference held in Cannes, France, to represent Seattle, featured in a new report “The Mastering of a Music City,” produced by Music Canada and the IFPI
 - Report included research of more than 40 cities around world and identified recommendations in seven strategic areas that are an effective means to grow and strengthen a city’s music economy:

- Music and musician-friendly policies, from licensing and liquor laws to parking and planning regulations to affordable housing and artist entrepreneur training.
- The creation of Music Offices to help musicians and music businesses navigate the broad range of government policies and regulations that impact music. (Seattle highlighted)
- The formulation of Music Advisory Boards to engage the broader music community in a collaborative way and to facilitate dialogue with city governments. (Seattle Music Commission highlighted)
- Engaging the broader music community to ensure the people most affected by music policies are involved and informed.
- Access to spaces and places for artists to practice, record, and perform at every stage of their career.
- A focus on audience development, ensuring that there is an engaged and passionate audience for local musicians as well as international touring artists, now and into the future.
- Music tourism or the development of a Music City brand to leverage a thriving live music scene, rich music history, or large music festivals in order to reap the significant benefits associated with music.
- Kate sat on panel with colleagues from Berlin Club Commission—all about supporting nightlife industry; Reverb Report about Adelaide, Melbourne, Australia—how to use music to revitalize community; New York is Music—subsidizing creative jobs in NY
- After panel, panelists mobbed by people wanting help with issues in their own cities or countries
- The concept of a “Music City” is gaining momentum internationally—Seattle is at forefront and considered a “model” city for others.

Chicago Study Mission (Kate)

- Kate went a day ahead to meet with peers in City of Chicago—very impressive work
- Arts and culture funding has been transformed from a classic model and to an economic development approach – with the money that would traditionally be distributed to nonprofits, the city produces over 1,000 free events per year in parks. There are 3 large-scaled, ticketed events per year in Millennium Park; the rest are free.
- Chicago’s strategy focuses on leveraging creative class to draw big business

Snapshot of Progress to Date -- 2020 City of Music Vision Statement (Jody)

- Vision developed in 2007, we are now 5 years from “completion” date
- Vision has 3 subcomponents
 - City of Musicians
 - City of Live Music
 - City of Music Business
- Group reviewed highlights of vision
- Jody presented a spreadsheet assessment of progress on vision, Business Process Review (BPR)
- Shows where we’ve made some good progress, where there are opportunities, and areas of concern

Landscape of Opportunity and Action (Holly)

- Have had some successes, behind in some areas as priorities have shifted
- Need to make sure we can address needs as they arise; how to offer resources and follow up
- Creative Advantage is good example of how tractor beam focus really made a difference
- Need to be squeaky wheels, speak up, be advocates

Going Deeper: Live Music, Musicians, and Music Business

The Music Commissioners broke out into small groups; each group focused on discussing one of the three tenants of the City of Music Vision: City of Musicians, City of Live Music, and City of Music Business to evaluate progress and identify possible opportunities in each. The groups were facilitated by a member of the Executive Committee and given a list of questions to focus the discussion.

Breakout Group 1: City of Live Music:

1. How can we increase access and opportunity to live music for all?
Enable musicians to remain here:
 - Offer tax incentives to developers to cap housing costs and allow for more affordable housing
 - Focus on rent control
 - Create more free events, like Chicago does – utilizing public staff, resources, funds – and increase opportunities for locals to play local shows
 - Toolkit for house concerts, also encourages community building
 - Levitt Pavilion—work to bring to Seattle, 50 free events per year, meeting next Monday, support, advocate
 - Support existing programs: STG has a program for free tickets to community members first-come, first-serve; community orgs can sign-up to be included, Teen Tix, how to encourage more
 - Credit to admission tax for venues who hold free events (rebate); win for private operator, less admission tax; existing exemption for small venues; stadiums are also exempt (except Key)
2. What needs to be done to cultivate young people’s access and opportunity to live music?
 - Need access to digital resources—free wifi
 - More all ages shows, more venues that have all-ages spaces like Royal Room where parents and kids can go together, intergenerational experience
3. How can we ensure cultural preservation of existing clubs, venues and other spaces that provide opportunities to perform?
 - Historical preservation can be double-edged, offers protection but can be too restrictive
 - Follow San Fran’s template
 - Partnerships with 4Culture and Historic Seattle, other orgs working on same issues
 - Developers toolkit
 - Selling air rights
4. How can we pave the way for new spaces and places for live music?
 - Developers toolkit
 - Waterfront-- invite Wallace Foster to share their plan.
 - Commission should be in the front of development
 - Activating Parks, ordinances that support that
 - Ordinances, policies that support live music
5. How should SMC engage with live music events and activations that sprout up outside SMC?
 - Attend and observe more shows to understand how venues operate
 - Could promote on website/ venue become City of Music endorsement
 - Need to have protocol for follow up and actual resources for guests, close loop

6. How will SMC make sure live music in Seattle reflects and supports racial equity?
 - Listen/dialogue/engage with communities. Create plan for follow-up
 - Encourage business in underserved communities
 - Commission can bring attention by going into venues in community
 - Push for Levitt to be in CD
 - Jobs access, making sure the opportunities are adequately presented
 - How does music business pay debt owed to African-American culture?
 - Mentorship and education, like Umoja performs, needs to be intentional, set up programs that reach them; exposure to industry
 - Connect with existing programs including Youth + Violence Prevention
 - Also support physical needs, funding of such programs, like donated equipment
 - Example: Chicago Track
 - Require hiring and training of minorities

7. How/where do current SMC workplan initiatives reflect bold potential for live music?
 - Levitt Pavilion
 - Waterfront

Breakout Group 2: City of Musicians:

1. What are key issues or opportunities for Seattle musicians in the next decade?
 - Issues:
 - Affordability: housing, practice space, transportation. Especially difficult for musicians if commuting. Lack of affordable housing and loss of practice space.
 - As Seattle becomes less affordable, musicians move further out. Lose community ties to other musicians
 - Safety w/larger volume of crowds (Pike / Pine corridor brings 19,000 attendees)

 - Opportunities:
 - More people / potentially more audience
 - Transit – as transit expands, so does opportunity for people to venture further out for music.
 - Advocacy to preserve practice / living space
 - Develop cooperative practice spaces / artists spaces. Could be developed for traveling musicians
 - Move / develop live/practice spaces in underutilized neighborhoods
 - Music dedicated zones (neighborhoods)
 - Get involved in Cultural Overlay Districts: zoning and incentives program
 - How can musicians and music business can be incorporated into planning these cultural districts
 - How can the SMC be tracking and participating in these other initiatives around culture / arts not just music to advocate for music inclusion

 - Community engagement: SMC needs to solicit input for these questions/issues from working musicians and the larger community in order to authentically develop a work plan going forward

2. What steps or actions can we take to make sure that musicians can live and work here?
 - Is the SMC constrained by geography of the city or can it think of the region as a whole? If Seattle is cost prohibitive and musicians begin moving to suburbs or smaller surrounding cities (Kent, Renton, Burien, Tacoma, etc.) but still interact primarily in Seattle does that affect our plan/strategy?
 - Development is key. Recruit a developer to join SMC or convene a “Developers Forum” to engage around music issues for preservation of affordable work/practice/live space.
 - Tax incentives: advocate for artist tax incentives inclusive of music
 - Communicate more effectively the “value” of music both culturally and economically
 - Need an economic impact study
 - Advocate/develop a “grandfather clause” for venues (like the one recently passed in San Francisco) to protect venues from developments going up around them
 - Harder to make a living: are there new ideas to monetize music so musicians can make a bigger living? What would make musicians’ lives better?
 - Healthcare / health clinic for musicians
 - Partner with MusiCares / Recording Academy to pilot program around health education or provide services
 - How to interface with Federal health care
 - Partner with UW, Group Health, other, etc. to provide health services to musicians to receive tax break/benefit
 - Subsidized rent / aPodment type buildings for musicians – possibly with practice space included/incorporated
 - Artist Trust should be better / more utilized with musicians
3. How can student/young musicians be best nurtured?
 - 2 parts to educational advocacy:
 - Cultural / Educational development (Musicians Assoc, Creative Advantage)
 - How young people are given opportunities to create
 - Address challenge to monetization thru education:
 - Access to business education / professional development
 - SMC has capacity to advocate and impact here. Develop programs to address specific needs and build skills and share their industry expertise and experience
 - Scholarship based vocational program administered through Community Colleges
 - Leadership Tomorrow program specific for musicians
 - Fair Trade Music offering classes for professional development
 - Performing Arts High School in Seattle
 - Conduct inventory/Audit of all music education programs post K12.
4. What new avenues exist for creating and advancing music making?
 - Program Parks with more music connecting community and music
 - Pull from local community to program music in neighborhood parks
 - Parks should be putting similar amount of financial resources as Port to program music in parks

5. How will SMC make sure Seattle reflects and supports racial equity for musicians?
 - Undergo RSJI (Race the Power of an Illusion) training together before January planning meeting as a full commission to create shared language and experience around equity and racial justice.
 - Cultural space / preservation work done in Central District
 - SMC sit in on Space Finder meetings
 - Create “City of Music Ambassadors” program representing all 9 districts, music industry, communities, neighborhoods, etc. who are aware of what the Commission is working on and could help inform SMC on key initiatives, etc.
 - Could provide input/feedback on work plan draft

Breakout Group 3: City of Music Business:

1. What are Seattle’s greatest music business strengths now?
 - Identifying and providing endorsement of talent
 - massive technology hub + intersection of creative talent
 - Industry employment
 - Attracting talent from outside the region “cream of the crop”
 - Digital music space
 - Hub of the industry centered in Seattle
2. What are the most promising avenues for the future of music business for Seattle?
 - Technology intersection w/creative industry
 - Keeping City as vibrant music hub to facilitate / intersection with digital/tech
 - Integrate interest in music activities w/ progression to career
 - Technology intersection w/creative industry
 - Interact w/tech, creative industry – all working in close proximity to each other
 - Money spend on music in games/tech
 - How do we cross pollinate the tech/music talent pipeline?
3. How can we incentivize and attract music-related business?
 - Tax incentives
 - Skilled employees
 - Maintain the music community
 - Keep/protect good things we already have (best offense is a good defense)
 - Housing
 - Strong and functional community to attract growth
 - Accepting change but being better able to advocate for music community
 - Music venture capital (possibly have venture capitalist join SMC)
 - Music business friendly tax & regulatory environment (a la San Francisco)
 - Provide resources for those already here in addition to attracting new business
 - Social entrepreneurs
 - Entrepreneurship cultivates entrepreneurship
 - Low/no interest financing
 - Music Industry Conference / world’s fair of “music”
 - What do we need?
 - What’s the best way to facilitate / convene stakeholders

- Big companies in music industry not necessarily music business directly (think Content Delivery: Amazon, Microsoft, Rhapsody, etc.)
 - Seattle is THE place for ALL things music.
 - Reflect what’s happening in Seattle and amplify it elsewhere
 - What’s happening in Seattle exemplifies what’s happening elsewhere
4. Where/how can Seattle music business best intersect with cultivating musicians and live music in Seattle?
- The Creative Advantage
 - Preserve live music venues
 - South Park, Georgetown, etc. – neighborhoods catering to niche / micro markets
 - difficult to access live music in neighborhoods unless residing in those neighborhoods
 - plug into Cultural Space + OED regional/neighborhood programs
 - Few cities where a musician can live and be a full-time musician
 - What are other opportunities for musicians?
 - a. Teach
 - b. Tech/creative industries
 - c. Create or tie-in with a skill center where they can teach. Tie into Creative Advantage
 - Detroit “no fly” zone. Hip Hop promoter refuses to book national talent unless local band/talent given opening slot
5. How should we be training music and business talent for the music businesses of tomorrow here?
- Grow Career Day
 - Ongoing professional development opportunities
 - Interaction between companies
 - Expand Mentor lunch (Career Day) or do more/similar
 - Start young: start partnership with schools for out of school / after-hours programs
 - Valuing the skills: youth internships thru the city
 - Careers in music industry broadly defined – build internships and partners to support
 - Expand Super Internship
 - City of Music in public schools: Different orgs (Sub Pop, KEXP, Rhapsody, etc.) spend half day in schools as follow-up to Creative Advantage program
6. Where should SMC lead, when and how should we advocate or support music business actions in Seattle?
- Lead school outreach
 - Lead music industry conference
7. How will SMC make sure music business in Seattle reflects and supports racial equity?
- Contact small businesses in communities of color / cultural community
 - Create awareness that SMC supports their work
 - “Member – City of Music” decal/sticker displayed. Shows they abide by a “code of conduct” that supports local music economy/business (a la Fair Trade Musicians agreement)
 - Local movement = local support

8. How/Where do current SMC workplan initiatives reflect bold potential for music business?
 - The Creative Advantage
 - City of Music Career Day
 - Super Internship
 - Non SMC programs
 - FMI Happy Hours (need all ages options)
 - Fair Trade Musicians agreement

Reports from Breakout Groups

Representatives from each breakout group summarized the main points that emerged in their group's discussion.

City of Musicians

- Issues: housing, healthcare
- Community engagement and action plan for follow-up
- Building access to resources and tools and education/vocational training business acumen, artists trust
- Identify gaps and help to fill, do some more listening
- Ensure music is involved in cultural overlay work
- Advocate for venues, especially small venues, grandfathering in existing venues like San Fran
- Look for developer to join commission and/or convene developer summit to advocate for affordable live/work music space
- Race and Social Justice – Commit to training to strengthen conversation and integrate
- Challenge Parks to develop program and support with similar resources like the Port

City of Live Music

- Intentional ground-level community engagement
- Strong advocacy
- Developing strategic partnerships
- Find ways to affect price and place for live music—maybe tax incentive?
- Toolkits
- Continue work with Levitt Pavilion, waterfront, developers toolkit
- Studying best practices, models from elsewhere
- Developing key strategic partnerships

City of Music Business

- Strengths—concentration of tech sector and creative content creators in same place still, need to work to keep this possible with affordability
- Ways to incentivize and attract music business—San Fran protection, work with developers
- Music Industry Conference—Seattle has basically every facet of music business represented, connect out to greater industry and showcase Seattle
- Cultivating musicians—Creative Advantage!
- Make sure there is access to live music in all communities
- Community engagement and connections with communities
- Expand role in schools, more presentations, hybrid of Creative Advantage and Roadshow, how to apply knowledge to career
- Engage venture capital and private equity in music commission work, create opportunities for growth

Recap and Year Ahead

The input from the breakouts and the day's overall discussion were distilled into some key crossover issues and opportunities for the SMC's work in the year ahead.

Key Issues and Opportunities

- Affordability, especially as it has an impact on musicians and music venues. Convene a summit with developers
- Policy – incentives, zoning, taxation as they impact saving spaces and creating new spaces for music.
- Collaboration with different government agencies is a key strength of the SMC that should be leveraged.
- Working with public/private relationship building has yielded good results and should be maximized.
- SMC's role in bringing people together –being a catalyst for connecting people to create music education, business, pleasure. Musician to musician, conferences/showcases.
- Equity is key and needs to be kept in focus as SMC moves forward.
- SMC's role in building/supporting a continuum of learning and opportunity.

Where can we make a difference? How can we make the work of SMC stronger?

- Working with OAC and other government departments/agencies on issues of cultural venues, preserve existing spaces, affordability for musicians.
- Targeted efforts to make sure there is a music industry here. We must ensure that music business, beyond performing, is strong and growing in Seattle.
- Supporting ways that go deeper into schools, education, and reaching younger students with music opportunity, to build for the future base. Stimulating music learning and engagement for all ages.
- Keeping racial equity in forefront of work/core of work we do.
- Intentional targeted mentoring, supporting existing programs in targeted ways.
- Making sure SMC has timely access to information and resources – more guest speakers at meetings? Music Commission is always hearing about ways to connect and have an impact, and build relationships.
- Finding ways for listening to community, and identifying places of greatest impact by planning and setting priorities.
- Getting clear on where to be responsive and where to be strategic – selecting initiatives with care and focus, and making sure that SMC is not being pulled off course from big thinking and impact.

Next Steps:

- Set clear work plan goals in existing committees for current / active initiatives for balance of 2015
- Executive Committee to evaluate current committee structure based on annual retreat follow-up meeting discussion:
 - Does current structure properly support SMC work/initiatives?
 - Are resources and initiatives allocated evenly?
 - Is there a need to develop small ad-hoc work groups or look to restructure committees?
- Executive Committee to create succession plan for 9 original commissioners terming out in May 2016

- Evaluate industry representation; identify Commission needs and where there are holes in Commissioner representation
- Engage elected officials – Mayor/City Council – on succession plan and candidate list
- Stagger confirmation/terms of replacement Commissioners: (3) prior to 5/16, (3) May 2016, (3) post 5/16
- Develop strategy to retain Commissioner Involvement and leverage relationship after terms expire.
- Create a community engagement strategy for remainder of 2015 and into 2016 building on the joint outreach event with SAC
- Create a strategy to evaluate new proposals/projects/programs/opportunities as they arise against current SMC initiatives to determine if workplan should be adjusted
- Complete 2014-15 annual report
- Create plan for 2016 workplan process to happen in January 2016

Meeting Adjourned 4:02pm

Future Music Commission Regular Meetings:

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