

MINUTES

Seattle Music Commission Meeting

Wednesday, April 19, 12:15 – 2:00 p.m.

Seattle City Hall, Boards & Commission Room L280

Commissioners Present: Jody McKinley (Chair), Adrian Burton, Jennifer Czeisler, Jerry Everard, Catherine Harris-White, Tony Kiewel, Tim Lennon, Sharlese Metcalf, Daniel Pak, Gyasi Ross, Patty Isaacson Sabee, Nicole Jon Sievers, Reese Tanimura, Karen Thomas, Nadine Zgonc

Commissioners Absent: Ricardo Frazer, John Roderick, Joan Sandler, Hollis Wong-Wear, Adam Zacks

SMC Staff Present: Kate Becker, Jonelle Mogi

Call to Order: The second meeting of the SMC was called to order at 12:15 p.m. by Jody McKinley

Public Comment:

City of Music Experience at SeaTac

- Launched in 2012
- Very cohesive call for voice talent for new message spots with 2017 new scripts
 - Kate/ Nadine are working with the airport to get scripts and will work with commission to staff; will include instructions how artists can record their own scripts, or set up locations for artists to record
- Asking commissioners to tap into their network to find artists, emerging artists, well established artists
- Original round about 50 artists; looking to expand number of artists
- Open to the possibility to set up a mobile recording session at Upstream

Ed Beeson – GIGS4U

- Gigs 4U – awarded 3 year contract at the airport
- Over 1000 gigs over the years; new programing in 2017 with an additional 250 gigs
- Partnering with Sea-Tac, DSA, Out to Lunch concert series, Amazon, Friends of the Waterfront to provide live music for events
 - Amazon has artists that are on their Prime streaming come and play a set on campus; Summer time they activate their public spaces (plaza)
- A part of Make Music Day on June 21, 2017; 3rd year participating in event
 - Direct ask to commission is for ways to get community to participate and have community involvement in Make Music Day
 - Connect with Reese for opportunities to activate public spaces to have artist present
- Sea-Tac Airport Opportunities

- 2.5 hr sets in Sea-Tac Airport targeting mostly business travelers and layover passengers
- Artists playing on a world stage; musicians from programs have gone on to play in India and around the United States
- 6 places where they set up in the airport
- Open to various age, ethnicity, genre, etc.
- Funding 50% concessioners; working with Port of Seattle in 2017 for the increase of budget

Mary Cadera and Mikhael Williams – Upstream Music Fest + Summit

Music Festival

- Full lineup announced – over 300 artists from the PNW
 - Working with the commission for participation with host committee, artists, stages, performances/panelists
- Upcoming announcements - schedule and app launch
 - App will have many opportunities to get more involved and connected with local artists
 - features to help identify artists (Shazam)
 - "Braindates" - helping to get people in the industry together
 - Tip Jar – artists sign up with their profile and attendees can give money to artists
- Extending offer to Music Commission – each can request a pair of VIP passes
 - Encompasses vision of Music Commission – growing industry

The Summit

- Ask for Music Commission awareness for the Summit; allowing artists, booking agents and folks involved in the industry to access to Summit
- Presentations topics – licensing, writing music for gaming, arts, and activism
- Organizers want people to be aware of Summit and want to create easy access
 - Allows people to learn and be educated
 - Code for students; outreach for students
 - Cultural partnerships with Vera - in return for light promotion within a network, Upstream will be providing tickets; Goal is to eliminate the friction and allow to get tickets into the hands of the targeted audience
- Complementary tickets will be issued in paper form that will need to be redeemed for wristband – it will be a way for them to track students
- Participants are primarily local; Dedicated outreach done to key industries in tech such as Amazon, Facebook, Microsoft; Reaching out to local networks and industries including the regional PNW Music in BC, Portland and Boise
- Networks to look into: Big Fish, 206 – Creative Justice, Interagency Academies, Totem Star, STG, Shoreline Community College, Arts Institute, Cornish, Bellevue College, AirBnB, Napster, Sonos

Sasha Gourevitch – Office of Economic Development

- Mayor Youth Employment Internship Program
 - 16-20 yr old age range; looking for broad range of talent from first time work to college students who are looking to find their next path. 150 – 180 hour internship throughout the summer
 - Case manager will be point of contact for supervisors and intern; case manager will work with kids, meet with them and work with supervisor to see what would be good fit for them
 - Currently working with local programs to recruit – Seattle Youth Employment Program, Youth Care, Boys and Girls Club of King County
- Ask to the Commission if anyone interested to host interns or who would be good to host internships

- When providing opportunity to work with youth and case manager there could be a label for the youth as “in the system”; MYEI looking more at being navigators for youth programs and workforce, entry into workforce programs and career navigators
- Long term goal is to have City of Seattle to help pay wages
- Program currently is just for summer interns but in future could work for year round internships

Regular Commission Business

- *Approval of Minutes:*
 - Unanimous Approval of **February 15, 2017** Minutes

2017 Workplan Progress

- *Executive Committee*
 - Commissioner orientation held a few weeks ago for new commissioners; Another orientation will be held for those unable to attend
 - Onboarding of new commissioners
 - Looking for volunteer to participate in RSJI workshop hosted by the City
 - Budget
 - Allocate portions of the budget to subcommittee so they can decide where to spend it; Balancing of budget will be worked out in subcommittee meetings
 - \$12,000 of the budget is dedicated to creative economy census; Last census was done in 2008
 - City Council CRUEDA Committee (Civil Rights, Utilities, Economic Development, & Arts)
 - SMC presented initiatives for the year
 - CRUEDA Committee is interested in contributing to our work and learning more about what the SMC is doing
 - Work Plan
 - Work plan is finalized; We ask if each commissioner identify with an initiative they have personal interest or can contribute the most to
- *Advocacy + Economic Development*
 - Tim Lennon is now chair Advocacy and Economic Development Subcommittee
 - Next subcommittee meeting is on Wednesday; Focusing on a deep dive of initiatives
- *Youth + Community*
 - Career Day Roadshow; Very successful event for attendees and organizers; participants and leadership made it possible
 - Comprehensive data of participants is being gathered
 - Outreach Events
 - Calendar to be updated to have existing and upcoming events
 - Spreadsheets to be created to help track attendance of commissioners
 - RSJI Training
 - Y&C is working with Office of Arts & Culture and Office of Civil Rights to set up training
 - Looking at 3 possible dates; October for training

Updates *Seafair*

- Robust and beneficial partnership with Seafair for a Music Ambassador
- Music Ambassador for 2016 was Grace Love
 - Opening up recommendations for potential ambassador
 - Looking for someone to represent Seattle music industry in a positive and interesting way
- Requirements - 2 events are mandatory; 3 that are negotiable
- Music ambassador will be a part of the float for the Seafair parade

OFMSE

- Interviewing Creative Economy Advocate top 6 candidates; Patty Isacson Sabee is on the interview panel
- POPcon at MoPop is this Thursday to Friday; First time there is an admission fee to event
- Upstream invited SMC for a panel or meet and greet at the Summit
 - Meet and greet with the Music and Arts Commission
 - Artist and tech meet and collaborate
 - Set up or a pop-up recording studio to help with City of Music Experience at SeaTac

Meeting Adjourned

Future Music Commission Regular Meetings:

June 21 | September 20 | November 18 (Workplan Meeting)