

MINUTES

Seattle Music Commission Meeting

Wed, November 11th, 2023, 12:00 – 1:30 p.m.

HYBRID Virtual/In-Person

Commissioners Present:

Kitty Wu, Chair, Jessica Toon, Adra Boo, Jovino Santos Neto, Nate Omdal, Denise Burnside, Bunnie Moore, Shannon Welles, Keola Kama, Nick Vaerewyck, Paula Madrigal, Andrea Freidman

Commissioners Absent:

Jason Clackley, Andrew Joselyn, Anne O’Dowd, Terry Morgan, Juluis Caesar Robinson, Nick Turner, Kelli Faryar, Casey Carter,

SMC Staff Present:

Scott Plusquellec, James Miles, Chris Swenson, OED

Guests:

Film Commissioners: Kat, Chair, Michael Huang, Co-Chair, Beth Barrett, Anthony Tackett, Mark Fried, Boudi, Melissa Purcell

Other Guests: David Schanen

Call to Order:

The ORDINAL meeting of the SMC was called to order at 12:07 p.m. by Chair Kitty Wu, with a land acknowledgement.

Public Comment:

Daved Schanen – trying to build a live music metaverse and is interested in networking with Commissioners.

Regular Commission Business: The September Meeting minutes will be approved at the January meeting.

Film Commission/Music Commission Joint Meeting:

Chris Swenson, administrative support for the Film Commission, started the meeting with an overview of the purpose/reason for the meeting and a review of the ordinance establishing the Film Commission.

Michael Huang Co-Chair of Film Commission then gave an overview of Film Commission mission

- Two main objectives –
 - To inform
 - Advance the city’s economic priorities
- Want to make the city of film that Seattle is a reality, something we can imagine

Commission formed in very intentional manner, with each seat specifically representing an aspect of the film industry. Diverse set of experience in each seat.

Three committees:

- Marketing and Branding
- Economic and Workforce Development
- Policy
 - Commissioners can sit on each other's committees.

Kitty Wu, Chair of Music Commission then gave an overview of Music Commission history, programs, and formation.

Commission Committee overviews:

Beth - Priorities for FC Marketing, Branding, and Initiatives:

- 5 priorities –
 - Outreach and relationship building with underserved communities,
 - Branding the Film Commission and rebranding the film office (allows for higher profile in community),
 - work with OED to create the workplan (2024 priority to establish – timeline, parameters, budget),
 - external outreach to community by attending events,
 - production identification (lanyards, signs, production identifiers),

Mark - Gave overview of FC Policy Committee priorities

Anthony – align with state and county economic and workforce priorities, tribal and city leadership,

- Connect with current programs and create new programs

Nate Omdal – Overview of Advocacy and Economic Development Committee

- focused on if and when policy comes to the city that affects our industry sector. Mixers, career seminars

Paula – Gave overview of Youth and Community Committee

- Youth are underserved, wake them up to opportunities, career days, outreach, branding of commission

Jessica – overview of Revisioning committee.

Open discussion:

- stumbling block for MC – what is our brand, and what is our comms strategy and getting public input.
question: what channels FC has found to address?
 - this is what FC Marketing Committee is working on, developing that strategy.
 - FC is different, since each seat represents a sector each Commissioner should be reaching out individually to their sectors.
- How can Commissions work together?
 - Channel strategy is really important.
 - Unified messaging and professional sheen with unified looks.
 - getting a unified legislative priority would also be great. System we have to play in is with the city, so advocate

- should also have discussions on the differences as well as similarities. Music community is much bigger.
- Would be great to see a list or directory of what organizations exist in Seattle for both communities

General discussion on limitations in working with and within the City.

- reminder that when we started that we had a robust Office of Film and Music and we lost the budget
 - used to have \$50k budget (MC)
 - now each Commission may get 10k each.
 - Maybe do a longer Summit between the two commissions
- Always keep our council champions close. Very important. We have a lot of influence and authority. Hold City's feet to the fire. We should also push staff and the city to do what we need, not just have them lead us.
- Putting together a one sheet for our commissions to the new council members. Continuing w/ our champions (CM Nelson in particular) and incoming Seattle City Council members. Getting in front of deputy mayors as well.

Tech is one of the driving forces. Commonality for priorities.

Adjourned 1:30