

MINUTES
Seattle Music Commission Meeting
Wed, March 19th, 2025, 12:00 – 1:30 p.m.
HYBRID Virtual/In-Person

Commissioners Present: Jason Clackley – Chair, Jessica Toon – Vice Chair, Keola Kama, Kelli Faryar, Andrea Friedman, Denise Burnside, Bunnie Moore, Anne O’Dowd, Adra Boo, Christina Frappia, Jovino Santos Neto, Shaina Foley; Jordan Leonard, Nick Turner, Nick Varewyck, Andrew Josyln, Olivia Hamilton

Commissioners Absent: Casey Carter, Eric Lilavois, Shannon Welles; Julius Caesar Robinson

SMC Staff Present: Scott Plusquellec, OED

Guests: Kate Becker – King Co Creative Director; Blake

Call to Order: The ORDINAL meeting of the SMC was called to order at 12:05 p.m. by Chair Jason Clackley, with a land acknowledgement and review of the agenda.

Public Comment: Blake – new to area, improvising guitar player, wanting to connect with folks

Regular Commission Business: Approval of Minutes: Jessica moved, Andrea seconded, All in favor, minutes approved.

Music Policy Forum/Cascadia Summit:

Kate Becker from King Co Creative gave an overview of the Forum and Summit happening April 24-26th.

- Met with Executive Team last week.
- Wanted to see how SMC wanted to connect with this work.
- Seattle Music Commission is the envy of the PNW, others striving to create commissions.

Cascadia Summit: 4 states working together to support music in area, particularly in the rural areas, that make up the majority of our states.

- Will happen at Chinook Bldg, 13th floor April 26th.
- Music Policy Forum folks right before, will also be attending.

Music Policy Forum Intensive is 24th – no media, off the record, solving problems, networking. Will be at Vera. Anyone who would like to be delegate to that are welcome.

Music Policy Forum is the 25th –

- 14 states 3 countries for all day Forum.
- Held in Boise last year, Seattle this year, will return to DC in 2026.
- All invited as well, 50 dollar price will waive for anyone with issues.

The Cascadia Summit on the 26th would be ideal spot for SMC to join and engage.

- Officially launch of Cascadia Corridor, discussion is on what do we officially do now.
- Also, will be release of the WA Music Census.
- Scott can send out final agenda when available.
- Identifying outcomes in breakout sessions is most useful to know ahead.

Activation ideas on Saturday:

- Panel? Talk about accomplishments.
- MPLZ?
- Overarching idea of how MC advocate for system change?

Like the idea of digging in on one tangible thing. Talk about something that is replicable to other cities/locales.

MPLZ Panel about we lobbied for it, how it moved through SDOT, identifying Public Servant partners

- Talking more about the legislative actions that can be replicated in rural areas.
- Grassroots campaign, outreach to community, talking with Nelson on sponsoring – can be a big lift. Then leverage that.

Should we do a SMC 101 on how it got created since some folks are trying to create them.

- Political times have changed but can find basics for how to's like getting politicians on board, defining what music industry is, etc.

Can we get branded materials available for this?

- Yes, Jessica needs help in writing stuff.
- Shaina has created a folder in Dropbox for people to share things.
- Denise – anything in the SMC survey that is shareable? Seems like what the overall conference is already about.

Timeline of 10 days from now to confirm proposal to Kate.

- Use the A and Ed committee for finalizing this.
- Move up the meeting to make deadline

Brand presentation:

Jessica - Been working about this through the revisioning document (adopted last year) and a branding process.

- We have limited channels to do outreach, need something more effective (website is out of our hands)
- Hoping to have a monthly way to communicate. Jessica set up Instagram, made some dummy posts.

Jessica shared branding guidelines.

- Thanks to comms committee for all the work on this.
- Did an rfp process for equity – committee offered list of designers, vetted and voted on.
- Three who we paid to do initial designs. Again ranked and voted.

- Sara (...) young designer was selected.

Wanted to stay away from tropes.

- Gravitated to evergreen design, shape, movement.
- Very flexible system that can keep up with the commission.
- Want consistency so people know what they are looking at.
- Patterns Shapes Colors, liked idea of reverberation, echo and organic-ness of music.
- But tight and constrained and professional.

Had Sara build it in canva so anyone in the future can use it and adapt it.

- Goal to do a brochure, need help, Jessica has no capacity.
- Will need to move fast to meet Cascadia Summit.
- James Miles has interns who need things to do. Jason will check with him.
- Have all the info – need someone to distill it and edit it.
- Will do buttons, stickers, swag to hand out, banner and table runner.

Instagram page – mockup looks great.

- One big ask from Jessica – want to do a Meet the Commissioner of everyone.
 - Need a pic (not a headshot) but something active and reps how we engage with community.
 - Send to Scott as soon as humanly possible.
 - Would be great to seed this with some content before launch.
 - Three sentences of topline bio about how you represent the community a well and why we are on the commission.

Nick V and Shaina left at 1:00.

Things from marketing we need to decide. What do we share and promote that community is doing?

- Do a bit of an education series on the Commission and FAQ's like how to do public comment etc

Andrew left at 1:05.

FIFA fest:

Jason shared doc with proposal to send to Leo Flor at Local committee.

PNW not just Seattle, heard from folks a desire to highlight a larger area. Prioritizing independent venues rather than big boys.

SMC collaborates:

- Building cohesive, vibrant and diverse representation of scene.
- Locate money to help fund artists through.
- Up to 30 venues
- SMC would contract organizers. Venues apply by RFP.

Wanted to get something on paper. Determine if we want to propose this. Need decision by summer of this year. Understand the funding and rfp process.

- Figure out organizing partner. Conners already said no, maybe artists home.
- Want it to be an official thing for FIFA and not on its own.
- Looking at maybe 500,000. Not a lot of money re FIFA scale.

SMC work is in development stage, then serve in advisory role.

Need City and private sector to put money where mouth is after using “music” for boosterism.

Sponsors – values alignment is important.

Seems like main value for the venues is to be part of the official marketing and media.

Action Item: Scott to send to Leo and April and invite to May meeting.

Denise – can it be broader than smaller venues? Or can it include like symphony or climate pledge? Would be cool for it to be citywide.

Bunnie – would like to revisit conversation of a playlist of local artists to have playing in stadium and other spaces.

Meeting Adjourned at 1:30