

MINUTES

Seattle Music Commission Meeting

Wednesday, November 16, 2016 12:15 – 2:00 p.m.
Seattle City Hall, Boards & Commission Room L280

Commissioners Present: Jody McKinley (Chair), Patty Isacson-Sabee (Vice-Chair), Ricardo Frazer, Tim Lennon, John Roderick, Joan Sandler, Nicole Jon Sievers, Reese Tanimura, Karen P. Thomas

Commissioners Absent: Adrian Burton, Hollis Wong-Wear, Nadine Zgonc

Others in Attendance: Nominees: Sharlese Metcalf, Jerry Everard, Daniel Pak, Jen Czeisler
Charters: Megan Jasper, Alex Kochan

SMC Staff Present: Kate Becker, Mikhael Mei Williams, Scott Plusquellec, Taylor Scaggs

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

Public Comment:

Ann Cummings – Bach in Light Rail / Subways

- Looking for Music Commission guidance on how to spread the word about this 2017 event, as well as draw volunteers to participate in the event; potential participants can register by visiting: <http://bachinthesubways.org/seattle/>

Welcome

- 4 of the 9 Music Commission nominees were in attendance and introduced: Sharlese Metcalf, Jerry Everard, Daniel Pak, and Jen Czeisler

Regular Commission Business

- Vote for approval of June 15, and September 21, 2016 minutes postponed until next Full Commission Meeting – no quorum

Overview: Seattle Music Commission Scope of Work / Work Plan Process

- Executive Committee evaluated the current work plan and initiatives and prioritized them based on alignment with Office of Film + Music objectives, staffing capacity, and the Creative Industries Strategy and Creative Economy Census currently underway
- The purpose of this meeting is not to rewrite initiatives but to re-align our focus on current ones and identify specific, realistic steps to move them forward; the goal is to come away from this meeting with a draft 2017 work plan

Overview: Office of Film + Music Strategy & Goals

- The **Mission of the Music Commission** is centered around the three tenets of the City of Music Vision -- focused on ensuring that Seattle is city of musicians, a city of live music, and a city of music business;
- The **Mission of the Office of Film + Music + Special Events**, as part of the City’s Economic Development Initiative, is to create strategies to grow the creative economy and ecosystem with a focus on keeping musicians and filmmakers employed, provide a healthy ecosystem for the businesses that support them so that people can live in Seattle and work in those industries.
 - A major goal of 2017 is to have the work of the Music Commission and the work of OFMSE align around top priorities to maximize impact so that initiatives/programs have deep/broad reach.
- **Budget Item** - \$50,000 in Music Commission Funding for 2017 is continuing to move through the budget office – this will allow the Music Commission to advance some programs/initiatives that we have previously been unable to advance
- **Nightlife Initiative** – Scott Plusquellec has been hired as a full-time staff member in OFM to advance a new city Nightlife Initiative; explore extended hours and preserving an economically viable, sustainable and safe nightlife scene in Seattle
- **Creative Economy Census**
 - First phase – Creative Industries Study – is currently under way being led by the Office of Arts & Culture. The focus is on growing the creative ecosystem with the intent of identifying career prospects and the local creative sectors that will employ graduates coming out of the Creative Advantage. Will inform the development of a media arts Skill Center that will provide professional development learning specific skills that can be applied directly out of graduation
 - Once the study is complete the goal is to create a Skills Center on Seattle Center campus, so that high school students would be able to spend a part of their day studying skills that they could apply to their creative career directly after high school graduation
 - Second phase – a Creative Economy Census – is launching in 2017, led by the Office of Film _ Music. This census will answer key questions like How many musicians do we have? How are musicians faring as our city gets more expensive? How is music business faring? How many record labels? Record stores? How many venues have opened and closed in X time period? How many streaming services? How many live music venues? How are recording studios faring? How many managers and publicists are there in our city? Etc.; This long-awaited work will help identify areas of strength in the creative economy, and where the gaps exist, in our infrastructure to give us a clear path on how to move forward and where to invest resources, including Music Commission efforts.

Committee Break-Outs:

Advocacy + Economic Development

DAP: Development / Affordability / Opportunity Preservation

- **Opportunity Growth**
 - Keep exploring how we as a commission can encourage the activation of spaces across the city for the creative industry
 - Locations include – The Waterfront, Levitt Pavilion, working with Seattle Dept. of Construction & Inspections (SDCID) and Parks to identify spaces that could be activated that aren’t being utilized now
 - Encourage the private sector to activate potential outdoor music spaces or drive forward the efforts to create new spaces
- **Using the Creative Economy Census to Identify Venues to Preserve, or that May Be in Danger, and executing efforts to aid them**

- Make it a priority to use the data from the census to identify the music venues in the city who are at risk of going out of business because of affordability issues, construction impacts or otherwise;
- Prioritize this list by who is (and has been) putting money into musician’s pockets, as well as assessing each of their cultural impact on the industry
- Waterfront/Levitt Pav, etc. roll up into DAP (eyes and ears vs. voice) with a look to Opportunity Preservation and **Growth**. Look to preserve opportunities as they exist today or are being displaced and look for opportunities like Waterfront (Westcrest Park in West Seattle) where new opportunities could exist.
- **Become More Active / Continue Being Active in the Commercial Affordability Conversation and how it relates to Musicians, Venues, and the Music Industry**
 - Have Music Commissioners continue to be active or begin participating in: Commercial Affordability Committee, Legacy Business Initiative, Arts Commission - Facilities and Economic Development Committee, and HALA task force to get music / creative economy included in these conversations and part of the Mayor’s policies/initiatives
 - The Music Commission should attend/present at CREUDA committees to keep City Council abreast of the work and learn about policies and issues moving forward that affect the music/creative community.

Grow Music Business

- **Start Up Weekend Follow Up / Tying in Grow Music Business Initiative with F+M+I Happy Hours**
 - Continue to work with Katie Chase/Startup Weekend to create a bridge to next steps with Weekend Music Winners/participants post event; get winners to come speak at F+M+I Happy Hour to provide an update on their projects, and hopefully encourage and inspire attendees to pursue music and tech projects
 - Facilitate conversations with both the heavy hitters of the tech industry in town, and the smaller ones to encourage a partnership with local artist for their projects; i.e. licensing local musicians for film, music, video gaming projects, and providing some sort of incentive
 - Encourage entrepreneurs in town who are practicing in an area of the music business we believe there is a lack of in the city to come to / present at F+M+I Happy Hours - in hopes of encouraging and enlightening attendees to how they can make similar business work in Seattle; highlight the lack of music managers, publicist, booking agents and find those who are doing it with success to present
 - Example: Have Red Light Management come speak at a Happy Hour and find out why they moved to Seattle
 - Overall – identify potential areas of focus that will spur creativity and innovation on the music business side of things. Look for opportunities to attract and bring business to Seattle.
- **Work on Legislation for finding a revenue stream for the Office of Film + Music / Music Commission**
 - Need to identify revenue stream opportunities – admissions tax related to new arena plans could be an opportunity
 - Great national models to look to – Austin & New York investing public funds in creative economy. Research what other cities have in place and look for localized opportunities.
 - Important to advocate for new stadium plans or renovation of Key to pay admission tax which funds nonprofits, many of which are part of the music ecosystem. Also, goes to fund Creative Advantage.

- Create legislation that would allow us to capture a small percentage of ticket *transfer* sales from sites like Stub Hub / Song Kick / other ticket resale sites
- **Experience the City of Music Expansion**
 - Encourage a Commissioner to lead this initiative with Nadine since she will be phasing out of the Music Commission next year; this commissioner will be responsible to carrying on this important effort into the future, and its expansion to the Seattle Center, Ferry/Ferry Terminals, and Waterfront Park
 - Find out details of Play Network’s level of involvement and participation moving forward once Nadine will be terming off of the Music Commission
 - Sponsorship opportunity to have a company/organization pay licensing fees to brand “Presented by...”
 - Create a pitch deck for expanding this project that we can have at the ready to present to the new locations, and streamline the overall roll-out process
- **Nightlife**
 - Scott Plusquellec – as Nightlife Business Advocate – will lead NL initiative for OFM and work with Commission to identify opportunities for the Commission to engage around music-specific nightlife businesses
 - Need a Commissioner interested in Economic Development of NL + navigate political landscape
 - Look into: venues/promoters mandated to purchase excessive insurance for Hip Hop shows
 - Noise ordinance work
 - Music Safety Summits
 - Expand MPLZs to cover after hours
 - Venues provide parking permits to musicians
 - Focus on enhancing safety for musicians as they load-out clubs late at night
 - Work with Fair Trade Music as they put together a Musicians Safety Guide

Youth + Community

- **City of Music Career Day**
 - Now in its sixth year
 - Scheduled for April 1, 2017
 - Looking to expand beyond music; SAM funding to produce visual arts career day
 - Committee to focus on solving transportation issues
 - Metro / SPS charter busses?
 - Carpooling options?
 - Allocate some SMC funding towards transportation solution
 - Allocate some SMC funding towards honorariums or parking for CD panelists
 - Tie in with KEXP’s Audioasis?
- **Career Day Expansion**
 - Commission involvement initially to participate in meetings. Report back to the Commission.
- **Creative Industries: Creative Advantage / Skills Centers / Workforce Development**
 - Applications due to Seattle Public Schools April 2017; set to open fall 2017

- **Outreach / Community Engagement / Equity & Access** (Reese on point/Nicole support)
 - Commissioners and this committee should look at what are some opportunities for SMC to engage and do outreach with communities without producing additional programs/events but instead tying into already existing opportunities, events, programs
 - Look for existing events to piggyback on
 - Black & Tan grand opening – can we have a presence at that?
 - Not creating events but participating in community events
 - Connect with Dept. of Neighborhoods – get a list of neighborhood events taking place that Commission could participate in / help connect with resident orgs in each of the neighborhoods
 - Connect w/Pak to engage Totem Star in SMC outreach plan and leverage their programs – connect with SW pathway through Creative Advantage
 - RSJI and diversity/equity focus, pursue equitable access
 - Create a packet of information and opportunities to take to outreach events
 - Tie-in “Roadshow” program into “Outreach” as a general initiative
 - How can Music Commissioners be ambassadors of the Commission / programs?
 - City of Music outreach and engagement mini-grants to support artists, students, etc. to attend skills development and industry workshops? Consider connecting to Office of Arts & Culture’s existing granting process to support professional development training
 - Reese Tanimura and Nicole Jon Sievers volunteered to spearhead **City of Music Career Day Roadshow** (Reese on point as part of “Outreach”)
 - Expand beyond Seattle
 - Include this under the “Outreach” priority

- **City of Music at Seafair** (Nicole on point)
 - Nicole Jon Sievers volunteered to spearhead

- **City of Music Internship**
 - Fold this internship program into the Creative Adv/Skills Center initiative – look at ways to engage businesses in the internship portion of the Skill Center plan
 - Connecting it to Skill Centers would provide an entire school worth of young people engaging around career opportunities
 - In its current iteration, this program does not serve the community or youth broadly (only 4 interns per year) and so far, has been difficult to scale
 - What orgs are providing intensive job training and career development? Can they own it?
 - Perhaps it could be more group project focused?

2017 Budget Allocation Priorities – Y+C:

- Career Day honorariums, parking/attendee transportation
- Granting function (in collaboration with ARTS)

Adjourn

Meeting adjourned at 2:00pm