

MINUTES**Seattle Music Commission Meeting***Wednesday, January 20, 2016, 12:15 – 2:00 p.m.*

Seattle City Hall – Boards & Commissions Room L280

Commissioners Present: Holly Hinton (presiding), Ricardo Frazer, Megan Jasper, Tim Lennon, Ben London, Tom Mara, John Roderick, Patty Isacson Sabee, Joan Sandler, Nicole Jon Sievers, Jon Stone, Reese Tanimura, Karen P. Thomas, Hollis Wong-Wear, Nadine Zgonc

Commissioners Absent: Adrian Burton, Wyking Garrett, Alex Kochan, DeVon Manier, Jody McKinley, Marcus Womack

SMC Staff Present: Kate Becker, Mikhael Mei Williams, Julie Borden

Call to Order: The 36th meeting of the SMC was called to order at 12:15 p.m. by Holly Hinton

Public Comment:

Michael McMorrow (Seafair)

- Has extensive professional background in producing concerts
- At Seafair, produces entertainment, including Torchlight Parade and Summer Fourth
- Seafair events reach thousands of people every year through more than 35 community events and 6 signature events
- Would like to form partnership with Music Commission; ideas:
 - Weave City of Music messages in Seafair events
 - Create splash page on website
 - Ads in Seafair publications
 - Announce formal partnership
 - Highlight local musicians even more; opportunities include
 - Main stage at Fourth
 - Seafair weekend at Genesee Park
 - Other various small and medium events
 - Artists will be paid
- Ideas from Commissioners
 - Sound Off Program at EMP
 - Highlight artists from different parts of city; commissioners could make recommendations
 - Buskers program—worked well at Summer Fourth last year, could expand
- Commissioners invited to contact Michael directly with ideas and feedback

Approval of Minutes: Unanimous Approval of November 18, 2015, Minutes as presented

KEXP New Home

- Report by Tom Mara, KEXP Executive Director
- KEXP's new headquarters at Seattle Center are nearing completion
- Grand opening event will be on April 16th
- Capital campaign is wrapping up in the next 6 months and is approaching goal
- New facility will include performance spaces, viewing areas to watch DJs at work and artists recording, space for touring artists to store equipment and use showers/laundry, a coffee shop, retail space, and more

Transition to 2016 SMC Leadership

- Commission Chair – Jody McKinley
- Commission Vice Chair – Patty Isacson Sabee
- Advocacy + Economic Development Chair – Ricardo Frazer
- Youth + Community Chair – Tracey Rector (Seattle Arts Commission) with John Roderick as Vice Chair representing Y+C at SMC Executive Committee

2016 Work Plan Overview**Executive Committee**

- Succession plan for nine Charter Commissioners terming out in May 2016
- Develop strategy to sustain post term Charter Commissioner involvement in work of SMC
- Incorporation of RSJI in planning process and work of SMC
- 2017 SMC budget
- Outreach and engagement with elected officials

Advocacy + Economic Development

- Development / Affordability / (Opportunity) Preservation
- Grow Music Business
 - Looking for ways to grow business in many different facets, including via nonprofits
- Experience City of Music
 - In conversations with venues to expand project, including Chihuly Garden and Space Needle
 - Opportunity to make music a greater presence at Seattle Center with intentional branding
 - Music and related organizations on campus include EMP, KEXP, Vera Project, Pacific Northwest Ballet, Seattle Opera / McCaw Hall
 - Important to tell story of support of area music, champion diversity
 - Invite Seattle Center program staff to discuss
 - Visit Seattle is another organization that could be a potential partner; Visit Seattle recently worked with Revolt TV to produce a Seattle-focused music show 'Sounds by the Sound'
- Startup Advocate David Harris – committee inviting him to consult and provide advice about startup businesses
- Waterfront
 - Looking for commissioner to take leadership; not a lot of movement
- Nightlife
 - Musicians Priority Load Zone

- SDOT has committed to install 2 more signs this month – between J&M and Central in Pioneer Square, and Nectar Lounge in Fremont; Seattle Center needs to install the Vera Project sign
 - Continuing to work with SDOT to expand to more locations
 - Joan will distribute list of interested venues
 - OFM is forming a nightlife industry group to help inform policy and issues
 - Mayor is particularly interested in pursuing extended hours for bars/nightclubs
- Levitt Pavilion
 - Parks Dept has considered all possibilities and cannot make Levitt Pavilion work in Seattle
 - Have been unable to secure an opportunity in Seattle but King County is interested

Youth + Community

- Leadership structure of committee
 - Chair position will rotate between a member of Arts Commission and Music Commission; Vice Chair will be from other committee
 - Whichever position a Music Commissioner holds will be a member of Executive Committee
- Career Day 2016
 - Mostly at EMP
 - One Reel continuing to produce with assistance from EMP, Vera Project, OAC, OFM
 - Keynote speaker has not been finalized
 - Marketing materials will be distributed soon
 - Similar program to past years, moving mentoring portion to end of day at Vera
- Career Day Roadshows
 - Will be used at outreach tools to engage Seattle Public Schools around Career Day
 - Two have been confirmed
 - 20 minutes of artists engaging with students and encouraging participation in Career Day
 - Hollis Wong Wear and Andrew Joslyn are at Sealth HS tomorrow doing this
- Community Outreach
 - Producing 3 events with Arts Commission to make direct community connections
 - Working to find ways to follow up and continue discussions
 - Dates: February 18, June 16, October 20
 - Exploring holding June event at KEXP, for October looking at Lake City / Northgate area
 - Slideshow about Music Commission would be helpful
 - Work Plan will be available and annual report is in production
- City of Music Internship Program
 - 4 participants this year
 - Host organizations are EMP, STG, Rhapsody, and Sub Pop
 - Interest in growing more quickly and finding permanent home
 - Exploring how to measure success of program long term
 - Growth of program can include other organizations, ways to serve more people
 - Possibilities can include partnering with a college or university or City's Youth Employment Initiative
 - Some need exists for identifying young and newer music industry members such as managers, record labels, and other independent entrepreneurs to make sure everyone is being reached – some sort of master list

- Interest in developing programs to teach how to get through process of getting booked, could be in conjunction with festivals or other specific performance opportunity—workshops, roadshow, videos
- Community Expo at Bumbershoot
 - Determining if it is financially feasible for Bumbershoot and participants to continue program
 - Reese has worked with Sasquatch on a community program that could serve as a model
- Creative Advantage
 - Serve as needed, Arts Commission drives

2016 Work Plan adopted by unanimous approval

OFM Updates

- Starbucks announced partnership with Spotify
- Africatown is growing and has significant support from City
- Jon Stone recently assisted a club owner who had been cited by the City for noise ordinance violations
- Jody McKinley announced his position as International Vice President of Soundtrack Your Brand
- Julie Borden has been promoted to Permit Specialist; working to hire replacement
- Kate met with developer who is renovating a space in Pioneer Square at 1st and Cherry into low-income artist lofts and a basement music venue. This developer is also restoring the Winter Garden Theatre (building that now houses Aaron Brothers)
- OFM working with private and non-profit partners to potentially develop Building 2 at Magnuson Park as a soundstage and media arts skills education center
- Nightlife strategy is gearing up in 2016

Commissioners Updates

- Megan Jasper: Hardly Art Records turns 10 this year; Sub Pop working on how to celebrate
- Tim Lennon: Next week is 15th anniversary of Vera Project; Gala is February 20th at Triple Door
- Reese Tanimura: Rock Camp for Girls started partnership with EMP to launch education program
- Ricardo Frazer: Mike Adams of Music Aid Northwest is looking for an emcee of upcoming event
- Karen P. Thomas: International choral festival was held in October at St. Marks that was very successful
- Seattle Pro Musica is presenting a program with music from Christian, Jewish, and Muslim traditions March 12 and 13
- Nicole Jon Sievers: working with Clinton Foundation to make anti-bullying PSAs
- John Roderick : Interested in making a commercial promoting Seattle as a music destination, Nadine could help
- Jon Stone: Totem Star Records introduced themselves to Commission when Commission quite new; Jon has stayed in touch and has recently worked with them; have secured a fiscal sponsorship; Jon will be chair of their community advisory board
- Joan Sandler: Musicians Association of Seattle just celebrated 125 years
 - Busy year for Fair Trade Music; ended 2015 with 25 venues who have agreed to abide by standards; City Council and Mayor proclaimed a Fair Trade Music Day; worked with City to simplify process for admissions tax exemption; will rollout results of economic impact study soon; planning classes on performance agreements and using social media for promotion; meeting with new Councilmembers to update them on issues
- Patty Isacson Sabee: Music conference planned for spring of 2017; organizer will present at next commission meeting; industry conference with performance
- EMP is hosting Grammy telecast party that commissioners are invited to attend; 11 local nominees

Meeting Adjourned 2:28pm

Future Music Commission Regular Meetings:

- Wednesday, April 20, 2016
- Wednesday, June 15, 2016
- Wednesday, September 21, 2016
- Wednesday, November 16, 2016