

MINUTES
Seattle Music Commission Meeting
Wednesday, 3/16/22, 12:00 – 1:30 p.m.
 VIRTUAL ZOOM MEETING

Commissioners Present: Kitty Wu (Chair), Daniel Pak, Jovino Santos Neto, Nate Omdal, Terry Morgan, Shannon Welles, Andrew Joslyn, Sue Ennis, Keola Kama, Casey Carter, Jessica Toon, Denise Burnside, Adra Boo, Bunnie Moore, Nick Vaerewyck, Jason Clackley

Commissioners Absent: Joleen Hughes, Eric Lilavois, Paula Madrigal, Anne O’Dowd

SMC Staff Present: Scott Plusquellec, Alex Rose

Guests: Councilmember Sara Nelson, Jeremy Mohn, Michael Davis

Call to Order: The meeting of the SMC was called to order at 12:05 p.m. by CHAIR

Chair Wu offered a land acknowledgement and Commissioners provided quick introductions for our Guests

Public Comment:

- No Public Comments
- Terry Morgan presented a project he is working on called Artists for Peace, an effort in support of Ukraine
- CM Nelson expressed her interest in reviving the music and film industries in Seattle in her role as chair of the Committee on Economic Development, Technology and CityLight. Sitting in to listen with her Chief of Staff Jeremy Mohn

Regular Commission Business

- *Approval of Minutes:*
 - Sue Ennis moved the minutes, Nate Omdal seconded, Unanimous Approval of February 16, 2022 Minutes, no abstentions

Workplan Update

- Kitty Wu updated commissioners that a final working lunch was being held on 3/22/2022 in Georgetown to finalize the workplan which would be presented for approval at the April Commission meeting.

Roadshows Update

Alex Rose gave an update on upcoming Roadshow on March 26th at KEXP

- Thanks to those here who helped put together
- Roadshows are an offshoot of Career days, smaller events than Career Days
- Used to be a program in partnership with Seattle Public Schools. Bringing it back.

- First of 4 events, give youth network opportunities and learning opportunities
- Request to Commissioners to use the collateral provided to get word out to their networks, especially youth
- Casey making email templates available.
- Hybrid event producing a live stream event with Vera Project and GZ radio station

Nate overviewed his resource document of 50 different performing arts organizations that would help guide folks to starting a career in music. Will be distributed as part of the Roadshow package for participants

Breakout sessions

Breakout #1: City of Music Vision/Communications – notes by Daniel Pak

Attendees: Andrew, Jason, Jessica, Jovino, Nick, Pak, Shannon, Sue
Wants to attend next meeting: Denise

Higher Education (Andrew) Artist Resources/Direct Support

- Practical music business skills
- Too much theory

Cultural Space/Workforce Development (Jason)

- This directly affects live music
- Partnering with The Cultural Space Agency
- How does the City help fund “unconventional” spaces?
- **Also, restart of Punks Do Taxes Workshops**

Process (Jessica)

- Good to have the 2010 Vision doc to use as a template instead of pulling stuff in “blue sky”
- What do we want to pull off, what do we want to include in the doc?
- Suggest 5-year shelf life and write that language into the doc
- Toolkits and the City as an educator

Data (Shannon)

- Spent a lot of time looking at studies to flesh out KML arguments
- Scott has been trying to get funding for another music impact study
- Creative Economy Report, ArtsFund
- Why music matters
- **Pak to find list of 11 reports that were done in the last couple of years**
- **Alex may have more data**

COVID Impact Lens (Sue)

- Identify things that still apply to us but have been impacted even more by the pandemic

Pick Our Battles (Terry)

- Lots of stuff in the old vision could take a year to define
- Let’s choose what we know we can take on
- Young artists don’t know how to protect themselves from tax penalties and responsibilities. Perhaps a Road Show theme?

Big Businesses Should Support the Process (Jovino)

- Also, education on basic business licensing with the City and State

GBI (Guaranteed Basic Income)

Marketing/Com/PR (Jessica)

- Visibility!!!
- The BRAND of the SMC
- Hashtag

Community Events (Nick)

- The Mixer / Meet the Commissioners event
- Get sponsorships from big business (Jovino)
- Mentorship speed dating (like at Career Day) (Jessica)

Here's the City of Music 2020 Vision prepared in September 2007 and released in 2010:

<https://www.seattle.gov/Documents/Departments/FilmAndMusic/SeattleCityOfMusic2020Vision.pdf>

NEXT MEETING:

Thursday 3/24 12-1pm (Zoom or in-person?)

Breakout #2: Guaranteed Basic Income – notes by Kitty Wu

Attendees – Nate Omdal, Keola Kama, Kitty Wu

- Film industry got 15 m for incentives
- music needs to tap into that type of thing
- No idea where the money for GBI is coming from currently
- Should this be state city funding or a public private partnership?
- Nate has a one pager he is drafting, will be finalizing, and then setting up meetings with Council Members for a budget ask

Helpful links:

<https://www.guaranteedinc.org/>

<https://www.creativesrebuildny.org/>

<https://www.austintexas.org/music-office/resources/>

<https://www.mayorsforagi.org/> Mayor Durkan was a part of this. Is Harrell?

Guaranteed qualified basic income, as not all artists/musicians are earning a living wage.

Film's need for teamsters/freight makes it much different than the music industry. (also, episodic shows guarantee crew locally in-state).

NEEDS:

- Community shares after meetings with council. Start with Herbold, Sawant, Mosqueda, Nelson, also Pedersen.
- Artists to speak with us too.
- Private sector funding asks
- Data

How would we get the word out? Constituents, Artists, Supporters, Community Stakeholders: Chamber of Commerce, Friends of Waterfront, 206 Zulu, MoPop, KEXP

Where does the funding come from? Not sure yet, it's a small enough amount, asks should go out to council and private sector

What is the addressable base of musicians in Seattle? **ACTION ITEM:** Check in with Shannon/WANMA on Seattle musicians in the city.

RE: Incentives for Film industry

Talk with Amy Lillard (Washington Filmworks) & Manny Cawaling. **ACTION ITEM:** Set up with meeting with Lillard & Cawaling

Breakout #3: Direct Resources for Artists – notes by Scott Plusquellec

Attendees – Casey Carter, Bunnie Moore, Adra Boo, Denise Burnside

Bunnie –

- Engineers need space, opportunities for studio space to get experience in studio, studio environment
- would like a program similar to Shop to the Beat, where the city subsidizes engineers for musicians who can't afford one in a recording session
- Barrier to entry not to have access to engineers

Adra- this is great for content creation as well, allowing the artist to put out professional product. Not go for just the cheapest person on the product.

Denise – engineers who can record you at your live performances as well.

Casey –

- Career days are great, but what about older musicians who are trying to get a foot in the game. Where can they plug in?
- Training courses not just for youth?
- Create a resource list. How do we get a space similar to Totem Star that is for adults to provide access to resources?

Financial literacy –

- This comes up frequently
- Technical Assistance for musicians is huge.
- Need people to do things for them, on call admin assistance.
- 501 Commons is a central resource, one-off consulting, can hire ala carte on issues relating to running a business. How do we create this hub for artists?

Adra –

- Technical Assistance is one thing – need coaching as well, not someone doing it for you.
- Gives you the tools to approach problems. Empowering you to think in a different way.
- Need this on the front end first

Scott - Do something similar to the city's small business Technical Assistance programs like with Communities Rise. Can the city build similar contracts with organizations that work solely with artists?

Other needed resources from a non-business perspective-

- Community support group?
 - People are hesitant to ask questions or don't know what to ask.
 - Safe place for people to do that.
 - Needs to feel like community.
 - Make it general, most resources require you to fall into certain criteria.
- Need places for different genres to grow, currently the city elevates certain genres but not others.
- Website development program at OED – give musicians and artists access to this program
- Need to make the resource list on website more accessible.

Roundtable discussion

Inscape Building redevelopment

- Article in Seattle Times about potential loss of this multiple artist studio/performance space
- Any way to help get the Cultural Space Agency to provide advocacy on this?

Meeting Adjourned - 1:30 pm