

MINUTES

Seattle Music Commission Meeting

Wednesday, February 19, 2020 12:15 – 2:00 p.m.

Office of Economic Development, Seattle Municipal Tower Suite 5752 Large Conf. Room

Commissioners Present: Reese Tanimura (Chair), Jennifer Czeisler, Tim Lennon, Daniel Pak, Sue Ennis, Ben Hunter, Paula Nava Madrigal, Terry Morgan, Kitty Wu

Commissioners Absent: Ben Secord, Jerry Everard, Joleen Hughes, Nate Omdal, Sharlese Metcalf

City Staff Present: Allie Lee, Alex Rose, ZAG Awwad, Scott Plusquellec, Ashraf Hasham, Randy Engstrom, Meghan Sebold, Bobby Lee, Dominique Stephens, Matthew Richter

Guests: James Keblas, Nikki Barron, Khalia Carter, Tekla Waterfield, Aline Vida, Mira Craft, Mikhael Mei Williams

Call to Order: The first 2020 meeting of the SMC was called to order at 12:15 p.m. by Reese Tanimura

Public Comment:

- Mira Craft with [Parke Ave](#) – The company empowers musicians to be more business savvy. Parke Ave has been in business for two years. They’re developing a networking app where members can connect with each other and download assets and templates. SXSW 2020 activation: partnering with Dicks to bring Seattle musicians to SXSW to perform, content will be streaming on Amazon and Alaska Airlines flights (artists include Marshall Law Band, Scarlet Parke, All-Star Opera – more to come).

Welcome – Reese Tanimura

- Welcome new commissioners: Terry Morgan, Kitty Wu, Paula Nava Madrigal

Regular Commission Business – All

- Review Agenda
- Approval of November 2019 Joint SAC/SMC Commission Meeting (retreat) Minutes:

- Ben Hunter motioned to approve, Daniel Pak seconded the motion, all approved (no oppose, no abstain)

Guest Presenter: Nikki Barron – Womxn in Music, kittenteeth, The Sound

- Nikki’s vision for **The Sound** is to advocate for struggling musicians and build community around the music industry. She envisions bringing scattered areas of the music industry into one building.
 - The Sound will be a co-working space in Jerry Everard’s Black Dog Forge building
 - Musicians have similar struggles around gentrification/getting pushed out of the city, how to get booked, professional development, and venue options getting smaller.
 - The Sound will have one database for music industry resources, offer back office services, education and training (partnering with brands like Gibson and others that have services to offer), and create a local music zine
 - Membership model
 - The Sound will facilitate services between people and provide training/teaching opportunities
 - Help people understand that “music has economic value” – this is a business, people should invest in it and pay artists what they’re worth
 - Ask of this group: introductions to anyone who might be interested in investing
- **Q&A**
 - Is The Sound currently operating?
 - It is still being built out. It will open in approximately 6 months
 - What is the timeline for key markers?
 - Currently working on investment and hopes to crowdfund and sell membership before the opening. Encourages commissioners to introduce and recommend investors
 - How much is the membership?
 - \$300 per month. The membership will work as a token system – members get to use their tokens for various functions of The Sound
 - This is not a non-profit. Hopes it to become a global organization as music industry struggles are a universal issue
 - What is the target demographic?
 - Working musicians, adults, (e.g., an artist transitioning out of The Vera Project)
 - What about affordability issues for artists in Seattle? Will someone transitioning out of a free program like Vera be able to afford the membership?
 - There will be grants for those transitioning out of free programs
 - The staffing model includes artists doing work-trade for membershipCloud Room launch strategies for comping memberships
 - There will be an option to sign up as a community member for \$50 per month
- WXM ([Womxn in Music](#)) – The Womxn in Music Collective is a group dedicated to making our industry a more equitable space. As an organization their work focuses on creating opportunity; they work to elevate womxn’s roles in the industry, empower their creativity, and support their financial sustainability. (description from the Womxn in Music [Facebook Page](#))

- 3 areas of focus: economic development (e.g. booking musicians, djs), education (learning from womxn leaders), and advocacy (addressing gender dynamics in music, nationwide campaigns, getting conference panels stacked with womxn).
- Offers quarterly educational events and workshops for artists
- A liaison between artists and professional services; their goal is to connect both sides of the industry together to develop a strong economy around independent music. Also offers career support to members through booking, promotion, and other paid opportunities
- For more information about The Sound or Womxn in Music, or to be in touch/involved, email Nikki at nikkimariebarron@gmail.com

Guest Presenter: Matthew Richter (ARTS) – Cultural Space Agency/PDA

Matthew did a presentation on the Cultural Space Agency, overviewed the values, scope of work, partnerships, and timeline, and encouraged the SMC to provide feedback before it gets presented to City and external partners. The project is currently in its road-testing phase. Highlights include:

- This is a collective mission-driven cultural space real estate development and cultural community development organization purposed to give agency to those who have been left out of decision making and ownership opportunities
- Cultural spaces are viewed as the signifiers of a healthy community
- The office engaged with communities of color around this work for the past two years.
- We are trying to thread ongoing civic projects to this work to show the reach of what the Cultural Space Agency/PDA can do. We always want to stack affordability strategies (i.e., affordable residential, commercial, and cultural space in the same development)
- **Q&A**
 - After the pilot project phase, when do future projects get queued up?
 - There will be 12 next year and 18 the following year. When staff starts getting established at the nonprofit, they would be making these calls and vetting initial projects. Executive staff will be hired this summer
 - Once the door is open how will the flood of applications be dealt with?
 - Those part of BASE (Building Arts Space Equitably) will bring forward recommendations for projects and vet them
 - Who/where do we direct individuals/orgs to once started?
 - We will make big and clear announcements

2020 SMC Governance and Priorities – Reese Tanimura

- Commission/committee leadership and membership
 - Encouraged commissioners to identify/re-identify which committees they want to serve on. Commissioners are welcome to take part in any/all work

- Encouraged commissioners to come forward as committee chairs in the coming year (beginning Sept. 1). Please reach out to Alex or current chairs if interested or to see what kind of work it might entail
 - Current committee chairs will serve through August
 - We want to get the commission at full capacity before making decisions, but let's start thinking now
 - New commissioners can serve in any leadership position after 6 months into their term
- SMC would like to verify/collect commissioners' background information – Council districts, music industry field, etc. – to help inform our workplan and advocacy
 - A matrix chart was passed around for commissioners to fill out
- City of Music Vision – Looking back and looking forward
 - We want to document achievements in the first 10 years and what is to come in the next 10 years of City of Music
 - The commission elected to work with an outside partner to work on this narrative – Milli Agency will be the contractor
- The recent [Creative Economy Roadmap Report](#) from ARTS has an intensive focus on community engagement and high-level themes/findings that SMC could respond to for the workplan
 - The Arts Commission aligned their work plan to these themes – SMC should do a similar alignment
 - There are 9 priorities – let's look at where we are responding right now and where we need to make better efforts
 - We need to be responsive to a lot of needs around affordability, youth access/opportunity, and gig workers – this is what we directly heard from the community last summer
- Committee Structure
 - Advocacy + Economic Development: based in SMC
 - Youth + Community: based in SMC, but open as option for SAC
 - Facilities & Equitable Development: based in SAC, but open as option for SMC
 - Festival & Events: new joint committee that will address large community events
- Workplan
 - Will refer to areas of priorities that were identified at the retreat and connect them to the Road Map
 - Where does the SMC sit in terms of government and community?
 - Expand networks for funding because government can't do it all
 - Acting in a delicate place – building trust and accountability in systems
 - Fill spaces that the offices cannot in terms of advocacy and outreach
 - Connect communities to one another

Committee Updates

- Youth + Community (Daniel Pak/Ashraf Hasham)

- Music Career Day is April 3rd, 2020 at MoPOP, KEXP, and The Vera Project. Currently working on programming matrix and outreach plans - Connors & Co. is our production partner.
 - ZAG has been leading youth focus groups to get input and recommendations on Career Day. The focus groups consist of students/youth who participated in previous City of Music youth roundtables – there will be another one coming up on Saturday, 2/22 4:30-6pm at ARTS. We have a lot of youth representing different organizations and genres and are trying to be more intentional about outreach and internships
- The committee needs to come together to talk about work planning. They may try to teleconference in working groups. The workplan will center the Roadmap report and address creativity at large, not just music. Creative Advantage will also be woven into the work
- Advocacy + Economic Development (Tim Lennon)
 - Issues with 2019 WA H.B. 1450 – (Washington State) Non-competition Covenants
 - Overview of Bill: On May 8, 2019, Governor Jay Inslee signed HB 1450, a bill that effects substantial changes into the enforceability of non-compete covenants in the state of Washington. As the bill recites, the legislature found that *“workforce mobility is important to economic growth and development,”* and the bill introduces new limitations on the use of “non-competes”. Employers who have used non-competes in the past are cautioned in particular to consider their existing agreements – the new law applies with some retroactive effect on agreements entered before the effective date of January 1, 2020, and there are penalties which apply to attempts to enforce beyond what is permissible under the new law. New Law, New Terms: **Under the new Washington non-compete law that goes into effect January 1, 2020, non-compete agreements will only be enforceable if:**
 - When hired, the employer discloses the terms of the covenant in writing to the prospective employee no later than acceptance by the employee of an offer of employment; or
 - If entered into after commencement of employment, the employer provides independent consideration; and
 - The employee earns more than \$100,000 a year, or for an independent contractor earns over \$250,000 a year (to be adjusted annually for inflation).
 - This law is targeted towards contract workers at tech companies and causes proximity clauses of \$250k and above which doesn’t hit venue workers, gig workers, and music industry workers. The law should be tweaked to meet interests of other non-tech contract workers.
 - The Highest and Best Use Bill recently got a hearing and did not pass. This bill was drafted by OFM/ARTS/OED with the Assessor’s office and in partnership with other cities around the state. The idea is to designate a 3-year exemption from having a property assessed using “highest and best use” calculations (based on what could be on a property, not on what’s actually there) for qualifying businesses in historical and

cultural districts. If a property owner opted for this, they would be passing on savings to small businesses/commercial tenants.

- This summer we will educate on the need; collect stories from venues, small businesses, cultural spaces; and reintroduce the bill next summer.
- Festivals and Events committee (Randy Engstrom): This is a new joint SAC/SMC committee that will help the city figure out interventions this summer around festivals and events, will be a community engagement portal, and address costs of festivals and issues around the Seattle music ecosystem.
 - The City's Innovation Advisory Council has also been addressing ways to merge local art events with the tech industry

Misc. Announcements & Updates – All

- NW Folklife is participating in a City-piloted paid internship program for youth. With this program, community partners would host internships; the goal is to decrease access issues and create mechanisms where young people can identify opportunities. The program matches youth with mentors and workplaces and helps youth forge paths and provides access to networks and resources. With support from The Vera Project, youth experience peer-to-peer learning, are able to compare their experiences, and also help employers foster positive experiences.
- Save the Date: April 3rd is Music Career Day
- The Vera Gala is this Saturday, February 22nd 5pm @ Washington Hall. Please reach out to Ashraf if interested in attending.
- There is a free screening of the film "16 Bars" tonight at 6pm @ Washington Hall. It is about the justice system and how music is transformative
- Totem Star is hosting "The Story" on February 28th, which will be an intimate conversation with young artists and artist speakers on marketing, creative career paths, challenges, and tips
- [Sound Off!](#) Is going on at MoPOP
- The next Mixer is February 26th 5-7pm at Substation in Ballard. There will be short presentations on Seattle Music Innovators, pechakucha style, and lots of networking opportunity. This is an all ages event and Alex will send out info over email
- The Responsible Hospitality Institute (RHI) conference is next weekend (2/29 – 3/3) @ Motif Hotel where best practices in nightlife around the world are presented and discussed. Please let Scott Plusquellec know if you are interested in attending. Scott can provide a discount code.

Meeting adjourned at 2pm.