

MINUTES**Seattle Music Commission Meeting***Wednesday, June 18, 2014, 12:15 – 3:00 p.m.*The Chamber, 1301 5th Ave #1500**Commissioners Present:**

Patricia Lee Allen, Wyking Garrett, Holly Hinton, Megan Jasper, Emmy Jordan, Alex Kochan, Ben London, DeVon Manier, Tom Mara, Jody McKinley, John Roderick, Patty Isacson Sabee, Joan Sandler, Jon Stone, Marcus Womack, Nadine Zgonc

Commissioners Absent:

Adrian Burton, Ricardo Frazer, Kyle Hopkins, Karen P. Thomas

SMC Staff Present:

Kate Becker, Rachel White, Jay Stern

Call to Order:

The twenty-eighth meeting of the SMC was called to order at 12:15 p.m. by Jody McKinley

Public Comment:

Welcome newly appointed Commissioner, Patty Isacson Sabee and prospective Commission nominee, Hollis Wong-Wear

Special Guest - Council Member Sally Bagshaw discussed Proposition 1 – Seattle Parks for All

- On ballot on August 5th
- July 18th – awareness campaign “selfie in a park” day
- Maintaining what we already have and activating/enhancing parks
- What would the Commission like to do to get involved?
 - Specific to music in the parks system?
 - Music and parks are inseparable
 - Performance
 - Under-utilized park stages
 - Commission asks about noise levels for performance and push back from the City of Seattle
 - If more musical performance happens, will City noise enforcement be supportive?
- Discussion re Piano’s in the Parks
 - July 17th launch, no lead-up campaign
 - Underwritten by Liard Norton Wealth Management
 - 206 Inc., Gage Academy, KEXP and Seattle Symphony
- Art in the parks
- Job training

Approval of Minutes:

Unanimous Approval of 4/16/14 Minutes

State of the City of Music

- Overall, positive state
- New administration
 - Commission can help educate the Mayor about music and nightlife issues
- Budget
 - Part time permitting staff has been brought on for summer busy season
- Nightlife
 - New interdepartmental Joint Enforcement Team and emphasis by Mayor's Office
- Sound ordinances
- Special Events are also under OFM leadership, and reform is needed/ in planning.
- Office Arts & Culture partnerships with Office of Film + Music
 - Continue bringing them closer
 - Creative sector much larger than just film and music

Discussion: Where did SMC make a difference this year, from your perspective?

Looking back over the last year: What progress and what accomplishments have been made? What has been most exciting? What holds the most promise? What changed lives? What had an impact on musicians and music businesses? Etc.

- Sub Pop Store Opening
 - Essentially opened a business inside a gov't building (Port of Seattle)
 - Able to hold their anniversary celebration within the City of Seattle
- Funding and continuation of the Airport music program
 - Local, National, International press
 - Awards won for best traveler experience
 - Seattle community, awareness
- Music priority Loading Zones
 - International coverage
 - Model program for other cities
- Sea-fair branding music events City of Music
 - Local musicians and community events
- Waterfront Cultural Task Force involvement/planning
- City of Music Career Day
 - EMP as new home, positive energy
 - Draw for industry participants as much as students
- Working model developed for the City of Music internship program
 - Launch planned for September
- Creative Advantage and partnership with OAC
 - Championing, engagement, CHBP outreach
- Change in leadership – transition handled well and moving forward
- Mayor Murray on KEXP monthly, also Mayor at Career Day
- Council interfacing positively with Commission
- Fully ordained commission

- Written into city ordinance
- Budget possibilities

Committee Assessment Breakouts – based on each Committee’s stated Workplan areas:

Looking ahead to September 2014 to June 2015

1. What challenges have emerged in each work area?
2. What needs to happen to advance each work area?
3. What outcome measures can we identify to address racial equity in each work area?
4. Are there new issues or opportunities that have emerged that this Committee should consider adding to the next Workplan? Are there things that should be dropped?
5. For each work area: What data or other forms of measurement can we collect and track?

Youth and Community Sub Committee

- Work areas
 - Super internship
 - Career day
 - Road show
 - Creative Advantage
- Super Internship
 - KEXP will manage part of it, Sub Pop will manage part of it
 - If we need money, going to do it scrappy style
 - Can take care of that minimum amount
 - Third party and funding
 - Compliance issues
 - Employment practices
 - Solution: third party and funding
 - Marketing and development
 - STG, pearl jam, etc.
- Career Day
 - Challenges: Seattle center
 - Solution: EMP
 - Space could be a challenge
 - Transportation
 - Reevaluate
 - People registered, that don’t show up
 - Gathering participants
 - Focus moving forward: Long term measurable
 - Impact of the program
 - Participants over time
 - Flash forward 15+ years
 - Graduates of music career day: where are they now?
 1. How do we do that?
 2. How do we stay in touch?
 - Narratives
 - Affective
 - Both qualitative and quantitative
- Road Show

- 15 panelists
- Went to south Seattle
- Neighborhoods
 - Community
 - Eco system developing
- Stakeholders
- Grassroots
- How many people do not know about it?
 - Where is it happening?
- Engagement
 - Neighborhood becomes an eco-system for the youth
- Expo
 - Scalable toolkit
 - How do you get music more prominently in your neighborhood?
 - Luke warm participation 2013
- Creative Advantage
 - How do we engage?
 - We don't know how.
 - Fundraising
 - We can help them raise awareness for the program
 - We need to recruit commission members for video PSA
 - Not a simple cocktail conversation
 - Let us help, and make it two bullet points
 - Treasure chest of funding
 - Randy Engstrom has figured out how to unlock the treasure chest
 - Getting high level donations
 - I want to change something quicker
 - Program is started
 - All schools by 2020
 - Almost funded for this year, even better for next year
- Anything added or dropped in work plan?
 - Adding: Career Day-variation connects people to music and kids during the course of the year
 - Small scale seminars
 - Connecting kids to emerging artists
 - More year round occurrences in schools
- In the future:
 - Music scene looks to the music commission
 - Energize the city on its own
 - No one to administer
 - Mentor angle
- RSJI measures:
 - Career Day participation survey
 - Pre and post
 - Transportation (Uber, Lyft)

- How are we reaching out to communities?
- Communications: What stories do you have to tell?
 - Communication highpoints
 - The bigger story
 - Top 3 stories you have to tell:
- Hollis opinion:
 - Leadership capacity
 - Ways to plug in, and bring breadth and conversation
 - Provide both information and leadership opportunities
 - Continuity
 - Gap in method of engagement
 -

Policy and Communication Sub Committee

Area 1 Assessment. *The City of Music® Local Music UX*

What progress and what accomplishments have been made in this work area?

- **Long-term live music program expansion and funding, Sub Pop Store, additional exhibits by EMP, Pearl Jam partnerships?**
 - **Private, for profit economic opportunities for partners and other industry**
 - **Branding integration with overall Port of Seattle marketing and in-airport branding.**
 - **Can we get some anecdotes or quotes from the airport? Use their infographic?**
- B. What challenges have emerged in this work area?
- **Didn't expand to cruise ship terminals or additional partners.**
 - **Diversity – overhead music content is regulated by Airport**
- C. What needs to happen in the next 12 months to advance this work area?
- **Dig deeper into overhead music and announcement diversity**
 - **What is the criteria used by Ed and Gigs 4U?**
 - **Shift focus to other organizations to use the City of Music UX**
 - **Share project work assignments more evenly among committee members**
 - **Research feasibility of building a package or structure that PlayNetwork can sell**
 - **Nadine would like Commission and maybe Airport to 'bless' a proposal for such a product that could then be marketed to Chamber Members, tourism points, etc.**
- D. What outcome measures can we identify to address racial equity in this work area?
Analyze stats to determine what needs to improve.
- **Need to emphasize and measure more diversity in Live Performance (age, genre, etc.)**
 - **“ ” overhead announcements (age, genre, etc.)**
 - **Overhead may be too tightly regulated?**

- **Can we get some anecdotes or quotes from the airport? Use their infographic?**

E. Are there new issues or opportunities that have emerged that this Committee should consider adding to the next Workplan? Are there things that should be dropped?

- **Hashtag campaign**
- **Better marketing strategy**
- **Drive program awareness**
- **Add Ferries back onto the list for outreach?**
- **Editorial Calendar based on large festivals and try to get people to perform as part of the live music program.**

Area 2 Assessment. *Music on the Seattle Waterfront*

- A. What progress and what accomplishments have been made in this work area?
- **Representation and active participation on Waterfront Cultural Task Force**
- B. What challenges have emerged in this work area?
- **Bogged down in process and will continue for years - slow going in general**
 - **While there is an in depth conversation about the cultural experience of the waterfront, there is still no concrete plan for music to be integrated into the waterfront plans.**
 - **Neighborhood businesses and residents are leery of any mention of music infrastructure that will compound the already hectic atmosphere of the waterfront.**
- C. What needs to happen in the next 12 months to advance this work area?
- **Invite the Design Team to come to a P+C meeting and explain their vision of music on the waterfront.**
 - **Commission needs to come up with a proposal for what they want to see on the waterfront - not specifically a design, but as a value and as a bucket to be filled. This will be added to the agenda for 7/23 meeting.**
 - **Make official request of the waterfront planners that music be called out as a core value and have it be integrated into the overall design.**

Area 3 Assessment. *Seattle Metropolitan Chamber of Commerce (Could this be consolidated into the UX portion?)*

- A. What progress and what accomplishments have been made in this work area?
- **Music Industry After Hours. Kate Becker and Michael Compton spoke.**
 - **Development of Music Industry Sector Strategy continues**
 - **Chamber hires local musicians and encourages their membership to do the same**
 - **Hollis Wong Wear was keynote at Chamber's IN-NW Social Media Conference**
 - **Opera & Fly Moon Royalty mashup at Annual Meeting, by DeVon**
- B. What challenges have emerged in this work area?
- C. What needs to happen in the next 12 months to advance this work area?
- **Proposing to members that they use local music (COM UX, or generally) in their storefronts**
 - **Work with Chamber to roll out Music Industry Sector Strategy & Value Prop**

Area 4 Assessment. *Representation on City-wide Initiatives and Policy Development*

- A. What progress and what accomplishments have been made in this work area?
- **Loading zones have been a great success, well received and source of good publicity both locally and nationally, even internationally.**
- B. What challenges have emerged in this work area?
- **Case-by-case location and feasibility challenges**
 - **Need to determine budget implications and will of SDOT to expand the program. Do they need targeted funds for future load zones?**
- C. What needs to happen in the next 12 months to advance this work area?
- **Deal with possible changes in qualifications for clubs.**
 - **Evaluate current load zones**
 - **Develop approval process for additional clubs.**
- E. Are there new issues or opportunities that have emerged that this Committee should consider adding the next Workplan? Are there things that should be dropped?
- **Make Music is an interest of the Mayor's Office. Not for inclusion in the workplan but know that it's on the horizon for summer 2015.**
 - **Look at City policy regarding busking. Are changes needed?**
 - **City of Vancouver has a great website on busking - where, how, etc.**
 - **Kate - best strategy is to get the Mayor out to music events and educate him on the value of music BEFORE pushing forward on a policy change. Perhaps reach out to a Councilmember 'champion' as well?**
 - **Research impact of extended hours proposals on musicians and live music venues?**
 - **ADD this to commission's workplan in 2014-15 - commission resolves to advance the cause of expanding opportunities and acceptance of busking within the City.**

Area 5 Assessment. *City of Music Initiative Awareness and PR Campaign (is this a campaign? Call it brand awareness? Name needs to be updated) (Could this be talked about in context with the UX workplan item?)*

- A. What progress and what accomplishments have been made in this work area?
- **Seafair Branding their events COM, Pianos in the Parks branding as COM**
 - **Pianos in the Parks branding as COM**
 - **Musician Load Zones**
 - **SeaTac Music**
 - **Career Day**
 - **Mayor at KEXP**
 - **Council approaching SMC**
 - **Infographic picked up by press, infographic sites? & locally (creativeLIVE)**
- B. What challenges have emerged in this work area?
- **App death - lack of funding, parting ways with developers**
 - **Lack of PR strategy – campaign doesn't really exist.**

- C. What needs to happen in the next 12 months to advance this work area?
- **Secure City funding and commitment for Economic Impact Study if it is definitely not going to come from MO or Council**
 - **Evaluate who the audience is for an economic impact study, if we know now that MO and Council may no longer be impressed by EIS reports.**
 - **Revisit strategy for this work item.**
 - **Identify measurable results**
 - **Create more narratives around impact, not just focusing on data**
- D. What outcome measures can we identify to address racial equity in this work area?
- **Developing metrics and measurements in this area continues to challenge the committee.**
 - **Ambiguity of this work area is part of the challenge.**
- E. Are there new issues or opportunities that have emerged that this Committee should consider adding the next Workplan? Are there things that should be dropped?
- **Opinions –drop the COM app, it will never get the traction to make it worth the time.**
 - **Perhaps drop it from workplan but keep on task to wrap up this item in general committee business?**
 - **Approach private transportation services (Microsoft, Amazon?) and propose that they integrate local music into their transportation experience.**

Report outs from Committee Breakouts

- **Policy and Communication**
 - Sub pop store
 - Sea Tac notes brand agenda
 - Live music expansion at the airport
 - City of Music app- floundering (no home yet)
 - Shift focus to other organizations
 - Better measure the impact of what we're doing?
 - Better job of marketing the program throughout the City
 - Editorial calendar
 - City of music awareness and PR campaign
 - What defines success in this category?
 - Creating narratives of actual successes that we have seen in the city
 - Like gigs for you
 - Or sub pop store
 - More qualitative examples economically in the city
 - Chamber- after hours event
 - Loading zone
 - New opportunity
 - Busking
 - Living wages for musicians
 - Future of loading zones
 - Noise ordinance

- **Youth and Community**
 - Super-internship
 - Creative Advantage
 - Career day
 - Road show
- **Executive Committee**
 - Communicating in city gov't
 - Relationship with city gov't
 - Important to this mayor
 - Maintain the position and relationship
 - With mayor and his staff
 - Deputy mayor Kim, mature that relationship

Discussion: The year ahead

What are key opportunities for coming year?

Where can SMC have the greatest impact? How can we best leverage our work?

What can make our work as the SMC stronger, internally and externally?

Are we taking strong steps that reflect the intent of the R&SJ Initiative?

Next steps

- Tangibility to the successes
 - We have bodies of work
 - Maturity perspective
 - Double down on these
- Take a look at communications role
 - Work groups or task forces
 - Two committee structure
 - Fluidity, room and capacity internally and within programs
- Practicing the developed models
 - We are also young enough
 - Truly serving them
 - Making sure that we are not just representing, but a reflection of what those are
 - Publically sharing what are goals are, or goals should be?
 - More transparency, but also deeper engagement
 - Not just us dictating this agenda, but what the city wants to accomplish
- Brand messaging
 - Pitch out to creative agencies
 - Outside input, Tim?
- Youth advisory committee
 - Get the young seeds to take the baton
 - Youth advisory board, great examples

Access to film and music happy hours, people of all ages

Future Music Commission Regular Meetings:

- **Wednesday, September 17th, 2014**
- **Wednesday, November 19th, 2014**