

VICTORIA MUSIC ADVISORY COMMITTEE – Minutes April 11th, 2019

11 a.m. to 12:30 p.m., VCM – 900 Johnson St (Green Room)

In Attendance: *Kathryn Calder, Jane Butler McGregor, Kim Persley Kozlowski, Dylan Willows, Neil Cooke-Dallin, Dane Roberts, Darb Erickson*

Regrets: *Christopher Butterfield, Gaby Marchese, Alex Grigg, Sarah Pocklington, Gary Preston*

Review of Agenda: The agenda was reviewed and accepted. Updates on Venues was added to the agenda.

Review of Minutes: Minutes from March 14th meeting were reviewed and confirmed.

Request from Atomique Productions for representation on MAC. Kate Lackey was originally chosen for the Music Advisory Committee partially due to her affiliation with Atomique Productions. In light of Kate's resignation from the Committee, Atomique Productions has made a request to have appoint another representative to the committee. This item was discussed and people were generally in favour of adding a representative from Atomique Productions. The meeting did not have quorum so a vote will be held at the next meeting. A comment was made that it would be good to maintain the gender balance on the committee.

Update on Funding – Alex has submitted an application for funding to Creative BC for the Amplify Industry Initiatives program as well as an application to Factor. A question was brought up about timelines for hearing back from these grantors.

Sound Diplomacy's Music City Manual – The Committee had a brief discussion about Sound Diplomacy's new Music City Manual. A comment was made that it would be good to see examples of City's that Sound Diplomacy has worked with that are a few years ahead of Vancouver and see how they have benefitted from Sound Diplomacy's work. It was also noted that some research should be done to identify examples on how Sound Diplomacy has helped different cities create unique solutions to their issues. Victoria is not interested in a one size fits all approach.

Update on Venues – There was a brief discussion on the current arrangement between the Royal Theatre and their three primary user groups – Pacific Opera Victoria, Dance Victoria and the Victoria Symphony. Hermann's has reached their goal of raising \$75K in order to sign a 5 year lease for the main floor of the building.

Explore Strategic Themes "Buckets" (workshop exercise, approx. 1 hour) The committee spent time discussing and brainstorming items that could and should be addressed in a music strategy. The following are the themes and ideas that started to emerge. Each committee member will choose 1 or 2 buckets that they want to champion and take ownership of. Small groups will meet semi-regularly to discuss each theme and they will report back to the Committee. There will be overlap in many of these themes and it will take some work to identify the most appropriate category.

- **Policy / Red Tape (Kim)**
 - Gather feedback from local industry on rules & policy that hinder events and music growth.
 - Develop tax incentives for opening up vacant places for music
 - Removing red tape and property policies that prevent empty spaces from being used
 - Noise / Sound Bylaw Review
 - Festival Investment Grant Policy Review and Update
 - City Liquor Policy Development
 - Agent of Change principle
 - How can City support commercial operators (Municipal Government Act)
 - Benefits of Commercial Operators vs. Not for Profit Operators
 - Tax Exemption for Live Music Venue
- **Funding**
 - Comprehensive funding review/database
 - access other types of funding
 - Make public spaces equally available for private events that benefit community
- **Spaces & Places (including venues & festivals)**
 - challenges with increasing rents/leasing
 - “More isn’t always better” – need to support existing venues. It’s better to have a few really healthy venues as opposed to a whole bunch of struggling ones.
 - All Ages rooms
 - Smart use of vacant spaces
 - Outdoor public stages – Beacon Hill Park, Centennial Square, Government House
 - Multi-use Studio – film & music collaboration
 - Acoustic Treatments
 - Partnership with developers for new venue space
 - Venue gap analysis – fill gaps in venue ladder
 - Venue Gap – 500-1000+ unseated
 - Rehearsal spaces
 - Musician loading zones / parking
 - Private venue support from municipalities
 - More collaboration / less race to the bottom
 - Rooftop events, barge events
- **Music Education**
 - Address declining enrollments in music education
 - Expand STEM to STEAM (Science, Technology, Engineering, Arts, Math)
- **Artists – Support & Development**
 - Affordability, challenges with residential property rate increases
 - Teach artists the basics of “Getting Out There”
 - Wellness clinics
 - Entrepreneurship workshop / business skills development
 - Studio open house nights to connect musicians with recording opportunities in town.
 - Ensuring artists are paid a fair wage, especially for heavily high profile events.
 - Touring info – on island, off island, in country, out of country

- Addressing Visa challenges – educate artists on touring to the US
- Fair Pay / Living Wage
- Wellness clinics – physio, acupuncture, RMT
- Entrepreneur workshops – series
- **Industry – Music Business Support & Development**
 - Music Resource Office – Music Officer
 - Could be a Music BC Office in Victoria or an office of the City
 - Earplugs/Acoustic Hearing Tests
- **Tourism / Branding / Heritage**
 - People need to know what is going on locally
 - Need for comprehensive central information system / event calendar
 - free to use on both sides
 - What are the current gaps with things like LiveVictoria and Do250?
 - Collaborate with Destination Victoria, Chamber and DVBA
 - Music Awareness Campaign
 - Supporting the advertisement of special events in places that will attract music / cultural tourism
 - Royal Theatre rent increase to non-profit arts groups. Clearer explanation of the explanation of the rent increase should be provided given the RMTS receives over 1 million dollars in government funding regionally. Also, they are not in the red.
- **Collaboration – working with partners in the region and throughout PNW**
 - Work with Other island communities to make access/affordability better for visiting artists (e.g.- Cumberland Village Works/Waverly)
 - Work permit facilitation to help artists get across border
 - See Transnational Art Dialogue Report related to border between Vancouver & Seattle
 - Opportunities for other countries – multi-cultural
 - Music connection between touring artists between Vancouver, Victoria & Seattle
- **Audience Development / Accessibility (Kim)**
 - Representation of diverse range of demographics
 - Working with schools to encourage music programs, and partner with working musicians for in school performances. (could be under Education)
 - Access – Affordability for audiences (free shows)
 - Access for those with physical disabilities
 - Representation & Diversity
 - All Ages
 - Acknowledge Community Health Benefits

Items for next agenda –

Next Meeting – 11 a.m. to 12:30 p.m. May 9th, 2019 - 2nd Thursday of each month