

VICTORIA MUSIC ADVISORY COMMITTEE – Minutes August 8th, 2019

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

In Attendance: *Kathryn Calder, Jane Butler McGregor, Dane Roberts, Sarah Pocklington, Dylan Willows, Neil Cooke-Dallin, Lindsay MacPherson, Vanessa Leong, Darb Erickson, Jeff Day, Azucena Mico*
Regrets: *Christopher Butterfield, Gaby Marchese, Gary Preston, Kim Persley Kozlowski*

Review of Agenda – The Agenda was reviewed and approved.

Review of Minutes – The minutes from the July 11th meeting were reviewed and approved. Further discussion commenced relating to the City’s development of a Liquor Policy. See below.

Seattle Trade Mission – Kathryn, Lindsay and Darb gave an update on the recent BC trade mission to Seattle. Music BC played a key role in facilitating 22 delegates from BC on a visit to Seattle to explore opportunities for cross border collaboration. In recent years, Music BC has collaborated with 6 festivals and has created opportunities to showcase 52 BC bands in the US market. The broader initiative is informally known as the *Cascadia Corridor*. Some highlights of the trip include:

- Sub Pop Records tour – the iconic Seattle record label welcomed the BC delegates with a tour of their offices and short reception. Sub Pop has played a critical role in the Seattle music scene as well as supporting many Canadian artists over the past three decades. www.subpop.com
- Vera Project – some delegates had the opportunity to visit the Vera Project all ages venue. This tour was informative and inspiring. The Vera Project is an all-ages music venue that also has arts programs, experiential learning and volunteer opportunities. One unique learning was that their board of directors is made up of youth, giving them opportunities for personal and professional development. www.theveraproject.org
- KEXP Community Radio in Seattle hosted a networking event for delegates from BC to mingle with industry folks from Seattle. The night culminated with a performance by Canadian indie rock band Wolf Parade. www.kexp.org
- The Canadian Consulate in Seattle hosted a meeting to explore opportunities related to the Cascadia Corridor initiative. The primary opportunities for collaboration included – Audience Development, Talent & Touring, Business to Business Development, and Community/Advocacy/Social. The City of Vancouver spoke about the development of their recent \$300,000 grant program for underrepresented artists. This is administered through Creative BC. They also talked about the idea of “Intangible cultural heritage” designation for landmark music venues. There was discussion about how municipalities might be able to support for profit companies. The Seattle Airport Initiative was discussed as this model could be a good example to follow at the Victoria airport or the BC Ferries. Artists get paid a fair wage and are given professional development opportunities. Could explore “travel credits” in this program. The final consensus of this meeting was that we need to continue the discussion and meet more often. The Music Advisory Committee discussed the role that the Canadian Consulate could play in assisting international artists to get across the border, as well as helping Canadian bands obtain Visas for touring in the states. This is considered to be the biggest most important issue in supporting local artists to go on tour. Music BC will host a follow up session to explore opportunities in

developing the Cascadia Corridor at the upcoming Westward Festival in Vancouver, September 13-16.

- Other opportunities include:
 - Training artists on the ABC's of getting across the border.
 - Making it easier to obtain the P2 Visa for touring in the states.
 - Encourage cross cultural exchange.
 - Continue the discussion.
- Canada Night in Seattle – Music BC, KEXP and the Seattle Centre hosted a Canada Night Concert at the Mural Amphitheatre. The bands that performed were Jock Tears and DUMB from Vancouver as well as Wolf Parade (primarily Vancouver Island based). Large crowds attended showing the keen interest that people in Seattle have for appreciating music made in Canada.
- Crocodile Café – some delegates visited the Crocodile Café to see a performance by Mdou Moctar from Niger, Africa. The venue's promoter hosted the crew and there was much discussion about the role of allowing minors into a venue that includes alcohol. The Crocodile Café often hosts events which allows for underage patrons to be in a certain part of the club.

Sound Diplomacy – Azucino Mico (Azu) from Sound Diplomacy joined the meeting via phone from Barcelona. Azu is currently the point person on the Victoria project, but she will be handing duties to Katarina Ivanova when it comes time to reaching out to the community. Prior to the engagement phase, Sound Diplomacy would like to chat one on one with each of the committee members. They will also be developing a draft Vision statement. It was commented by the Committee that this Vision should come from the community and cannot be finalized until the proper engagement with the community has been completed.

Engagement Plan (Fall 2019) – who, what, when, where

Sound Diplomacy will do a study visit for one week in Victoria in October, they are currently looking at Oct 10-16 or Oct 17-23. They will conduct 10-12 round table meetings during the week they are in town. Each round table will consist of approximately 10 individuals. There are usually 20 invites that go out to get 10 people in attendance. The Committee will work together to develop and prioritize the list to find the most relevant people. This list will be on the shared OneDrive.

Sound Diplomacy is recommending that round tables could be conducted with the following groups:

- Music Advisory Committee
- Venues and Night Life
- Artists (round 1)
- Recorded music industry (labels, publishers, PRs, etc.)
- Classical Music
- Music Education
- Music related associations, foundations, etc.
- City Government (institutions: culture, tourism, etc.)
- Music Producers
- City Government (policy related)
- Production and promoters (events, festivals)
- Media

- Private Sector
- Philanthropy and sponsors
- Artists (round 2)
- Music Retail
- Music Tech

An online survey will go live after the first set of roundtables are conducted. This will be live for 6-8 weeks.

The committee will need to find suitable locations for each of these roundtables. Some ideas include:

- Neil's studio
- Club Kwench on Store St
- Viatic
- Vinyl Envy
- City Hall (boardrooms)
- Victoria Conference Centre
- Victoria Conservatory of Music (might not be available as they are back in session)

Policy Recommendations (FIG & Alcohol)

Liquor Policy - Follow up discussion was held regarding the development of a liquor policy for the City. It was noted following the discussion with the Responsible Hospitality Institute, that there is a need for taking a much broader scope to the issues and not just focus on liquor.

- Pedestrian counts in the middle of the night would highlight the volume of people that are active in the late night hours. "the other 9-5"
- Late night transportation needs to be a part of the discussion.
 - The ride sharing model which has benefitted many cities in North America may not be coming to Victoria due to constraints imposed by the Provincial Government.
 - BC Transit is doing a late night pilot project this fall.
 - Dylan will contact BC Transit to find out more details and to see how local venues can help promote this program.
 - City could deploy a Night Mayor model in which they have an employee designated to manage the late night economy. Right now this portfolio sits with the Neighbourhood Team and is managed by the Downtown Community Development Coordinator.
 - Many businesses in the downtown shut down too early. There could be opportunities to explore retail opportunities in the later evening hours.
- Closing hours on Sunday nights should be treated like any other night of the week.
- All Ages opportunities should be explored within licensed venues. Venues currently require "exemptions" to allow for minors into their premises. The City should recommend no need for an exemption if a venue wants to allow minors into their venue to see live music. This could support some venues that want to explore all-ages opportunities. For a licensed business to explore opportunities for all ages, they are taking on a risk and a liability. The City can reduce this burden by removing administrative barriers.

Festival Investment Grant Policy – The primary request from the Committee is that there is accountability to make sure that musicians are getting paid a fair wage. There was much discussion about the most appropriate way to hold festivals accountable to a minimum standard of payment.

Roundtable – Sarah Pocklington gave an update on the first annual upcoming Indigifest taking place on August 24th at Gorge Park in Esquimalt, hosted by the First Peoples Cultural Council.

<http://www.indigifest.ca/>

Items for future agenda –

- Update on BC Transit Late Night Pilot Program (*Dylan*)
- MRG's new role within the local music scene
- Invite Parking Manager to future meeting to discuss "Musician Loading & Parking Zones" (20 min.)
- Meeting with Councillor Jeremy Loveday

Next Meeting – 11 a.m. to 12:30 p.m. September 12th, 2019 - 2nd Thursday of each month (VCM)