

VICTORIA MUSIC ADVISORY COMMITTEE

Approved Minutes

Wednesday, February 10, 2021

12 – 1:30pm | Virtual Meeting

In Attendance:

Kathryn Calder (chair)
Gary Preston (vice-chair)
Dane Roberts
Vanessa Leong
Lindsay MacPherson
Dylan Willows
Christopher Butterfield
Sarah Pocklington
Neil Cooke-Dallin
Gaby Marchese

Staff:

Jeff Day, Senior Cultural Planner
Andrea Walker Collins, Arts, Culture and Events Liaison

Regrets:

Jane Butler McGregor
Kim Persley Kozlowski

1. Approval of Agenda
 - Approved
2. Approval of January 13, 2020 Minutes
 - Approved
3. Sound Diplomacy Report – Workshop
 - Concerns that many aspects of the report appear imported from other city reports from SD. There are also recommendations that are not clear in terms of how funding for western Canada positions have been allocated to our region already.
 - How much pressure can we put on SD to be more innovative and yyj-specific?
 - This report will inform a final COV staff prepared report to Council. Asking Council for resources to move forward on select items.
 - We need to ensure that the Exec Summary has a strong one two punch in terms of communicating the main areas of recommendation, as this is likely all that some people will read.

- There are recommendations that are not clear in terms of how funding for western Canada positions have been allocated to our region already.
 - Categories recommendation from Ammar is really great. The existing categories don't fit our model based on funding and industry roles. Strong consensus from the MAC that a different category model should be adopted.
 - "Indigenous" should not be defined within the term "diversity", as they are the original inhabitants. It has become a common practice to separately define Indigenous.
 - Important comment about having a common definition of our region, "Greater Victoria" should be used to define the region. "City of Victoria" for our municipality.
 - Fair-trade music city. "we're a fair trade dealer" sticker in windows to identify venues and events. Unions have only been able to achieve small wins. (Portland calls itself a fair trade city).
 - The City could work with land owners to incentivise the use of private space for public use. Vacant spaces could be used for pop-ups.
 - Indigenous people would like to have self-determination in their opportunities.
 - As an example, in another city the municipal government rented an empty space for a dollar to Indigenous groups.
 - The key part is the engagement piece. Ask people in a meaningful way they will tell you what they need and want.
 - Should we be engaging with Indigenous community to ensure what is "right" from their perspective is in line with what the City has to offer.
 - We should be opening a dialogue to talk about what would work for Indigenous community.
 - Beacon Hill is a great opportunity for self-determination for the Indigenous community.
 - Would be great to have a look at the Create Victoria Masterplan which informs the work that we're doing. There is a lot of clear language in terms of what the Indigenous community was asking for during that consultation process back in 2016.
4. Discussion: Strategy for re-engagement with past roundtable participants to include COVID-19 context
- Should we engage the original list of people or more?
 - Yes, we should
 - Should we asking SD to organize a re-engagement?
 - Still having early discussions about re-engagement.
 - A survey, sharing anecdotal content.
 - Maybe we should send out a survey asking for feedback based on the current circumstances.
 - Should we prep a list of questions that could go out to the community?
 - We should make sure that Music BC and Sound Diplomacy informs the questions as well.
 - Music BC is trying to determine when the best time would be to reengage for feedback (now vs. after recovery)
 - We should be collecting information now.

- During the survey, some of the questions were hard to answer based on the response key. (from 1 – 5)
 - We should be getting feedback now to ensure that we're not losing the opportunity to hear how people are managing now when things are the most difficult.
 - We should be the leader for our industry to show that we are here.
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Next General Meeting – Wednesday, March 10, 2021