

## VICTORIA MUSIC ADVISORY COMMITTEE – Minutes- July 11<sup>th</sup>, 2019

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

In Attendance: *Kathryn Calder, Gary Preston, Christopher Butterfield, Gaby Marchese, Kim Persley Kozlowski, Dane Roberts, Darb Erickson, Vanessa Leong*

Regrets: *Sarah Pocklington, Dylan Willows, Neil Cooke-Dallin, Jane Butler McGregor, Lindsay MacPherson*

**Review of Agenda** – The agenda was reviewed and approved.

**Review of Minutes** – Minutes from the June 13<sup>th</sup> meeting were reviewed and approved.

**Artist in Residence (AIR)** – The Committee congratulated and welcomed Kathryn Calder as the recently appointed City of Victoria Artist in Residence. Kathryn will be in this position for the next two years. Comments were made about how this appointment shows how the City values music and that there will be a great synergy between her role as the AIR and her role on the Music Advisory Committee. The early stages of the residency includes a phase for research and exploring ways that art can intersect with City functions. The Committee did not foresee any conflict of interest between Kathryn’s role as the AIR and her role as Chair of the Music Advisory Committee.

**Strategic Theme Review** – The committee reviewed, discussed and updated the Strategic Themes that were developed in earlier workshop meetings. There was some discussion about the role of Sustainability, Equity, and Health & Safety within the strategic framework. It was agreed that these items would not be standalone themes but would be threaded throughout all of the other strategic themes. As most of the Themes include elements of policy, the “Policy/Red Tape” Theme will be incorporated into other themes, primarily within the “Spaces & Places” theme. The Collaboration Theme and Artists Support Theme will be merged into one theme. See updated *Strategic Themes “Buckets”* document.

- **Music Education** – discussion took place regarding the role of music education
  - The University of Victoria is reviewing their approach to music education
  - Exploring the concept of a “life in music”
  - They are looking at the intersection of music and the computer science program (BA in Music). There is acknowledgement that technology will change the face of music education.
  - Content from the Business in Music class could be passed along to many musicians that would not typically take this University course. There is a need to train musicians to be entrepreneurs and be self-motivated. The developer of the course content is open to exploring the opportunity to provide this course for all artists, not just students.
  - The BC Ministry of Education has stated that “music is a human right” and they have expanded towards K-12 music education.
  - UVic has faced challenges with getting music students plugged into real life situations within the music industry. The program could be more project based, e.g. doing the tangibles like festival production, posters, toilets, etc...

- In general, the approach to music education is changing to be more creative. UVic's new music educator professor is invested in a creativity in a music education setting. This means being more open to the process of creation and less focused on the technical aspects.
- **Spaces & Places** – There was some discussion about the current paradigm with performance venues is often a “pay to play” model, which is a situation in which bands or artists have to pay up front to perform at a venue. This is a problem.

**Sound Diplomacy** – Music BC will be getting an updated proposal with timelines and deliverables from Sound Diplomacy. Sound Diplomacy has drafted a media release and a web site that will be used as a clearinghouse for public engagement during the development of the music strategy.

**Festival Investment Grant Policy (FIG)** – The main point the Committee recommends changing in the FIG Policy is to accountability for musicians that perform at festivals to be paid fairly. Recipients of FIG Funding should have to provide a breakdown of their artist budgets and have a rationale for how artists are compensated. The recommendation is that musicians are paid close to the union scale at a minimum.

**Liquor Policy** – The Committee's primary concern with the development of the City's municipal alcohol policy is to explore ways to minimize the barriers to music for youth. Some ideas included:

- Early live shows that are all-ages at licensed venues
- Find more ways for youth to interact with artists and establish exposure to music at a young age.
- Comments were made about how mixed aged venues actually have less issues. The Central Bar & Grill was noted as an example of a good all-ages space from Victoria's past.

The Committee also agreed that live music venues should have the ability to stay open late on Sunday nights. This night should be seen as the same as the rest of the week. For example, if a venue is open until 2 a.m. Monday through Saturday. They should be able to stay open until 2 a.m. on Sunday as well. This would really help with touring acts being able to play in primary venues like Vancouver and Seattle and come to the smaller market in Victoria on Sundays.

**Items for future agenda –**

- Invite Parking Manager to future meeting to discuss “Musician Loading & Parking Zones” (20 min.)
- Community Engagement Plan
- Meeting with Councillor Jeremy Loveday

**Next Meeting** – 11 a.m. to 12:30 p.m. August 8<sup>th</sup>, 2019 - 2<sup>nd</sup> Thursday of each month (VCM)