

VICTORIA MUSIC ADVISORY COMMITTEE – Minutes June 13th, 2019

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

In Attendance: *Dane Roberts(guest chair), Dylan Willows, Kim Persley Kozlowski, Neil Cooke-Dallin, Christopher Butterfield, Jeff Day, Darb Erickson*

Guests: *Lindsay MacPherson*

Regrets: *Kathryn Calder, Gary Preston, Sarah Pocklington, Jane Butler McGregor*

Review of Agenda – The agenda was reviewed and approved.

Review of Minutes – The Minutes from the May 9th, 2019 meeting were reviewed and approved.

Advisory Committee Member Changes Update – Lindsay MacPherson will replace Alex Grigg on the Committee as Lindsay has replaced Alex as the Executive Director for Music BC. Vanessa Leong will fill in for Kate Lackey as a representative of Atomique Productions. These roles will be as non-voting guest members until the appointments are made official through City Council.

Update on Funding Music BC has confirmed approval for funding from Factor for \$71,250. Music BC is also making application to the Amplify BC Industry Initiatives fund for \$60,000. Music BC has contracted Sound Diplomacy to work with the Music Advisory Committee to develop the Victoria Music Strategy. Sound Diplomacy plans on visiting Victoria in October to conduct some community engagement initiatives. The plan is to have the strategy drafted by March 2020. Sound Diplomacy will be submitting a new timeline/schedule and outline of deliverables.

Live Music Safety Summit – Raising the Bar. Darb and Jeff Day attended the Music Safety Summit in Vancouver hosted by the Canadian Live Music Association. Two members of the Victoria Police Department as well as two people from Atomique Productions were also in attendance. Topics included mass casualty situations at events, real time risk assessment, evolution of cannabis legalization, proactive harm reduction, safe rigging practices, and creating respectful workplaces.

<https://raisingthebarcanada.ca/>

- The committee had some discussion about the role of drug checking at large scale music events. The City of Victoria has shown leadership in this area by allowing drug checking to take place at some festivals. This was approved through a collaboration between Island Health, VicPD, City of Victoria, and WILD Collaborative Harm Reduction Services.
- There was some discussion about the role that cannabis plays in music events. Cannabis has always been a part of music culture and will continue to be. There is some concern from the music industry that the allowance for cannabis at events will impact revenues from alcohol sales. There is some gray area regarding cannabis being consumed at events that allow for the smoking of tobacco.

Festival Investment Grant Policy Review – Jeff Day gave an overview of the current FIG program and policy. Some discussion was had around the eligibility criteria. FIG Policy will be reviewed and updated in 2019.

- The Festival Investment Grant has provided over \$3M to local not for profit festivals over the past 20 years. Many of these festivals are very relevant to the community's ability to access music in public spaces.
- The program began in 1999, policy was updated in 2011. There has been a \$100,000 increase in the past two years.
- The City introduced a festival grant Lunch & Learn event in the fall of 2018. This was a quick overview of a whole variety of festival grants. This event will take place again in 2019.
- Not for profit vs. for profit events - Current policy states that applications are ineligible if they relate to events that are commercial in purpose. A questions was posed about how the City might be able to support a festival that is run by a commercial for-profit company. The thought is that some commercial events contribute a significant impact to the community both culturally and economically. Is there any in-kind opportunities for commercial events? (e.g. – underwrite policing, venue fees, street occupancy fees, etc.) This discussion was in light of many commercial large festivals folding in 2019.
- There was also some discussion about paying musicians a fair wage while performing in events that are supported through the Festival Investment Grant.
- The City will likely amend the intake date and period for the 2020 intake. The intake may move into the month of December.
- There will be a further review of the definition of shoulder season events.
- Current policy has a downtown focus. Should this shift away towards including all neighbourhoods?
- Current policy weighs heavily towards free events that are very accessible.
- Any further recommendations should be forwarded to Jeff or Darb prior to the August 8th meeting. The goal is for new policy recommendations to be presented to Council in September 2020.
- See attached FIG Overview and Summary/Analysis

Liquor Policy

- City Council has asked administration to develop an alcohol policy. This is a result on many Liquor Primary requests that have come in over the past few years. The policy aims to be comprehensive to include festivals, events and live music venues.
- Reception event, June 25th 6:30 to 8pm, Lucky Bar. Responsible Hospitality Institute met with local bar owners & managers. There were about 20 people in attendance. Neil and Dylan were in attendance on behalf of the MAC. <https://rhiweb.org/>
- Meeting with Consultants – RHI, June 27th, 11am at VCM – MAC met with RHI to discuss specifics around alcohol related to the music economy. Discussion included the following items:
 - “Music is the heartbeat of sociability” – Jim Peters (RHI)
 - “Music was once a commodity, now it is a way to sell alcohol.” – Trombone Shorty
 - Clarified the difference between the City alcohol policy and the Provincial policy.
 - Challenge for events over 500 as they have to bring in an additional brewery to provide at least 20% of the products based on LCRB regulations.
 - Some discussion went beyond the actual venues serving alcohol to include broader public impact. For example, the current population/residential growth in urban areas

creating a challenge to mitigate impacts between existing music venues and new residential development.

- Case study: The Capital Ballroom had to advocate for themselves to City Council when a residential development was proposed next door to their venue. They had success in getting the developer to be responsible for sound proofing and guaranteeing the owners acknowledge they are purchasing next to a music venue. This all could have been accomplished if there was an 'agent of change' principle embedded into existing zoning regulations.
- There was some discussion about the current sound bylaws and policy for outdoor amplified sound at public festivals and events. There was a recommendation that the current policies are reviewed and updated. A comment was made a maximum 90dB is too low for some international artists.
- There was conversation about incentives for venues to present live music (e.g. tax breaks, easier access to licenses)
- Further discussion on current state of venues in Victoria and the need for an updated inventory of venues for live music.
- Are there opportunities for existing venues to work more closely with the City of Victoria?
- Alcohol prevents minors from having access to live music. What kind of opportunities exist for people of all ages to engage with the music events that currently exist?
- There is a lot of red tape to open up a new venue.
- City Venues should play local music.
- There are opportunities for venues and buskers to collaborate with local music schools. Schools can require students a certain amount of performance time, this can be done busking or performing in a venue.

Strategic Theme Review – defer to July meeting. Put at top of agenda.

Amplify BC – Grant Info Sessions

- Thursday, June 20th at 3:30pm & 6:00pm. Location was Victoria Event Centre and Vinyl Envy

Items for next 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. July 11th, 2019 - 2nd Thursday of each month at the VCM