

# VICTORIA MUSIC ADVISORY COMMITTEE

Minutes for December 9<sup>th</sup>, 2020

12pm to 1:30pm, Video Conference

## In Attendance:

**Members:** Kathryn Calder, Chair  
Christopher Butterfield  
Dane Roberts  
Vanessa Leong  
Dylan Willows  
Neil Cooke-Dallin  
Lindsay MacPherson  
Jane Butler McGregor  
Gary Preston, Vice-Chair

**Regrets:** Dylan Willows  
Sarah Pocklington Marchese  
Kim Persley Kozlowski  
Gaby

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

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1. **Introductions** – New ACE Liaison Andrea Walker Collins
2. **Shared Files (Google Drive)** – Everyone should have access now.
  - a. **Sound Diplomacy Document**
    - i. Everyone should add edits (Vanessa)
    - ii. Should we set a deadline? (Lindsay), 1<sup>st</sup> week of January proposed
    - iii. This document will inform our final report to Council, but City Staff have discretion to pull what is most relevant for COV purposes. (Jeff)
3. **Indigenous Engagement** (Kathryn, Sarah) – Still in the works, document not yet ready to share with the Committee
4. **Victoria's Music Venues** (Jeff)
  - a. Review of master spreadsheet with responses from venues regarding impact of COVID
  - b. Conversation about hardcopy marketing for live events (poster-ing / pole use). What role does / can the City play?

- i. (Dane) poster carousels were removed when bike lanes were added. Appears that only half of original carousels are currently available.
  - ii. Did not receive a response from COV Engineering when inquired.
  - iii. Comments:
    - 1. (Vanessa) Downtown posters are very effective
    - 2. (Neil) Would be great to be able to poster over construction fencing
    - 3. (Vanessa) Could we work with Developers / Construction sites to use fencing temporarily if maintained by event organizers?
- c. Broad take-away from survey results
  - i. Generally, more positive results than expected.
  - ii. Questions about how / why some groups did not apply or receive federal funding.

## **5. City of Victoria – 2021 Musicians Roster**

- a. Should we hold over the current roster from 2020?
  - i. Seems like the right call given that it could cause additional work that would end up being put on hold again.
  - ii. If looking for new youth performers might be worthwhile to take advantage of youth who are sticking around town and not leaving to go to University out of town.

## **6. Music Advisory Committee term**

- a. The anniversary of the MAC's initial two year term is approaching (February 14<sup>th</sup>). COVID-19 has significantly impacted scope and timelines associated with the committee's work. It was agreed that the current membership should remain consistent until such time that strategic recommendations to Council are made in the first half of 2021. Staff will review Terms of Reference to confirm options for extension and renewal.

## **7. Roundtable and updates from the Committee**

- a. (Jeff) ACE team is gearing up with new hires. Film industry is in full swing. Many music/festival industry folks have been able to pivot into Film work.
- b. (Vanessa) Invitations to partner are gearing up. Businesses (Big to Small Local) are willing to start discussing partnerships for 2021.
- c. (Neil) Signs of depression happening in the music community. Not just economically, but spiritually / mentally. We should be keeping an eye out for folks.
- d. (Dane) People are making decisions based on worst case scenario predictions, rather than focusing on potential positive outcomes. Should have a Scenario A and a Scenario B.
- e. (Chris) Students are pivoting and developing skills that they didn't have prior to the pandemic (production mainly). No horror stories yet. Perhaps we should remind people of resources that they can access if they are suffering with mental health concerns (ie. hotline)

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**Approval of Agenda**

The agenda was reviewed and approved; no new items added

**Review of Minutes**

November 12th meeting minutes approved - unanimous.

**Next meeting is scheduled for January 13<sup>th</sup> 2021.**