

VICTORIA MUSIC ADVISORY COMMITTEE – Minutes February 14th, 2019

10 a.m. to 12 p.m., Arts, Culture & Events Office – 720 Douglas St

Introductions - Background, what are you hoping to achieve?

- Each Committee member introduced themselves and spoke about their background in the music industry.
- Some comments and themes:
 - *Want to learn about other sectors of the music industry and understand their challenges*
 - *Want to elevate Victoria and harness the unique loyalty to local musicians*
 - *Want to focus on cultivating various genres and diverse demographics*
 - *Music needs to be at the forefront of decision making, it is not an afterthought*
 - *Musicians deserve fair pay/living wage*
 - *Make sure that funding trickles down to the artists*
 - *Build strong local scene*
 - *Music is good training for other types of work, yet there is a decline in enrollments for music education*
 - *Explore the intersection between technology and classical*
 - *Explore opportunities on how to make Victoria more appealing for artists to come here, not just an add-on to Vancouver*
 - *Make access to music more appealing for families and kids*
 - *Vision is to have music as a part of the flow of life*
 - *Explore opportunities for youth to be involved*
 - *Create a robust support system*
 - *Make people aware of the support that is here for local artists*
 - *Enhance self-efficacy, empower young artists*
 - *Bring wellness to creativity, music as a healthy thing*
 - *Bring awareness on how to access services & trades*
 - *Entrepreneurship skills for emerging artists*
 - *Nighttime safety while walking around downtown*
 - *Strategy cannot be just for profit, or just not-for-profit. It needs to be comprehensive. Not working in silos.*
 - *Access to spaces is a concern. Performance spaces, rehearsal spaces, etc. For example, the rental rates at theatres.*
- Committee members will submit a 50-100 word paragraph biography that will be posted on the City of Victoria web page.

Terms of Reference were agreed upon by the committee. There were two recommendations for additions to the document:

1. Voting procedures – A recommendation was made to include a statement about voting procedures in the Terms of Reference, such as: *“Decisions of the Music Advisory Committee will be by consensus, however in the event of a disagreement a 2/3 majority decision shall prevail.”*
2. Quorum – When decisions are required, a minimum of 8 voting members must be present.

Nominations for Chair – voting to be done online

- Kathryn Calder was nominated for the role of Chair
- Gary Preston was nominated for the role of Vice-Chair

Music Strategy Project Plan

- Create Victoria – page 17 Plan Linkages
- Project Plan was reviewed by Committee

Documents – infographics, reports, contact list, etc.

- How do you want to share docs? – Group agreed to share documents via the OneDrive program that has been set up.

Funding Proposal to Creative BC & FACTOR

- Music BC has volunteered to pursue funding through Creative BC and Factor to obtain a consultant to support the development of a music strategy. There were no objections from the committee for Music BC to pursue these funding opportunities.
- Rifflandia Gathering – to be discussed at a future meeting

Items for next agenda –

- Explore Strategic Themes (for example – spaces & places, tourism, education, etc.)
- Update on funding – Alex (Music BC)
- City of Victoria Budget Cycle
- Updates on Venues – Hermann's, RMTS
- Media Protocols & Public Engagement
- City Programs & Services
 - Programming – Centennial Sq, Beacon Hill Park
 - Musician Roster – Call for Artists, Musician Jury
 - Permitting – Festivals & Events, liquor licencing, Noise Bylaw Exemption
 - Funding – CRD Arts Grants, Theatres, Festival Investment Grant, NBHD Grant
 - Cultural Hub, 28 Bastion Sq
- City Policy
 - Liquor Policy, Late Night Committee
 - Living wage policy
 - Noise Bylaw (review in 2020)
 - Parking and Street Occupancy
- Opportunities
 - Cascadia Corridor
 - All Ages
 - Getting on and off the island
 - Ambassador of Music

Next Meeting – 11 a.m. to 12:30 p.m. March 14th, 2019 - 2nd Thursday of each month