

VICTORIA MUSIC ADVISORY COMMITTEE – Minutes March 14th, 2019

11 a.m. to 12:30 p.m., City Studio – 711 Douglas St

In attendance: Christopher Butterfield, Kathryn Calder, Alix Grigg, Gaby Marchese, Jane Butler McGregor, Kim Persley Kozlowski, Sarah Pocklington, Gary Preston, Dylan Willows, Jeff Day, Darb Erickson **Regrets:** Neil Cooke-Dallin, Dane Roberts, Kate Lackey (Kate Lackey has removed herself from the Committee. The Committee wishes Kate well and has decided not to replace this position.)

Welcome Chair & Vice Chair: Kathryn Calder has accepted the role of Chairperson for the Committee and Gary Preston has accepted the role of Vice Chair. Vice Chair will assume the role of the Chairperson in Kathryn's absence.

Review of Agenda: The agenda was reviewed and accepted. Cultural mapping was added to the agenda but will be deferred to a future meeting. Links to the current music inventory at www.artsvictoria.ca were distributed.

Review of Minutes: Minutes from February 14th meeting were reviewed and confirmed. Additions to be noted include voting procedures and quorum.

Update on funding &– Alex (Music BC). Alex gave an update on the potential federal funding through Factor and the Amplify BC program. The Amplify BC program was not acknowledged in the BC budget but there is still an opportunity for it to go through discretionary funding. Now is the time to reach out to local MLA's to express interest in the renewal of the Amplify BC Fund.

Discussion about Sound Diplomacy – Watched a brief video presentation of Sound Diplomacy. Discussed what they have to offer the committee. Committee is in favour of proceeding with Sound Diplomacy as a consultant. Music BC will administer the contract. Music BC informed committee that there is a \$17,500 shortfall based on current projections.

The Music City Strategy initiative is not just a branding exercise but rather policy change within government and capitalizing on opportunities within the community.

A question was asked about Sound Diplomacy's ability to connect with indigenous communities. The response was that they are adaptable to meet the unique needs of each community.

City of Victoria Budget Cycle – Reviewed timelines for City budget. We are currently in the final stages of approval for the 2019 budget. Initial proposals for 2020 are due to City by June 1st, 2019. What are the priorities what the Committee would like to bring forward to the City for consideration? We may not know these yet but these priorities will emerge in the coming months.

Updates on Venues – Discussed current status of Hermann's, RMTS, 28 Bastion Sq

- Links to concerns around Royal Theatre
 - <http://afm247.com/pdf/L247RTMSLetter.pdf>
 - See attachments under item D.6 Ian Rye: Royal Theatre - <https://pub-victoria.escribemeetings.com/Meeting.aspx?Id=3acb2993-105f-4b15-b7c8-b21e435f57b9&Agenda=Merged&lang=English&Item=36>
- Link to Arts on View regarding Hermanns <https://jazzonview.com/>

- Creative Hub at 28 Bastion Square <https://28bastioncreativehub.ca/>

Sharing Documents Review – Everyone was in favour of continuing to use OneDrive for sharing and storing documents.

Explore Strategic Themes “Buckets” (workshop exercise, approx. 45 minutes)

This exercise was deferred to the next meeting but a brief discussion was had that was an initial start to the formation of the themes. Here are some comments that were brought forward:

- *The strategy should focus on tangible initiatives that have immediate results.*
 - *For example, musician loading zones could be a quick win. Musicians often have difficulty finding a place to park while loading gear in and out of venues. City’s like Portland and Seattle have priority loading zones in front of venues.*
 - *Another example is how the Capital Ballroom was able to run shore power from their building to touring buses, eliminating the need for the bus to run a generator. This reduces costs, air pollutants and sound.*
- *Venues – artists need spaces to rehearse and perform. They need opportunities to progress their career in the local scene with opportunities to perform in progressively larger venues.*
- *Operations & Logistics*
- *Regional approach – partner with other areas on the island like Nanaimo and Comox Valley*
- *Funders and Funding*
- *Regulatory / Permits – at various levels of government*
 - *For example, Liquor Permits and Sound Bylaw Permits*
- *Facilitation & Advocacy*
- *Support artists – Fair Trade Music (venues agree to operate with best practices for supporting musicians, with fair pay, good sound system, respectful interactions with staff, etc.*
 - *Challenges for artists to make a living as a musician.*
 - *Retired musicians move from all over Canada. Some will play in local pubs and cafes for little to no wage. This undercuts the value of music for working and emerging musicians.*
 - *Living in BC is expensive to begin with. What are the specific challenges that musicians are facing?*
 - *Supporting the music industry will also support the service industry and the larger economy.*
- *Beacon Hill Park Policy that prohibits activating the space*
- *Getting on and off the island – BC Ferries artist discount. Cost of touring is too prohibitive.*

Roundtable Updates Did not have an opportunity for Roundtable Updates

Items for next agenda –

Explore Strategic Themes Workshop (majority of next meeting)

Culture Mapping – inventory of venues, cultural groups, industry, etc.

Media Protocols & Public Engagement

Next Meeting – 11 a.m. to 12:30 p.m. April 11th, 2019 at Victoria Conservatory of Music – green room
900 Johnson Street