

VICTORIA MUSIC ADVISORY COMMITTEE – Minutes February 13, 2020

11am to 12:30pm, VCM – 900 Johnson St (Green Room)

In Attendance: *Kathryn Calder, Gary Preston, Christopher Butterfield, Gaby Marchese, Kim Persely Kozlowski, Dane Roberts, Vanessa Leong, Dylan Willows, Sarah Pocklington, Neil Cooke-Dallin, Jane Butler McGregor, Lindsay MacPherson, Katerina Ivanova (Sound Diplomacy), Jeff Day, David McConachie*

Regrets: none.

Review of minutes

January meeting was cancelled so there were no minutes to approve.

Sound Diplomacy & Survey

- Jeff provided a summary of Sound Diplomacy's November visit as very comprehensive and that there were several themes emerging from the roundtable discussions. Sound Diplomacy are now conducting individual interviews with music industry stakeholders that weren't at the roundtables and the survey is set to be released soon. Katerina from Sound Diplomacy added that 6 interviews have been completed and four more planned with stakeholders.
- Sound Diplomacy are planning to release the survey on February 21 for six weeks. The survey will be published on Sound Diplomacy and City of Victoria websites. Survey gizmo is the platform used by Sound Diplomacy, which uses IP and ID tracking to remove repeat submitters.
- Survey release will be supported by a media release and other promotion. There was a discussion about who will be available to media for interviews, including Sound Diplomacy, Music BC, MAC and councillors. A quote will be required for the media release from council rep for the MAC. Lindsay and Music BC to promote the survey in Music BC newsletter and social media, and through a 3-4 week marketing campaign with Do250.
- There is an 800 sample size target for the survey. There was agreement that a communications strategy is required, engaging a PR company and reissuing the survey every week for six weeks. Participants of the Sound Diplomacy roundtables in November to be contacted and asked to distribute the survey to their networks. Other contacts for promoting the survey include David Lennam from CBC All Points West, and Danielle Sweeney/Fritz Media – Lindsay to contact.
- MAC gave feedback on aspects and content for some questions in the survey, and suggested modification and changes to some of the terms. MAC were asked to help provide incentives for people to complete the survey through their connections (eg tickets to concerts/festivals).
- Google Doc – a google doc will be created for MAC to add survey contacts and their affiliation, and add incentives/prizes.

MAC meeting schedule

- Kathryn has sent meeting invites for the remainder of 2020. Jeff Day to email agenda to MAC 4-5 days in advance of meetings.
- MAC is very happy with current meeting venue at VCM.

Strategic Themes

- Each group to meet over the next month. Some changes have been made to the members of each group;

Music Education – Christopher, Gary, Kathryn, Jane

Spaces and Places – Dane, Vanessa, Sarah

Artists – Collaboration, Support & Development – Gary, Kathryn, Neil

Tourism/Branding/Heritage & Funding – Sarah, Vanessa, Lindsay

Audience Development/Accessibility – Kim, Gaby

Regarding the Spaces & Places strategic theme, Neil raised a developing issue with venues' insurance policies significantly increasing. Different insurance rates are being charged to venues which is determined by the genre of music. There is a lot of concern among MAC over the trickle down effect as venues are charging more as insurance rates have increased, and the affect insurance is having on dictating artist content. This is also increasing pressure on musicians to provide their own liability insurance. May also affect festivals, tourism, and all levels of government.

Next Meeting

Thursday March 12, 11am-12.30pm @ VCM