



AUSTIN MUSIC COMMISSION MINUTES
Regular Meeting – Monday, June 7, 2010, 6:00 P.M.
Austin City Hall, 301 West 2nd Street, Austin, Texas 78701
Boards and Commissions Room, Room 1101

Commissioners in attendance: Brad Stein (Chair), Paul Oveisi (Vice-Chair) Margaret Moser, Duane “Ter’ell Shahid” Hunter (arrived at 6:55pm), Marcia Zwilling, Michael Feferman, Rich Garza

Commissioners absent: None

Staff in attendance: Don Pitts, Jim Butler, David Murray

A. CALL TO ORDER

Stein called the Commission meeting to order at 6:15 p.m.

B. APPROVAL OF MINUTES

The minutes from the regular meeting of May 3, 2010 were approved on Moser’s motion, Oveisi’s second, on a 6-0 vote.

C. CITIZEN COMMUNICATION

1. James Moody discussed his concerns that the proposed Waller Creek Plan needs to have more detailed information about how it would preserve and enhance the live music scene on Red River.
2. Clay Shorkey briefed the Commission on current and planned activities of the Texas Music Museum.

D. NEW BUSINESS

1. David Murray, a new City staff member in the City’s Music Division, let the Commission know about his background and his expected duties at the City.

2. Cookie Ruiz provided a draft of a resolution to the Commission, asking for their endorsement of it. The Commission voted to support her proposed resolution on a 6-0 vote, with Oveisi making the motion to approve and Zwilling seconding the motion.

This is the language of the resolution that Cookie presented and that was endorsed:

WHEREAS, Austin is recognized around the world for its vibrant and growing creative sector that contributes an estimated 2 billion dollars a year to our community’s economic engine; and

WHEREAS, A survey of 400 of America's top employers concluded that " ...employers

rank arts study and experience in performing arts and entertainment as the top factors for instilling creativity in the workforce;" and

WHEREAS, A recent study by the Texas Cultural Trust, *20 Reasons the Texas Economy Depends on the Arts and the Creative Sector*, called the creative sector "the hidden power behind the economy;" and

WHEREAS, In 2006 the City of Austin undertook the *CreateAustin* cultural planning process to "identify Austin's creative assets and challenges, define goals, and establish recommendations to invigorate Austin's 'culture of creativity' to the year 2017; and

WHEREAS, The City of Austin employed a consulting team and assigned City staff to work with the *CreateAustin* Leadership Council and over 200 community volunteers to create recommendations that would further develop the creative industries for the betterment of Austin; and

WHEREAS, The City of Austin and the community produced the *CreateAustin Community Cultural Master Plan (CACCOMP)* that was formally presented to the Austin City Council in June 2008, currently awaiting Council action; and

WHEREAS, The City of Austin and engaged citizens have initiated a number of Plan recommendations that have not required an investment of new resources or the official support of the Austin City Council including the creation of the Greater Austin Creative Alliance (*CACCOMP Recommendation #2*); and

WHEREAS, On September 29, 2009, the Austin Planning Commission unanimously voted to forward to the City Council a resolution calling for adding new elements for consideration in developing the new Comprehensive Plan, one of which is a "culture, music, film, theater, and art element;" and

WHEREAS, The formal endorsement of the Austin City Council will assist in moving this Plan forward for the long-term creative and economic good of our community;

NOW THEREFORE BE IT RESOLVED, That Austin City Council formally endorses the *CreateAustin Cultural Master Plan* in principle and directs the City Manager to take the following actions:

1. Work with the current Create Austin Leadership Team to create a City/Community Accountability Task Force to oversee and track the effective implementation of the *CreateAustin Cultural Master Plan*, as outlined in the Plan (*CACCOMP Recommendation #1*); and
2. Direct City staff to continue to explore the consolidation of "creative enterprise" services, programs and resources into an organizational element within City government to ensure coordination of services between the respective creative industries (*CACCOMP Recommendation #3*); and
3. Request that the City of Austin's Comprehensive Plan process "Imagine Austin" specifically embrace creative enterprises as a vital and economically beneficial component to be formally included in the Comprehensive planning process and that final recommendations of the Comprehensive Plan integrate the *CreateAustin Cultural Master Plan*.

3. George Adams of City staff briefed the Commission on current plans for Waller Creek.

E. MEMBER UPDATES

Shahid is continuing to work on ideas related to sound engineers that can help the City with sound-related issues. He also met recently with Council Member Cole. Garza updated the Commission on activities related to Pachanga Fest. He mentioned that the Austin Tejano Music Coalition, Anthropos Arts, Girls Rock Camp, and the SIMS Foundation all participated in the Fest. Moser discussed her attendance of the Spot Music Festival in Denmark and the Kids Are Alright Fest. Zwilling discussed a lunch that she attended with Rebecca Campbell of the Austin Film Society. She also mentioned that Richard Linklater is working on an idea whereby Dobie Theater might be turned into public screening space. She also mentioned that she would be attending a meeting of the Austin Neighborhood's Council the next day. Stein updated the Commission on activities related to the Cactus Café. He met with the General Manager of KUT and is hopeful that a good plan for the Cactus Café will be in place by August. He is also hopeful that a busking plan will be coming to the Commission in January. Oveisi mentioned that the Downtown Commission is looking at ways that to make it easier to find and get to live music venues downtown.

F. STAFF BRIEFINGS

Butler provided an update on Live from the Plaza, the Music Memorial and an upcoming international classical guitar event hosted by the Austin Classical Guitar Society.

G. ITEMS FOR INFORMATION

None.

H. ADJOURNMENT

The Commission adjourned at 8:30 p.m.