



AUSTIN MUSIC COMMISSION MINUTES
Regular Meeting – Monday, May 7, 2012, 6:30 P.M.
Austin City Hall, 301 West 2nd Street, Austin, Texas 78701
Board and Commission Room 1101

Commissioners in attendance: Joah Spearman, Eve McArthur, Rich Garza, Joe Stallone, Michael Feferman

Staff in attendance: Don Pitts, David Murray, Ashley Buchanan, Charlotte Huskey

A. CALL TO ORDER

Spearman called the Commission meeting to order at 6:17 p.m.

B. APPROVAL OF MINUTES

The minutes from the Regular Meeting of April 2, 2012 were approved on Stallone's motion, Feferman's second, and a unanimous 5-0 vote.

C. CITIZEN COMMUNICATION

1. Clay Shorkey, Texas Music Museum – Promoted Texas Music Museum's Annual Garage Sale and June Exhibit at the Carver Museum.
2. John McConnally, Special Events League of Texas – LIVESTRONG Race; Board of Directors and Special Events League of Texas is build on three pillars: safety, generating commerce, fairness, requested that Special Events League of Texas be a partner in future discussion about special events permitting

D. NEW BUSINESS

1. Downtown Austin Wayfinding presentation from city staff
 - i. Tonya Swartzendruber, Planning and Development Review Department: Discussed project objectives and phases of Wayfinding Study, stakeholder and public meetings. The wayfinding project studies signage, environment and technology. Identified ten gateways to Austin and decision points downtown. Discussed downtown parking and future campaign to increase awareness of wayfinding study.
 - ii. Feferman requested a copy of the Wayfinding Study.
 - iii. Swartzendruber discussed potential gateway markers.
 - iv. See Power Point presentation attached.
2. Building Standards update from city staff

- i. Leon Barba, Building Official PDR - Council recommended staff to review building codes for new building development. Barba said they held multiple stakeholder meetings regarding changing the codes with DAA, attorneys, developers, etc. Possible recommendations include: define geographic area around two entertainment districts, consider different requirements for hotel rooms, affordable housing, sleeping areas; figure out which measure to use and pick a number. At the end of the project, architecture or designer signs a letter that states the building is how it was supposed to be designed – so it doesn't fall back on PDR.
 - ii. Barba to come back to commission in two months with presentation, and take new codes to Council by November.
 - iii. Feferman asked what the range of cost impacts that those sound mitigation options is. Barba stated they need to know that information in order to move forward in the process.
 - iv. Feferman asked if there are other cities that have information on the same issues discussed in Austin with building standards.
 - v. McArthur stated that buildings aren't being built based on long-term success and need to take that into consideration for future development.
 - vi. Garza asked if this was the most that sound has been discussed in the process and how has it historically been dealt with when coming up with new building codes/standards. Barba said it was an issue but didn't go to Council; but sound was brought up before 2009.
3. Temporary Event Permit Process discussion and possible action
 - i. Spearman discussed how they have tried to tackle the temporary event permitting process for sometime, and how the issue is an economical issue.
 - ii. Glenn Rhoades, Development Assistance Center – reviews temporary event permitting process including temporary change of use permits, street closure permits, temporary use permits and sound permits. Rhoades discussed what they review for TUPs including zoning and parking. Once applicants have been reviewed for zoning and parking, they get a sign off and AFD also has to sign off on the event.
 - iii. Spearman asked if the city thinks it is important to have special events. Rhoades said yes, but F1 is outside city limits but does agree special events are vital for the city. Spearman said the growth of the city is because of special events and asked when the last time this process was reviewed is.
 - iv. Greg Guernsey – said there have been amendments to ordinances; coordination with AFD, APD, Transportation, ROW. Stated not all events require each type of permit and they all have different timeframe/deadlines. Said TUP has been in the ordinance since the

1980s. Coordinate with multiple city departments for different permits.

- v. Guernsey discussed process of Temporary Use Permit and stated that the festivals are the biggest events in Austin and that events in Austin will continue increasing,
- vi. Spearman stated that there is still no single point of entry, stated that the process is better but that it still needs improvement. Asked if there could be an increase of visibility for the permitting process.
- vii. Guernsey stated that it depends on at what point the event planner enters and if they are entering in a specific department, then they will be directed to a different department, vice versa. Stated that it is very difficult to approve permits when people submit them late because they must be approved by multiple departments. Stated that they work with the Public Information Office to advertise events in Austin and that Music Office could send out email blasts to help get the word out.
- viii. McArthur asked for recommendations to make the process more efficient.
- ix. Guernsey stated that he worked with Don Pitts on a memo a few years ago. Stated that they will have a debriefing on SXSW in two weeks with other internal departments. Stated that this year's SXSW permitting discussions went well in advance and prevented certain safety hazards from occurring.
- x. Spearman stated that the outside public is a stakeholder as well. Stated that reviewing SXSW each year is not enough, questioned what is needed in permitting process, and if there should be a single point of entry. Stated that permitting process should include external parties and that there might be a resolution for single point of entry that is well established and centralized.
- xi. Feferman stated many event planners that attended last month's commission meeting believed that there was no one key person who could help planners through the permitting process. Stated that this issue is bigger than getting the word out and advertising, but that there should be a bigger conversation. Stated that it is PDRD's job, suggested that they should review the last minutes meeting.
- xii. Guernsey suggested an FAQ or posting a document online.
- xiii. Spearman suggested creating a cross departmental team from a single entry point that are responsible for special events. Stated that there should be a significant change and not just small steps when special events and music festivals are key economic drivers. Stated that he would share a draft: single point of entry, permitting process, increasing consistency of enforcement, etc.
- xiv. Garza stated that there are numerous ways to approach the permitting process issue. Stated: how to set ball in motion, what does review process look like, what does enforcement look like.

- xv. Spearman stated that Music Office did their job during SXSW and that it is important that there should be one.
- xvi. Garza stated that the bigger issue if development assistance is the way to go. Questioned if we should explore reconciling special events.
- xvii. Spearman discussed the potential of a special events team.
- xviii. Guernsey outlined the differences in city permits and questioned if Music Commission is asking for a single permit so that everything is included. Stated that all of these permits are not connected because not all events need each permit. Stated that departments are scattered and in different locations, and that there is a wide range of different permits and wide range of different needs.
- xix. McArthur stated that there is a need for crafting a permit for special events, but is not sure if there is a specific package for all permits; suggested a checklist should be located online.
- xx. Pitts stated that the Music Office will be locating to One Texas Center and that the Office will be located with Fire, Police and Special Events Departments. Used an analogy about cable service and a special events team. Stated the permitting statistics
- xxi. Garza stated that there are multiple ways to submit the permits, multiple departments that review the applications and permits. Requested that city staff; recommended looking at permitting process through long-term lens. Stated that departments should not be reactionary. Recommended exploring in more detail.
- xxii. Spearman reverberated that city needs to create a one-stop shop.
- xxiii. Pitts stated that they are advisory role on music community and can only direct City Council
- xxiv. Feferman stated that there are goals that need to be specified and recommended working with staff to create resolution; suggested first specifying before creating a resolution; recommended stating the facts for the issues with the city permitting process.
- xxv. Spearman stated that the Music Commission cannot advise staff, but only Council, therefore a resolution is needed and that an advisory statement. Recommended advising on the facts of the permitting process.
- xxvi. McArthur questioned if there will be a feedback from the meeting. Pitts stated that the best feedback was the statements made at last month's commission meeting and that the Music Office worked overtime during SXSW and leading up to SXSW.
- xxvii. Spearman reverberated the issues of the permitting process, suggested looking for the best process and how it can be changed.
- xxviii. Feferman stated that would like Council to direct staff to what the best process would be.
- xxix. Spearman asked for a motion to send recommendations to City Council to direct the Music staff to create best permitting process.
- xxx. Feferman motion, Stallone's second, on a 5-0 unanimous vote.

4. Red River Live Music Heritage District discussion and possible action
 - i. Spearman stated the wayfinding system and building standards updates added to discussion of Red River Live Music Heritage District. Recommended reviewing parking issues in downtown.
 - ii. Garza added that parking in Red River should be looked into, and to explore the advantages of East 6th St. in terms of sound, parking and entertainment.
 - iii. Feferman recommended looking at incentives for developers to aid live music venues.
 - iv. Spearman discussed having stakeholder input in Red River discussions.
 - v. Spearman requested an addendum to the Red River Live Music Heritage District: incentives for developers in Red River area to include music, looking at what best practices are from East 6th, ensuring that the wayfinding system looks at Red River as a public institution, that building standards consider Red River in their conversations, and considering loading/unloading parking benefits.
 - vi. Pitts added sound permit hours.
 - vii. McArthur's motion, Garza's second, on a unanimous 5-0 vote.

E. MEMBER UPDATES

1. Co-Chair Spearman – Congratulated Heather Wagner Reed on having her baby
2. Garza – Announced Pachanga Festival and Latino music video benefiting the SIMS Foundation

F. STAFF BRIEFINGS

1. David Murray reviewed the Music Venue Assistance Program case study and current project timeline.
2. Don Pitts announced the Austin Music Foundation event on Tuesday May 8th and that he and the Office of Special Events will travel to San Diego to meet with special events permitting office.

F. ADJOURNMENT

The Commission adjourned at 8:31 p.m. Garza's motion, Spearman's second, on a unanimous 5-0 vote.