



The Austin Music Commission convened in a regular meeting on Monday, October 2nd, 2017 at City Hall Executive Session Room 1027 in Austin, Texas.

Board Members in Attendance: Chair Gavin Garcia, Rick Carney Vice-Chair, Al Duarte, Oren Rosenthal, Paul Pinon, Liz Land

Staff in Attendance: Alyssa Zinsser, Kim McCarson

CALL TO ORDER – 6:44 P.M.

1. CITIZEN COMMUNICATION

2. APPROVAL OF MINUTES

- a. Approval of minutes from the regularly scheduled meeting on September 11, 2017. Rick Carney motions Paul Pinon seconds. Passes 6-0

3. CHAIR'S REPORT

- a. Moment of silence for Las Vegas victims and Tom Petty

4. OLD BUSINESS

- a. Discussion and Possible Action on creating a recommendation to Council in support of the Music Venue Assistance Program expansion. Entertainment Services Manager, Brian Block, gives update on program changes. No action taken.

5. NEW BUSINESS

- a. Discussion with and Possible Action following a presentation by the Global Business Expansion Division Manager, David Colligan, and Business Development Program Manager, Julia Campbell, on their findings of the current economic development incentive policy. No action taken.
- b. Discussion and Possible Action following an update from Entertainment Services Manager, Brian Block, on the Red River Pilot Program. No action taken.
- c. Discussion and Possible Action of Music Commission goals for 2017 and 2018 year, with consideration for the creation of working groups, resolutions, and by-law amendments.
 - i. Use of HOT for music.
 - ii. John from Media Tech Ventures, Bak launched Austinite which pairs hotels and venues, Leonard Davila – promoter and working with KLRU on Latino music program.
 - iii. Music accessible to kids
 - iv. Stronger musical middle class

- v. Bridge thought and disconnect – music was more the center of our culture in the 80's
- vi. Affordability by putting more money in pockets of musicians and protect music like a natural resource
- vii. Accept all genres and greater diversity; including new music
- viii. What do you want to do as commissioner now?
 - 1. Bring music to my district
 - 2. Nurture artists and bring more options to people looking for Austin music
 - 3. Have Impact on the money level, directing money in specific ways, and find avenue to put money in musicians hands via building business – through more positions for creative people being creative, so more creatives can make a living being creative, like music publishing, etc.
 - 4. Continue to bridge gap between university and music entities and educate Austinites about music industry
 - 5. Be advocate for musicians and figure out ways to monetize more efficiently (professional development) – it used to be about album sales but that has changes so need to monetize more efficiently, venue preservation, and audience development (music tourism, education, inclusion, diversity).
 - 6. Austin music pirates (Keller), Mayor's group, Music Division, and Music Commission with their access to Council Members – want to bring these groups together to draw conclusions, first with HOT.

6. STAFF BRIEFINGS

- a. Alyssa Zinsser gave a recap on the record producer sector summit. Top needs: grants restructured, marketing Austin music as a recording music as well as live music capitol, and more revenue opportunities for musicians

7. FUTURE AGENDA ITEMS

- a. Tighten up definition of street performers

8. ADJOURNMENT

Stuart Sullivan motions to end meeting. Oren Rosenthal seconds. Motion passes 6-0.