



[MUSIC COMMISSION] COMMISSIONER'S REPORT 20240712-001

In reference to agenda Discussion Item #5

Date: 07.12.2024

Subject: **Texas Music Museum Updates by Commissioner Scott Strickland - D8**

This document will serve as an update to meetings and correspondence by the Texas Music Museum Music Commission Working Group, The Music Commission, and correspondence to City Council.

About the Texas Music Museum

“The Texas Music Museum was incorporated in 1984 and received its 501(c)3 tax-exempt status in 1985. In 1986 TMM won state recognition as an official State Sesquicentennial project, with the mission of highlighting the contributions of Texas musicians to the musical heritage of the nation and the world. To accomplish that mission TMM volunteers interview and photograph Texas musicians and collect and preserve artifacts, early photographs, documents, and reference materials having to do with the diverse traditions of Texas Music. TMM then uses these materials to present exhibits and educational programs that often incorporate musical performances, which are also documented in video and photography. The exhibits and programs encourage both youth and adults to participate actively in the enjoyment, appreciation and ongoing preservation of the state’s musical heritage”¹

The needs presented to the Music Commission

- Climate-controlled storage facility to house artifacts, some of which are over 100 years old and are currently not humidified or climate-controlled. Some artifacts include stringed and wind instruments, record players, and a media archive consisting of photographs, film, and video tape.
- Dr. Shorkey revealed that the current rental situation which is currently about 2000 square feet is not only insufficient for their current operations, but that Dr. Shorkey also pays the rent to the East Austin Economic Development with his Social Security Check every month. It was indicated by TMM staff that the Creative Space’s grant they received in the amount of 43,000.00 went to put in 2 new Air conditioning units for their current operating space.
- A presentation (attached to this document) requests a new commercial space preferably on the East side of Austin so they may continue to operate in the community in which they serve. They have all but ruled out wanting to be part of the convention center expansion, and a reluctant to join plans for blocks 16 and 18 unless they can have adequate operating space (13,300 Square feet is what is requested)
- Current proposal (2) focuses on a three approach
 1. Phase 1 Proposed Expansion space with lean staffing with Director and marketing budgets
 2. Phase 2 Proposed expansion staffing adding development officer, Collections Manager and part time Financial Analyst
 3. Phase 3 Expands staffing, focus on revenue generating efforts marketing efforts
- Total ask for all three phases is \$850,000 including salaries estimated from Glassdoor(2), if a building is secured from the City of Austin property. If a building is not secured via City of Austin, yearly rent will need to be added. Estimates for space in East Austin has been quoted between \$50-60 a square foot (estimated at \$660,000/yr). Plans for securing grants and fundraising efforts are implemented in all phases.

Background

On May 6, 2024, Commissioner Davila - D3, brought forth an agenda item to bring awareness to the Music Commission about the Texas Music Museum on the concern for their housing support, along with a presentation by Dr. Clay Shorkey, President, Board of Directors, Texas Music Museum. It was out of this meeting that the working group was formed.

WG Meeting notes highlights:

May 29 Meeting notes ⁽³⁾ highlighted “TMM East Austin Expansion Notes”, Clayton Shorkey, Rudy Martinez, Pam Hart, Gina Bustos, Emmitt Hays, Scott Strickland (D8), Jay Stanley, and Sylvia Morales were in attendance.

- Proposal of Space
- Past Interactions with State Legislature and Texas Music Office in 2003, and 2017
- Determinations of priority were financial and city resources for finding a new space, and support for TMM staffing. Conversations about what amenities, and discussion of locations were also important, including Jones Street Building, Millennium Complex, ACC, and Old Anderson School
- There was a consensus among TMM staffing to keep the budget proposal lean within first years.

June 27 Meet involved a follow-up conversation concerning space. Commissioner Strickland (D8) introduced Pat Buchta from Austin Texas Musicians, Commissioner Price (D1) was able to join as well as Commissioner Davila (D4). Further options were discussed and a financial proposal began to be worked to demonstrate viability of TMM, should funding and rental assistance be granted. Strickland (D8) advised not bringing current financials into the first meeting, but instead focus on the extreme needs of the organization.

Originally, brought as a Discussion and Possible action item, This agenda item was returned as a discussion-only item on July 1 by Sylvia Morales, Community Engagement Manager following the discussion by the working group. The conversations were floated by the Music Commission which pointed out the immediate needs and there were options on how to present the needs and the identity of those needs. To streamline the ask of the Music Commission, Chair Medicharla (D6) asked to return the issue back to the working group to get cohesion as to how the Music Commission should approach the recommendation. Commissioner Strickland agreed to run point on the working group and to bring it back to the next commission meeting for further discussion.

WG Meeting highlights:

July 9 The working group gathered again to discuss and recap the previous commission meeting. Present at this meeting were Dr. Clay Shorkey, Pat Buchta (Austin Texas Musicians), Commissioner Price (D1), Commissioner Davila (D4), Commissioner Gould, (D2), Cole Alley, Council Support Specialist for Natasha Harper Madison, and Commissioner Strickland, (D8).

- During this meet the biggest key takeaway from Mr. Alley in our findings was that our ask is too small for our phase I planning. Commissioner Strickland

proposed an entire \$850,000 Ask to accommodate all necessary requirements for the Texas Music Museum to function including staffing with prevailing wages, storage for artifacts, and budgeting for marketing the museum including web support, social media, video, and branding.

• A meeting was planned with Anne Gatling Hayes of the Austin Economic Development Corporation by Pat Buchta, and Commissioner Strickland was responsible for scheduling a meeting with Councilwoman Natasha Harper Madison (D1), however he did not relay this document in time to get the get meeting scheduled. This document is the beginning of the proper paper trail.

Based on conversations, the working group is recommending the following:

- 1. Commercial Space support by the Cultural Trust (possibly) and rent covered by city expenses at a long term lease agreement**

2. **\$850,000.00 budget item approval for Texas Music Museum to aide in staffing, prevailing wages, marketing, and the maintaining of historical artifacts**
3. **Removal of their current storage situation, which is crucial to the viability of artifacts as a whole, along with a space (minimum 2000 square feet) that can house all artifacts, staff, and exhibits.**

References:

- 1 <https://www.texasmusicmuseum.org/history/>
- 2 "Proposal for an expanded Texas Music Museum in East Austin. PDF
- 3 May 29, 2024 TMM East Austin Expansion Notes. PDF