



**MUSIC COMMISSION  
REGULAR MEETING  
MINUTES  
6 May 2024**

The Music Commission convened in a regular meeting on May 6 2024, at City Hall Council Chambers 301 W 2<sup>nd</sup> St, Austin, TX 78701.

Chair Medicharla called the Music Commission Meeting to order at 6:38 p.m.

Commissioners in Attendance: Chair Nagavalli Medicharla, Leonard Davila, Scott Strickland, Celeste Quesada, Pedro Carvalho, Vice-Chair Anne-Charlotte Patterson, Lauryn Gould

Commissioners in Attendance Virtually: Nelson Aguilar

**CURRENT BOARD MEMBERS/COMMISSIONERS:**

Nagavalli Medicharla - Chair, Anne-Charlotte Patterson – Vice Chair, Oren Rosenthal – Parliamentarian, Nelson Aguilar, Tami Blevins, Pedro Carvalho, Leonard Davila, Lauryn Gould, Celeste Quesada, Scott Strickland

**AGENDA**

**CALL TO ORDER**

**PUBLIC COMMUNICATION: GENERAL**

**APPROVAL OF MINUTES**

1. Approve the minutes of the Music Commission Meeting on April 1, 2024.

**STAFF BRIEFINGS**

2. Presentation on musical performance by Elijah Delgado, Music Commission Live Performance participant and Shelbi Mitchell, Program Coordinator, Music & Entertainment Division.
3. Live Music Fund collections update by Kim McCarson, Program Manager, Music & Entertainment Division, Economic Development Department.

4. Update on the FY24 Austin Live Music Fund application launch by Erica Shamaly, Division Manager, Music & Entertainment Division.

### **DISCUSSION ITEMS**

5. Presentation by Graham Williams, Resound Presents, on booking for live music venues.
6. Update on live musical performances for Music Commission meetings by Anne-Charlotte.
7. Presentation on budget recommendation for marketing and advertising for venues and musicians by Chris Hawkes. Speaker was not present.

### **DISCUSSION AND POSSIBLE ACTION ITEMS**

8. Discussion and possible action on city support for housing the current collection at Texas Music Museum, after presentation by Dr. Clay Shorkey, President, Board of Directors, Texas Music Museum. Pamela Hart, Emmett Hayes, Jay, Jason V., Gina Vasquez, Sylvia Morales, Erica Shamaly and Sylvania Holt-Rabb shared comments. Commissioners decided to form a working group to address recommendation at next meeting.
9. Approve recommendation to create a Creative Combining District and Development Bonus Program to enhance the development and preservation of live music venues and creative sector businesses, and to initiate a specific Red River Cultural District subdistrict following update by Donald Jackson, Economic Development Department. Gould motioned to approve the draft of a recommendation for agenda item 9 with a second by Davilla with a 7-0 vote.
10. Select and approve name of music commission live music recording project. No name was selected.
11. Approve to create recommendation to City of Austin to provide initiatives, policies, marketing materials regarding youth/all ages shows. Quesada motioned to approve the draft for a recommendation for agenda item 11 with a second by Strickland and a 7-0 vote.

### **FUTURE AGENDA ITEMS**

Discussion on Live Music Fund Event Program collections update.

Discussion on FY24 Austin Live Music Fund update.

Discussion and possible action on incentives program for zoning.

Presentation on budget recommendation for marketing and advertising for musicians.

Discussion and possible action on city support for Texas Music Museum collection.

Commissioner Medicharla motions to approve all future agenda items above. Commissioner Strickland seconds with a 7-0 vote.

Commissioner Gould motions to adjourn and Commissioner Quesada seconds. The Music Commission meeting was adjourned at 9:39 p.m. without objection.

The minutes were approved at the June 3 meeting on Vice Chair Patterson's motion, Commissioner Quesada's second on a 7-0 vote.