



**AUSTIN MUSIC COMMISSION MINUTES**  
**Regular Meeting – Monday, April 2, 2012, 6:30 P.M.**  
Austin City Hall, 301 West 2<sup>nd</sup> Street, Austin, Texas 78701  
Board and Commission Room 1101

Commissioners in attendance: Joah Spearman, Eve McArthur, Heather Wagner Reed, Joe Stallone, Michael Feferman

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

**A. CALL TO ORDER**

Spearman called the Commission meeting to order at 6:38 p.m.

**B. APPROVAL OF MINUTES**

The minutes from the Regular Meeting of March 5, 2012 were approved on McArthur's motion, Wagner Reed's second, and a unanimous 5-0 vote.

**C. CITIZEN COMMUNICATION**

1. Clay Shorkey, Texas Music Museum – Promoted The Handbook of Texas and the Texas Music Museum's upcoming events at the Bob Bullock State History Museum.

**D. NEW BUSINESS**

1. Temporary Event Permitting process, discussion and possible action –
  - i. Commission and staff reviewed letter that described Temporary Event Permitting process from Mike Walker, C3 Events
  - ii. Leeza Henderson, Austin City Permits – Four events during SXSW 2012 and The Music Office's PACE Review Board helped in communication with event planners. Events from 200-2000 and stated that permitting process was the same. Suggested changing the process depending on size of event. Extensively researched on permitting process prior to planning events, specifically Chapter 10 and Chapter 9.
  - iii. Erika Stojoba, Highbeam Events – Works closing with SXSW. Stated that it is hard to find one checklist for permitting process; started event process in January and planned two extensive events - Doritos and MTV Woodies. Stojoba suggested having checklist that is specific to festival one-sheet of contacts. She said she benefited from the Music Office's PACE Team even though she

- had late communication in processing, specifically building permits. Stojona said the sound permit was an easier process and TUP was more difficult.
- iv. Commissioner Wagner-Reed asked if it was difficult with two different permits in the event process for TUP.
  - v. Stojoba expressed her confusion with the stages in permitting process and was unsure which permit she needed and at what stage in the process she needed them.
  - vi. Bob Woody, 6<sup>th</sup> St. Bars/Clubs – Appreciated the City Music Office being readily available for SXSW event preparation. Woody stated that the difficulty was the weekend before SXSW; when PACE comes to event, they look for problems; that there should be a private event person available there who has had experience on the ground. Woody does not recommend deadlines and said that outside companies do not realize ahead of time the expense of event. Woody stated the SXSW events were covered well by APD and recommended doubling the first weekend event fees in order to meet criteria.
  - vii. Reagan Hackwan, Kung Fu Saloon – Party in the parking lot during SXSW 2012. Hackwan stated the overall permitting event process went well; that Saloon tried to turn in their permit in December but that the City said it was too early. She recommended hosting parties in the parking lot.
  - viii. Commissioner Mike Feferman– Shared highlights of a letter from Mike Walker of C3 Presents. The letter stated the permit process was better this year and that there were clear deadlines and review process, and that the round table and Music Office was helpful. Walker stated his frustrations were that there was no lead City staff leading the review board, there was not a clear understanding of events and design within the City, and that they should not be as exact as expected within the City. He recommended event producers more latitude, have a lead City staff, authorize overtime for AFD and other departments so that they be available after hours. Feferman suggested that clear rules need to be laid out for production companies and that they will adapt year-to-year.
  - ix. Vice Chair Spearman summarized comments, saying that there should be a point person to aid in efficient permitting process; that technology infrastructure should be implemented.
  - x. Commissioner Stallone suggested having a how-to guide for the permitting process.
  - xi. Vice Chair Spearman said that Music Office was readily available during SXSW and that there should be a checklist and contact list that is available for event planners year-round. He suggested that there is a problem in the overall process and that there should be a go-to point of contact year-round.

- xii. Commissioner Feferman suggested a representative from outside the City to be brought in during the event planning process.
  - xiii. Pitts described process and make-up of PACE.
  - xiv. Vice Chair Spearman suggested looking into overall planning process for City and to come back for next meeting with a set of proposals, including a concise checklist, enhancing communication and technology infrastructure and having a single-point of entry to city permitting.
  - xv. Commissioner McArthur recommended input from venues and event planners.
2. Music Division staff presentation on Music Venue Assistance Program (MVAP) Case Study, discussion and possible action – David Murray reviewed MVAP Case Study and described Cedar St. Courtyard’s involvement as the first venue in the case study. Greg Sner and Jason Sner of Cedar St. Courtyard stated their involvement in MVAP case study and shared their belief that it will be a productive solution to their downtown noise complaints. Vice Chair Spearman recommended looking at a consistent process, seasonal considerations, and additional opportunities to add to criteria used for MVAP case study. Commissioner Stallone’s motion, Commissioner Feferman’s second, on a 5-0 unanimous vote.

#### **E. MEMBER UPDATES**

1. SXSW – Staff to bring permit statistics for sound, temporary use and temporary change of use to the May commission meeting.

#### **F. STAFF BRIEFINGS**

1. Wagner Reed commented on opportunities to discuss Red River Liver Music Heritage District with Historical Commission.

#### **G. ADJOURNMENT**

The Commission adjourned at 8:02 p.m. on Stallone motion, Wagner Reed second, and a unanimous 5-0 vote.