



**AUSTIN MUSIC COMMISSION MINUTES**  
**Special Called Meeting – Wednesday, May 6, 2014, 11:00 A.M.**  
Austin City Hall, 301 West 2<sup>nd</sup> Street, Austin, Texas 78701  
Boards and Commission Room

Commissioners in attendance: Brad Spies, Joah Spearman, Heather Wagner Reed, Marc Fort, Joe Stallone,

Staff in attendance: Don Pitts, David Murray, Stephanie Bergara

**A. CALL TO ORDER**

Spies called the Commission meeting to order at 11:09 a.m.

**B. APPROVAL OF MINUTES**

Minutes approved unanimously 5-0, on Stallone's motion, Reynoso's second.

**C. CITIZEN COMMUNICATION**

*No Citizen communication, Public input related to the post-event evaluation discussed during New Business.*

**D. NEW BUSINESS**

i. Public Feedback:

1. Paul Minor – Musician/Sound Man, Provided suggestions on improvements for SXSW operations, including: Spreading out venues, Rollback of overlap, providing more opportunities for local musicians, limitations on free alcohol, benefit the musicians
2. Mary Baird-Wilcock – The Simplifiers, interested in focusing festival events on wellness, not on open bars. Supports the City incorporating a local event producer component to events during SXSW.
3. Fred Schmidt – Downtown business owner and unofficial event producer, expressed displeasure with 2014 event crowds, suggested all events during SXSW should be coordinated through the official festival and conference.
4. Paul Graham – Street Performer concerned with legality of busking in Austin
5. Danielle Thomas – Event Producer, spoke about alcohol limitations and special events
6. Spies asked about preliminary survey results, Bergara provided broad strokes trends, including concerns over safety, positive benefits of street performance, well executed events
7. Jeffrey Mettler – Home Slice Pizza, Expressed concerns about short term rentals and visitors, encourage locals to represent themselves during the festival
8. Lisa Kay Pfannestiel – St. David's Episcopal Church, expressed concerns about competing for sound with outdoor venues

- E.** Discussion and possible action on Council instructions to hold public meetings related to the SXSW post-event evaluation of all events taking place during SXSW, with respect to the following:
- i. Coordination with existing venues on issues related to safety and capacity for festival showcases and day parties;
  - ii. Event sprawl of ancillary events and potential impacts on residential areas;
  - iii. Citywide capacity of for temporary events;
  - iv. Provision of adequate staff with event management experience;
  - v. Management of crowds outside venues;
  - vi. Coordination of advertising, promotion and credentials relative to the venue.

**MEMBER UPDATES**

**F. ADJOURNMENT**

No Vote, called to close by Commissioner Spies