



AUSTIN MUSIC COMMISSION MINUTES
Regular Meeting – Monday, June 2, 2014 7, 6:30 P.M.
Austin City Hall, 301 West 2nd Street, Austin, Texas 78701
Board and Commission Rm. 1101

Commissioners in attendance: Brad Spies, Heather Wagner Reed, Joe Stallone, Lindsey Sokol, Nakia Reynoso, Marc Fort

Staff in attendance: Don Pitts, Ashley Buchanan

A. CALL TO ORDER

Spies called the meeting to order at 6:36 p.m.

B. APPROVAL OF MINUTES

The minutes from the Special Called Meeting of May 6, 2014 were approved on Spies' motion, Reynoso's second, unanimous 6-0 vote.

C. CITIZEN COMMUNICATION

1. Amanda Garcia – Austin Convention & Visitors Bureau, promoted Austin Music Volume 12
2. Kellie Goldstein – Austin Music Foundation, promoted upcoming panel featuring top music law experts
3. Dan Paige – Society of American Magicians, shows support for busking working group
4. Jake Dyer – Society of American Magicians, busker on S. Congress

D. NEW BUSINESS

1. Staff Presentation: Proposed Operating Budget for FY2015.
 - a. **Don Pitts, Program Manager, Music & Entertainment Division** presented an overview of the proposed FY 15 operating budget for the Music & Entertainment Division. Highlights included a preliminary FY 15 operating budget of \$12,833,414 for the Economic Development Department (EDD) and a preliminary FY 15 operating budget of \$438,118 for the Music & Entertainment Division, which includes the Educational/Promotional object code budget of \$46,719 for implementing music programs. He listed the programs that will be implemented in FY 15 using the Educational/Promotional object code budget, and noted which programs will not continue due to limited resources. Lastly, Pitts described the division's horizon issues and what unmet needs were submitted by the EDD to Council, which include additional funding of \$30,000 to renew specific, one-time funded programs, and one FTE for administrative support.
 - b. **Commissioner Stallone** inquired as to how the Music & Entertainment Division only operates with 3% of the EDD budget of \$12,833,414, and a breakdown of where the rest of the funds go. **Pitts** replied that the funds are distributed to the multiple divisions that make up EDD, which include Redevelopment, Global

Business Recruitment and Expansion, Cultural Arts, Small Business and Development, and Music & Entertainment.

- c. **Commissioner Reynoso** asked how much money music brings to Austin each year. **Commissioner Spies** replied \$1.6 billion dollars is contributed annually in economic impact by music and the creative industry. **Commissioner Reynoso** stated that this fraction doesn't add up and the lack of support for music is insulting.
- d. **Commissioner Reynoso** discussed the benefits he has received by the programs that the Music & Entertainment Division implements with the Austin Music Foundation (AMF), including Leaders in Austin Music, Music Industry Collaborative, and the Creative Media Center. Reynoso moved here in 2002 after working in the music industry, and had just started performing live music. He attended a panel hosted by AMF at the Creative Media Center and was told by a panelist that he wasn't doing enough as a musician, which Reynoso said put him on the right path. Additionally, he expressed his concern for the music community if they are to lose these significant programs that teach musicians and business professionals how to grow and succeed in this industry.
- e. **Commissioner Reynoso** inquired if Kellie Goldstein could speak on behalf of the Austin Music Foundation and describe what the impact will be on the music community if these programs end.
- f. **Kellie Goldstein, Austin Music Foundation (AMF)**, briefly described the mission of AMF and its main focus of business education. [AMF strengthens and connects the local music community with innovative programs that empower musicians and fuel Austin's creative economy. AMF Provides programs to help local artists navigate opportunities in the music industry and services to unite the local music community.] Goldstein stated that the programs AMF implements in partnership with the Music & Entertainment Division have a direct impact on the music community's economic value, how much our local musicians are making and how they are making a living. In this last year, Goldstein cited that AMF has seen over 3,000 music industry professionals and musicians, and the first thing they say is, "I wish I would have had this sooner," talking about the Creative Media Center. [The Creative Media Center provides a mentor program, access to digital and educational resources, small group sessions, webinars and one-on-one training from experts in various business aspects of the creative arts.] Goldstein added that it gives them the most excitement to watch musicians go off and make a living, AMF gives them the tools to do so and their programs are a significant piece of the future of Austin's music scene.
- g. **Commissioner Spies** inquired if the Music division has already been authorized for \$46,716 and if the \$30,000 was declined. **Pitts** replied that the \$30,000 has not been declined, it was submitted with EDD's overall unmet needs, and will be reviewed over the next few months until Council determines which unmet needs are approved.

- h. **Commissioner Spies** then asked what the next step is for the commission to do and if should they write their council members. He added that he agrees with Commission Reynoso's earlier comment that it is almost insulting for a \$1.6 billion dollar creative industry to get such little support of \$46,719 for city music programs. **Pitts** replied that the nature and mission of the commission is to advise Council on music-related issues, and they would do that. **Commissioner Reynoso** said the first thing they could do is write a letter to council in support of the Music division receiving the \$30,000 of unmet needs. **Commissioner Stallone** said that both unmet needs are critical for the division to receive. **Commissioner Spies** stated that both unmet needs are vital for the amount of work the division does. **Commissioner Reynoso** added that he feels the Music & Entertainment Division is being punished for being resourceful and that they do a great job and get a lot done with very little.
- i. **Commissioner Sokol** inquired as to what the total amount would be for the proposed FTE plus \$30,000. **Pitts** replied that the FTE will be funded through new sound impact evaluation fees and will not come out of the program budget.
- j. **Commissioner Reed** inquired as to what the budget allocation is like for other city creative departments, such as the Cultural Arts division. **Commissioner Stallone** said it would be beneficial to see the numbers and facts before writing a letter to council.
- k. **Commissioner Fort** asked if they should create a working group to study this more in depth and come up with past, present and future context for what needs to happen in order to get the two unmet needs approved, also to look at the overall funding.
- l. **Commissioner Fort** then stated that we market the music of Austin all around the world and he would hate for the infrastructure to disappear that allows for these tourism dollar to come here. **Commissioner Reynoso** added that now more than ever is when Austin should be the leader in teaching and guiding musicians and industry professionals towards success; reducing funding and thinning out programs now is the complete opposite of what we should be doing. **Commissioner Spies** cited that it's not like the city is cutting programs in a down economy, the city is flushed and has a budget surplus.
- m. **Commissioner Spies** inquired again as to what their play is; to create a working group or talk to council members. Due to the budget decision being made in September, **Commissioner Reynoso** stated that there is no time to create a working group and that he can draft a letter for council.
- n. Commissioners exchanged concerns about losing programs. **Commissioner Fort** mentioned that at the last commission meeting, East Austin stakeholders expressed their fears of Tejano/Latino music disappearing from the East side, and not have a space to present that kind of music; to lose Plaza Saltillo Project would be unfortunate. **Commissioner Reed** added concerns about losing Leaders in Austin Music and Music Industry Collaborative, which are programs that multiple commissioners have participated in and benefitted from.

- o. **Commissioners Spies** stated that the directive of the board is to protect, promote and enhance the music community and industry in Austin, and asked if writing a letter to council is enough. **Pitts** replied that he can't advise the commission on what to do and that they should do whatever they feel is necessary.
 - p. **Commissioner Reynoso** motioned for Commissioner Fort to draft a letter to council in support of the Music & Entertainment Division receiving both of their unmet needs, Reed seconded, passed on a unanimous 6-0 vote.
2. Special event funding models per Council Resolution 20140501-036, discussion and possible action.
- a. See attached resolution.
 - b. **William Manno** reviewed the progress made regarding the Council Resolution for alternative event funding models. Highlights included asking each division in Austin Center for Events to develop ideas for alternative event funding models and scheduling a stakeholder meeting on June 17th at OTC from 5-8pm.
 - c. **Commissioner Spies** asked if it would be beneficial to create a working group. **Manno** stated it would be extremely beneficial for to have a working group to review the process internally and could have a due date for idea submission on June 17th. **Commissioner Spies** stated that if they could define a model for event funding, perhaps they could establish one for music programming.
 - d. **Commissioner Reynoso** motioned to create a working group to help with special event funding, **Commissioner Stallone** seconded, passed on a unanimous 6-0 vote.
3. Musician Loading/Unloading and Entertainment District-wide parking, discussion and possible action.
- a. **Lt. Christopher Malanka** described sixth street parking issues and address the violence that occurs. Highlights included:
 - i. 20,000-60,000 people are pushed out of bars and clubs on Sixth Street at 2am, and violence occurs because of overcrowding, parked vehicles, etc,
 - ii. Parking enforcement does not have the resources to enforce regulations about parked cars,
 - iii. For safety of patrons and police officers, they work very closely with transportation to implement parking restrictions; Thursday no parking 9pm to 3am Friday; Friday no parking 9pm to 3am Saturday; Saturday no parking 9pm to 3am Sunday,
 - iv. Ground transportation writes the tickets for parking, and
 - v. Now they are writing very few tickets because of the "no parking" times.
 - b. **Commissioner Spies** inquired as to what the effect has been. **Lt. Malanka** stated that patrons are able to have more room in the streets, no obstacles between the walls and the streets, no street fights, seen benefits immediately.
 - c. **Commissioner Spies** asked if it would be possible for musicians to get into the barricades after 9pm to unload. **Lt. Malanka** said it is possible but would need staff to lay out options and explain their support of any proposed recommendations.

- d. **Commissioner Stallone** motioned to create a working group (of Spies, Sokol and Reynoso) to develop a parking plan for musicians and entertainment district-wide, **Commissioner Spies** seconded, unanimous 6-0 vote.
- 4. Busking presentation, discussion and possible action.
 - a. **Commissioner Fort** described the progress of busking working group and recommendations. Highlights included:
 - i. The working group looked at cities that had busking ordinances where they were trying to regulate it, and every time the city did that and there was a law suit involved, the ordinance was struck down because of first and fourteenth amendment issues,
 - ii. Put together definitions and language, such as “busking” – a person who entertains in a public place for donations, and
 - iii. Would like to place language on atxmusic.org and social media.
 - b. **Commissioner Fort** motioned to refine definitions and language for existing code, **Commissioner Stallone** seconded, passed on a unanimous 6-0 vote.
- 5. Red River Cultural District presentation, discussion and possible action.
 - a. **James Taylor** – Holy Mountain/Red River Cultural District stakeholder; updated the commission on the progress of RRCD. Highlights included:
 - i. Proposed two Musician Loading zones in Red River,
 - ii. Concerned about safety; multiple public works issues,
 - iii. Future goals include: of block party, street signs, banners, murals, volunteer cleanup day, neighborhood association.
 - b. **Commissioner Spies** asked if staff can meet with public works and ground transportation to identify hazards of Red River streets. **Pitts** replied that staff will schedule a meeting within the next couple of weeks.
- 6. Potential impact of downtown construction on existing music venues, discussion and possible action.
 - a. See attached list of emerging construction projects.

E. MEMBER UPDATES

- a. **Commissioner Reynoso** will be offline for a month; promoted Queer Bomb on Saturday at 6pm.
- b. **Commissioner Wagner Reed** and **Commissioner Stallone** promoted an event on Thursday for Grammys Recording Academy.

F. STAFF BRIEFINGS

G. FUTURE AGENDA ITEMS

- a. Update on Musician Loading/Unloading and Entertainment District-wide parking plan
- b. Update on Busking definitions and amending/adding language to existing code
- c. Update on public works issues in Red River Cultural District

H. ITEMS FOR INFORMATION

I. ADJOURNMENT

The Commission adjourned at 8:54 p.m. on **Commissioner Spies** motion, **Commissioner Stallone** second, and a unanimous 6-0 vote.