

## MINUTES

### **Seattle Music Commission Meeting**

*Wednesday, July 21, 2021 12:00 – 1:30 p.m.*

*Zoom Conference*

**Commissioners Present:** Reese Tanimura (Chair), Daniel Pak, Joleen Hughes, Ben Hunter, Nate Omdal, Terry Morgan, Paula Nava Madrigal

**Commissioners Absent:** Sharlese Metcalf (Vice Chair), Kitty Wu, Sue Ennis, Jerry Everard

**City Staff Present:** Alex Rose, Scott Plusquellec, Ashraf Hasham, Shaprece Richardson, Tina Inay

**Guests:** Denise Burnside, Jovino Santos Neto, Miss Casey Carter, Nick Vaerewyck, Andrew Joslyn, Keola Kama, Adra Boo, Jessica Toon, Anne O’Dowd, Jason Clackley, Bunnie Moore

**Call to Order:** The was called to order at 12:08 p.m. by Reese Tanimura.

**Public Comment:** N/A

### **Welcome – Reese Tanimura**

Update on Commissioner appointments: Council appointments went through City Council’s Community and Economic Development (CED) Committee yesterday, almost officially welcoming Adra, Jason, Bunnie, Casey, Denise, and Eric! Their appointments will be up for confirmation at next City Council meeting. Next group of appointments (Mayoral) include Nick, Jovino, Andrew, Keola, Jessica, Annie, and Shannon and will be heard at CED Committee on Aug 12.

Aug. 18 SMC meeting will be Reese’s last meeting – very exciting to be almost a fully seated commission again! Thank you for your advocacy to help rebuild Seattle music and arts.

### **Regular Commission Business**

Approval of Minutes from June 16, 2021 meeting: Ben moved, Pak seconded. Unanimous approval of the minutes.

### **Around the Room Updates**

Updates included introductions and information about NFTs, crypto, personal performances and gigs, and upcoming events.

## Climate Pledge Arena Opening – Nick Vaerewyck

Brand new building under the Arena’s iconic roof – monstrous construction and engineering undertaking (1000-1200 construction workers onsite on a daily basis)

Will be first net zero carbon certified arena in the world

Opening Oct 2021

Recognize Seattle’s music legacy – Seattle has been part of so many genre-defining moments over the years

\$1B project

Concert capacity 17k+ (hockey capacity 15k)

Aspiration to be a Top 5 venue in North America

Home to the Seattle Kraken and 4-time champions Seattle Storm

Nearly doubled the former arena size to 800k sq ft (deeper and wider)

Home for music – made load in and load out easier, excellent sound/acoustic improvements, exclusive artist compound including production offices (green rooms closed to other uses), luxury finishes in star dressing rooms, Amazon Music Lounge in-house studio space

Atrium – Grand entrance of the building

This project will have over 28k sq ft of LED screens (most in the U.S.)

Concessions will switch out regularly – fresh, local, variety of food

Music: 80+ live music, family entertainment and non-sporting events each year

Sustainability:

- Zero fossil fuel usage from day one – all concession stands, Zambonis etc will be electric
- By 2024 elimination of single-use plastics
- Water conservation: collecting rainwater off the roof, goes to a cistern under the building, filtered, then used to maintain the ice during hockey season
- Sustainable food and beverage program with 75% sourced within 300 miles

Music:

- Already announced 14 concerts (Oct 30 scheduled for Eric Church)
- 6 loading docks, brand new underground parking structure
- Dynamic concert configurations: 180 degree, 220 degree, 270, 360, and center

Upcoming key dates

- July 21/Today: NHL expansion draft
- July 23 & 24 – NHL Entry Draft

- NHL Schedule Release
- July 29-30 [Hiring Fair](#) (looking for 1800 hires)
- Sept 1 – Targeted employee start date
- Doors open Oct 2021

Q: a lot of artists in our purview won't likely be taking the arena stage, but how will that recording studio be made available to local artists? A: will be managed by Amazon Music, they will be activating it

- If there is a point of contact, would love to talk with someone at Amazon Music

Q: Official opening date? A: Stay tuned – still working through the grand opening timeline. Pre-season games will be played elsewhere (arenas in Kent, Everett, Spokane)

### **Revisit Work Plan**

Current work plan was developed last spring to carry through 2021 – let's consider what may need to be updated to reflect the current realities. Due to time constraints, we'll move this to committees.

### **Committee Updates**

#### **Youth + Community**

- Focus is on music and arts opportunities and pipelines
- What we've supported: City of Music Career Day, Road Shows, youth employment, internships, youth roundtables
- Work Groups formed this year: Antiracist Strategies, Cultural Education, Career Day/Road Shows, plus ongoing Digital Equity Work (work group formed in 2020)
- City of Music Career Day will be virtual this year: Aug. 27, 3-5:30pm
  - o Alex & Ben (co-leads of Career Day/Road Shows work group) meeting this Friday at 11:00 to continue planning for Aug 27

#### **Advocacy + Economic Development Committee**

- Focus on pairing work/job opportunities with communities that have historically been left out or underrepresented, through workforce development efforts, industry trainings, and educational events
  - o Presents an opportunity to align with Youth + Community subcommittee's talent pipeline development
  - o Building pathways to IATSE (International Alliance of Theatrical Stage Employees) union jobs via The Vera Project training program and utilizing the resources in and around Seattle Center.
- Looking to find new ways to collaborate with work groups at Seattle Center, Waterfront and the Downtown/Stadium districts
- Active in political advocacy at city, county, and state levels to communicate the needs of the music industry and related creative industries.

- Music Commissioners joined Arts Commissioners in successfully advocating for dedicated resources for arts, culture, and creative industries from the City’s recovery funding from American Recovery Plan Act (ARPA) funds
  - \$3M carved out for cultural organizations
  - \$25M of cash assistance to low income individuals includes artists and cultural workers as priority groups
  - Various pots of funding for Downtown, neighborhood, and Seattle Center activations to include performances and other arts activities
- **Stay tuned for advocacy opportunities from Reese**
  - 2022 budgeting process for the City will include a second round of ARPA funding
  - Make sure that our industries are supported
- \$30M from King County

**Executive Committee**

- Sharlese’s new job responsibilities have made it difficult to commit to extending her term to take on the SMC chair role
- We’ll need to figure out a transition of leadership as Reese and Sharlese roll off the Commission
- SMC leadership is crucial, especially as our staff partners are working to put recovery dollars into action

**Government Updates (Scott)**

Regarding uses of ARPA funds, Scott is working to set up a program to pair working musicians with retail spaces – to employ musicians and encourage foot traffic to small businesses.

[Shuttered Venue Operators Grants](#) (SVOG) have been administered to support live music venues, performing arts venues, movie theatres. 85 total were in city of Seattle, 24 are intimate small venues including Clock-Out Lounge, The Vera Project, The Royal Room, The Crocodile, Jazz Alley, Conor Byrne, Tractor, Substation, Blue Moon, Keys On Main, LoFi, Nectar, High Dive, Sea Monster, Jewel Box @ The Rendezvous, Ora, Trinity, Neumos, El Corazon, Tim’s Tavern, Rhino Room, Ballard Jam House, Central Saloon, Sunset Tavern.

Shaprece will likely be stepping in to help support SMC!

**Next Steps**

For newer folks, join a committee meeting (don’t need to wait until officially on the Commission)

**Meeting adjourned at 1:32**