

## The Year of Austin Music

### 3/31/08 Meeting Notes

- Podcast from last meeting is up on the website
- This is a not for profit vs. a nonprofit
  - Nonprofits operate under the 501c(3) IRS designation and cannot be politically active
  - This organization needs to be politically active to ensure the music community's voice is heard
  - This makes fundraising challenging
    - Fundraising ideas – t-shirts, banner advertising on the website (see Troy if you or anyone you know is interested in advertising)

### Mission and Goals

- Pay for musicians has not kept up with increases in the cost of living and will eventually threaten the Austin music scene
- Give a voice to the Austin music community

From the audience – what's the difference between us and Austin Music Foundation?

How do we differentiate ourselves from and work with AMF, SIMS, HAMM?

- They are doing great work for us, but they're not us. They can't speak for us politically because of their 501c(3) status

### 5 Step Plan

1. Get 2008 declared the year of Austin music
2. Organize into industry committees
  - Musicians
  - Music-Related Businesses
  - Media
  - Music Venues
  - Fans
3. PSA Campaign
4. Create Political Action Group
5. Ongoing Education – pass down lessons learned by each of the industry groups

### Feedback from last meeting

- Need to get people to venues
- Have events that aren't benefits (so that musicians get paid)
- Define what is meant by a music venue
  - Different types of places might have different permitting and sound ordinance requirements
- Should the start time of shows be moved up to increase attendance of wage earners?
- Fundraisers
  - T-shirts?
  - Creative board to help
- Musician parking pass?

- Reduce/eliminate sales taxes for items procured for creating music
- Developing a questionnaire (Randy – what’s the purpose and target audience?)
- Noise ordinance
  - Condos vs. venues
  - 85 decibels not appropriate
  - Chief of police sympathetic to our cause

#### Goals

1. Get more people in Austin to see music more often
2. Organize the music community and voice needs to policymakers
3. Create ongoing forum for discussion of issues in the music community

#### Committees

1. Gather information
  - Assess problems facing the group
  - Brainstorm possible solutions
    - i. What’s been tried before?
    - ii. What’s worked?
    - iii. What hasn’t worked?
    - iv. Unintended consequences of previous solutions?
    - v. What’s needed from other committees?
2. Report at monthly large group meetings
3. Need to have a chair, co-chair, and secretary for each group

The meeting broke into committee groups

Chairs, co-chairs, and secretaries for each committee were announced when the group at large reconvened

#### Discussion:

- Need a press kit, etc, from the creative committee
- Consensus that we need to present a positive message, vs. woe is us, we’re victims
- Possibly use UT School of Communication?
  - Metrics?
  - (Randy – get their help with the survey? What about other groups/departments at UT/St. Ed’s that we could leverage?)
- Don’t Mess With Texas campaign
  - Mimic some of their techniques such as having celebrity spokespeople making their own PSA’s – let them be creative
  - Musicians, other big-wigs – business leaders, politicians, sports stars?
- Troy’s office is available for use for this group’s work, he also has cheap space to rent if anyone needs it