

**ARTS, CULTURE & HERITAGE
COUNCIL COMMITTEE MEETING MINUTES
MAY 15, 2018 at 2:00 PM
CITY HALL, MEDIA BRIEFING ROOM**

Committee Present:	Councilmember Roberto C. Treviño, <i>District 1, Chair</i> Councilmember William “Cruz” Shaw, <i>District 2</i> Councilmember Rebecca Viagran, <i>District 3</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Greg Brockhouse, <i>District 6</i>
Staff Present:	Lori Houston, <i>Assistant City Manager</i> ; Debbie Racca-Sittre, <i>Director of Arts & Culture</i> ; Ed Guzman, <i>Deputy City Attorney</i> ; Lisa Biediger, <i>Assistant City Attorney</i> ; Denzel Maxwell, <i>Executive Management Assistant</i> ; Cecily Hope Pretty, <i>Office of the City Clerk</i>
Others Present:	Andres Muñoz, <i>Visit San Antonio</i> ; Marise McDermott, <i>Witte Museum</i> ; Suhail Arastu, <i>San Antonio Arts Commission</i> ; Henry Brun, <i>San Antonio Arts Commission</i> ; Krystal Jones, <i>San Antonio Film Commission</i>

CALL TO ORDER

Chairman Treviño called the meeting to order.

1. Approval of the minutes from the April 17, 2018 Arts, Culture & Heritage Committee.

Councilmember Brockhouse moved to approve the minutes of the April 17, 2018 Arts, Culture & Heritage Council Committee. Councilmember Viagran seconded the motion. The motion carried unanimously by those present.

2. Briefing on the Music Strategic Plan component of the Cul-TÚ-Art Cultural Plan.

Debbie Racca-Sittre outlined the following components of the Cul-TÚ-Art Plan:

- Film
- Centro de Artes
- Arts Funding Guidelines
- Public Art
- Music
- Cultural Districts

She stated that the Music Subcommittee of the San Antonio Arts Commission had worked with San Antonio Sound Garden (SASG), the Texas Music Office, and community input to develop the Music Strategic Plan. She noted that a Council Consideration Request (CCR) was filed in 2016 requesting a comprehensive study and plan to enhance the live music scene in San Antonio.

She stated that the Department of Arts and Culture collaborated with SASG to create a survey tool in addition to community meetings and feedback sessions. She noted that they received 228 survey responses and the study was finalized in 2017 to include inventory of all music assets, interviews with industry experts, potential economic impact, and survey results.

Councilmembers Shaw and Gonzales entered the meeting at this time.

Ms. Racca-Sittre highlighted San Antonio's designation as a Music Friendly Community on February 12, 2018 and outlined the following requirements:

- Host a Music Friendly Community Workshop
- Establish a City Music Office Liaison
- Share musician and music resource data with the Texas Music Office
- Demonstrate partnerships with music non-profits
- Collaborate with music education programs

She stated that the results of the SASG study revealed that 7% of local musicians listed music as their primary source of income while 80% of musicians earned 80% of their income from other sources. She noted that San Antonio's music industry generated \$930 million in direct, indirect, and induced economic impact in 2015 and supported nearly 11,000 jobs.

Ms. Racca-Sittre stated that the plan's strategic vision was the following: "San Antonio will have a thriving music economy that embraces its roots and advances opportunity for the next generation." She noted the following goals and components:

- Develop and tell the San Antonio music story
 - Spotlight music
 - Highlight history
 - Promote through technology
- Establish music-friendly policies and programs
 - Accessible transportation
 - Venue vitality and longevity
 - Business development
- Build professionalism in the San Antonio music industry
 - Advancement through technology
 - Available education
 - Connection with community

She stated that the next steps for June 2018 were to take feedback from the Arts, Culture & Heritage Council Committee to the Music Subcommittee for consideration, hold a community feedback session, and finalize the Music Strategic Plan. She noted that the Music Subcommittee would be asked to approve the plan in July and the Arts Commission and City Council would be asked to approve it in August.

Councilmember Treviño suggested consideration of non-traditional venues to support venue vitality and asked of interest in film permits. Krystal Ross replied that there had been an increase

in requests for permits to film music videos. Councilmember Treviño noted the importance of educational opportunities in arts programming.

Councilmember Viagran suggested collaboration with Legacy Businesses to highlight history and asked if opportunities and incentives would be limited to local musicians. Ms. Racca-Sittre replied that they would likely pursue them at the State Level and noted potential support for the music industry to request a State Sales Tax Exemption on musical instruments. Councilmember Viagran suggested outreach to universities within and near San Antonio and noted the possibility of local businesses utilizing local music.

No action was required for Item 2.

3. Update on the marketing efforts to promote San Antonio by Visit San Antonio.

Andres Muñoz stated that Visit San Antonio was drafting a San Antonio Visitor Cultural Story to appeal to visitor audiences. He noted that the development was overseen by a Cultural Committee.

Marise McDermott stated that it was important to develop a curated experience for visitors so they could have a positive cultural experience in San Antonio. She noted that cultural tourism was an economic engine fueled by visitors seeking an authentic experience. She stated that San Antonio's willingness to accept its complex history and diversity made it a modern, welcoming city. She noted that the Cultural Story was centered on the themes of Innovation, Dynamic Confluence, Layers of History, and Unfolding Traditions. She stated that the themes were broken down into the characteristics of Celebration Eco-System, Geographic Crossroads, Military City, Cultural Fusion, Pursuit of Knowledge, "Retropolitan" Vibe, Community Oriented, Creative Expression, and Team Spirit.

Mr. Muñoz stated that Visit SA developed videos to share the culinary culture of San Antonio via social media. He showed two videos featuring recipes from the chefs of Bakery Lorraine and Cured and noted that a similar format was being developed to share other aspects of San Antonio's culture. He stated that they received positive feedback on the videos and elicited comments indicating increased awareness of the culinary culture of San Antonio.

Councilmember Treviño asked if the videos were made by local filmmakers. Mr. Muñoz replied that they were produced in-house to minimize cost and maximize product with the assistance of stakeholders and on-camera participants.

Councilmember Viagran noted that the Visit San Antonio Board of Directors was currently accepting applications in the category for Heritage and Preservation.

No action was required for Item 3.

4. Future agenda items.

Councilmember Viagran requested an update from the Tricentennial Celebration Commission regarding Commemorative Week.

No action was required for Item 4.

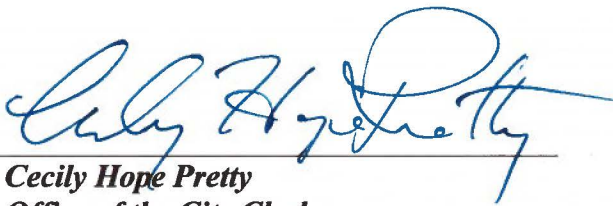
ADJOURN

There being no further discussion, the meeting was adjourned at 2:44 pm.

Respectfully Submitted,



Roberto C. Treviño, Chairman



Cecily Hope Pretty
Office of the City Clerk