



## REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

### Appointment of Members to the Toronto Music Advisory Committee (TMAC)

**Date:** August 28, 2019

**To:** Civic Appointments Committee

**From:** General Manager, Economic Development and Culture

**Wards:** All

#### **REASON FOR CONFIDENTIAL INFORMATION**

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This report deals with personal matters about identifiable individuals who are being considered for appointment to the Toronto Music Advisory Committee.

#### **SUMMARY**

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The purpose of this report is to have City Council appoint one (1) member of the public to the Toronto Music Advisory Committee to fill a current vacancy due to a recent resignation.

#### **RECOMMENDATIONS**

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**The General Manager, Economic Development and Culture recommends that:**

1. City Council appoint the one individual listed in Confidential Attachment 1 to the Toronto Music Advisory Committee (TMAC), at pleasure of Council, for a term of office ending on November 14, 2022.

#### **FINANCIAL IMPACT**

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There are no financial implications arising from this report.

#### **DECISION HISTORY**

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City Council at its meeting of March 27, 2019 re-established the Toronto Music Advisory Committee.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EX3.4>

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## COMMENTS

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The music industry is a significant component of Toronto's economic, social and cultural fabric. The City of Toronto recognizes the need to continue work begun in the previous term of Council to strengthen and grow the industry to ensure the competitiveness and the viability of the sector.

The mandate of the Toronto Music Advisory Committee (TMAC) is to advise the City of Toronto to enhance the attractiveness and competitiveness of Toronto for the music industry. TMAC engages and seeks input from the broader industry (including independent artists) to provide coherent advice to City Council on issues and opportunities for the sector. TMAC conducts industry outreach and formulates strategic recommendations to enhance growth opportunities for the music industry across Toronto.

### **Composition of the Toronto Music Advisory Committee**

The Toronto Music Advisory Committee (TMAC) has up to 25 members, composed of:

- three members of City Council, including the Chair of the Economic Development Committee
- the Executive Director, or designate, of the Toronto Association of Business Associations
- a representative from Tourism Toronto
- a minimum of two performing artists
- up to 18 additional music industry stakeholders, representing a range of industry segments and cultural communities within Toronto's music ecosystem

### **Committee members must be eligible and meet certain qualifications**

In addition to the general eligibility requirements set out in the Public Appointments Policy, music industry stakeholders appointed to TMAC should reflect the diversity of Toronto's music genres and collectively should have a range of knowledge, skills and experience that includes a majority of the following areas:

- i. Independent Artists
- ii. Events and Venues, including representation from DIY / grassroots communities
  - a. Venues
  - b. Festival & Event Production
  - c. Promoters
- iii. Artist and Business Management, Representation and Marketing
  - a. Booking Agents
  - b. Talent Development Firms
  - c. Artist Management
  - d. Marketing, Promotion, Sales

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- iv. Music Creation
  - a. Recording Studios & Mastering Studios
  - b. Music Technology
  - c. Record Labels and Distribution Firms
  - d. Music Publishing and Licensing
- v. Music Industry Support
  - a. Media, Broadcasting, Awards
  - b. Educational and Training Institutions
  - c. Trade, Industry, Artists' Associations

### **Term of Office**

Public members are appointed for a four-year term, coinciding with the term of City Council. Therefore, the public member appointed to TMAC would serve a term ending November 14, 2022, and until successors are appointed.

### **There is one (1) position currently under consideration:**

There is a vacancy on TMAC due to the resignation of Julisa Ly, effective August 9, 2019. She was recently appointed in July 2019.

### **Appointments to advisory bodies are governed by a different process**

The appointment of public members to the City's advisory bodies falls under the Public Appointments Policy; however, the process for recruiting, reviewing and recommending candidates falls to the program staff responsible for these bodies. Economic Development and Culture staff have reviewed the applications and now forward the name of the recommended candidate to the Civic Appointments Committee for recommendation to City Council.

### **CONTACT**

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### **SIGNATURE**

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Mike Williams  
General Manager, Economic Development and Culture

### **ATTACHMENTS**

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Confidential Attachment 1 – Name of Recommended Candidate for Appointment to the Toronto Music Advisory Committee