

## Toronto Music Industry Advisory Council Terms of Reference

### A. Purpose

1. The music industry contributes towards making the City viable and dynamic. The City of Toronto recognizes the music talent and industry that exists in Toronto and understands the needs to strengthen and grow the industry to ensure its competitiveness and viability.
2. The mandate of the Toronto Music Industry Advisory Council (hereafter the "Music Industry Advisory Council") is to:
  - Provide recommendations and advice to enhance the attractiveness, competitiveness, and growth of Toronto's music industry;
  - Be a forum for the music industry and provide coherent advice to City Council on issues and opportunities for the sector; and
  - Promote Toronto's music industry and monitor and advise on marketing strategies to strengthen the viability of the music sector.
3. The Music Industry Advisory Council is a Council Advisory Body. It may not direct City staff or make binding decisions on the Toronto government. Any advice or recommendations that require formal action or implementation by City of Toronto staff must be considered and approved by City Council.

### B. Membership and Term

1. The Music Industry Advisory Council will be composed of up to thirty three (33) members, consisting of:
  - a. Three members of City Council, including the Chair of the Economic Development Committee and at least one other member of the Economic Development Committee;
  - b. Executive Director, or designate of the Toronto Association of Business Associations;
  - c. A representative from Tourism Toronto;
  - d. An independent performing artist; and

- e. Twenty- seven (27) music industry stakeholders.
2. Members are appointed by City Council on recommendation of the Civic Appointments Committee for members of the public and Striking Committee for members of City Council.
3. Music industry stakeholders appointed to the Music Industry Advisory Council should reflect the diversity of music genres and collectively should have a range of knowledge, skills and experience in the following areas:
  - Venues;
  - Festivals;
  - Studios;
  - Recording and distribution labels;
  - Artist associations;
  - Business management, e.g. legal, financial;
  - Unions and Guilds;
  - Talent development firms;
  - Publishers;
  - Marketing and promotion firms;
  - Communications media, e.g. broadcasting, telecom, internet;
  - Software developers;
  - Educational and training institutions;
  - Suppliers; and
  - Financiers/Funders.
4. The Chair will be a Member of City Council, appointed by City Council and, at its first meeting or as soon as possible after, the Committee will elect a member of the public as Co-Chair.
5. Citizen members are appointed for a four-year term, coinciding with the term of City Council and City Council members are appointed for two years. The Music Industry Advisory Council will meet until the completion of its mandate or the end of the current Council term whichever comes first.
6. The Economic Development and Culture Division and the City's Film Commissioner and Director of Entertainment Industries will canvass and recruit Members through nomination by external interest group, invitation of individual experts, and election by membership-based organizations in accordance with the Public Appointments Policy.
7. Membership is voluntary and a public service. Members will not be remunerated or receive an honoraria. Expenses may be reimbursed pursuant to the Remuneration Policy.

## **C. Governance**

1. The Music Industry Advisory Council will provide its advice to City Council through the Economic Development Committee and annually report to the Economic Development Committee on its progress including key achievements, challenges and activities.
2. The Music Industry Advisory Council will operate in accordance with Council's Simplified Procedures for Advisory Bodies.
3. All meetings of the Music Industry Advisory Council will be open to the public and comply with the Open Meeting Requirements of the City of Toronto Act, 2006.
4. At the call of the Chair, the Music Industry Advisory Council will meet quarterly, or more frequently if required.
5. The Economic Development and Culture Division and the City's Film Commissioner and Director of Entertainment Industries will provide policy-related staff support to the Music Industry Advisory Council.
6. The City Clerk's Office will provide meeting management support to the Music Industry Advisory Council.