

Toronto Music Advisory Committee City Council-Approved Terms of Reference (March 27 and 28, 2019 – EX3.4)

A. Purpose

1. The mandate of the Toronto Music Advisory Committee (hereafter, "Advisory Committee") is to provide advice to City Council on:
 - a) Promoting the health, competitiveness and viability of the Toronto music sector;
 - b) Achieving long-term sustainable economic growth and job creation in the music industry and related sectors;
 - c) Developing, supporting and showcasing music industry talent in Toronto;
 - d) Enhancing local and global positioning and branding of the city and its music sector;
 - e) Establishing Toronto as a respected global centre of excellence for music;
 - f) Facilitating signature music events;
 - g) Identifying emerging issues and trends of significance at provincial, national and international levels;
 - h) Enhancing opportunities for working artists; and
 - i) Encouraging Toronto residents and visitors to experience more live music.
2. The Toronto Music Advisory Committee is a Council Advisory Body. It may not direct City staff or make binding decisions on behalf of Toronto City Council. Any advisory body recommendation that requires action by City officials or City Council must first be considered by the appropriate Council Committee and, when necessary, approved by City Council.

B. Composition and Term

1. The Advisory Committee will be composed of 25 members, including:
 - a) three Members of City Council, one who is the Chair of the Economic and Community Development Committee;
 - b) a representative of the Toronto Association of Business Improvement Areas;

- c) a representative of Tourism Toronto;
- d) 20 music industry stakeholders collectively representing a range of knowledge, skills and experience, including a majority of the following areas:
 - 1) Independent Artists;
 - 2) Events and Venues, including representation from DIY/grassroots communities (Venues , Festival & Event Production, Promoters);
 - 3) Artist and Business Management, Representation and Marketing (Booking Agents, Talent Development Firms, Artist Management, Marketing, Promotion, Sales);
 - 4) Music Creation (Recording Studios & Mastering Studios, Music Technology, Record Labels and Distribution Firms, Music Publishing and Licensing); and
 - 5) Music Industry Support (Media, Broadcasting, Awards, Educational and Training Institutions, Trade, Industry, Artists' Associations).
- 2. The membership will reflect the diversity of Toronto's music community, music genres, and population, and will balance representation from Toronto's independent and major/corporate music communities. Consideration will be given to members with out of market (national and/or international) experience and connections, as well as to members representing non-mainstream genres, organizations, and populations.
- 3. Members are appointed by City Council on recommendation of the Civic Appointments Committee for members of the public and Striking Committee for the members of City Council.
- 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 Advisory Committee will elect a member of the public as Co-Chair.
- 5. Public members are appointed for a four-year term, coinciding with the term of City Council and City Council Members are appointed for a two-year term. The Committee will meet until the completion of its mandate or the end of the current Council term whichever comes first.
- 6. When not able to attend a meeting, non-Council members of the Advisory Committee who have been appointed to represent an organization may send a designate. The Advisory Committee member appointed by City Council must inform the Advisory Committee Co-Chairs and Clerk in writing of the absence, and the individual who will be their organization's designate for the meeting no less than five business days prior to the date of the scheduled meeting. Once the Co-Chairs and Clerk has been informed in writing, the designate will be a

Member of the Advisory Committee and assume all of the responsibilities and privileges of a Member for that meeting.

7. The Economic Development and Culture Division will canvass and recruit members in accordance with the Public Appointments Policy.
8. Membership is voluntary and a public service. Members will not be remunerated or receive an honoraria. Expenses may be reimbursed pursuant to the Toronto Remuneration Policy.

C. Governance

1. The Toronto Music Advisory Committee will provide its advice to City Council through the Economic and Community Development Committee or other appropriate Council Committee and provide a mid-term and end-of-term report to the Advisory Committee's designated Standing Committee on its progress, including key achievements and activities.
2. The Advisory Committee will operate in accordance with City Council's Simplified Procedures for Advisory Bodies.
3. All meetings of the Advisory Committee will be open to the public and comply with the Open Meeting Requirements of the City of Toronto Act, 2006.
4. The Advisory Committee will hold up to four meetings per year at the call of the Chair or Co-Chairs.
5. Economic Development and Culture Division staff will provide policy-related staff support to the Advisory Committee.
6. City Clerk's Office staff will provide meeting management support to the Advisory Committee.