

## **Appointment of Members to the Toronto Music Advisory Committee**

**Date:** September 21, 2023  
**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 members of the public to the Toronto Music Advisory Committee for the remainder of the current term of City Council.

### **RECOMMENDATIONS**

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

1. City Council appoint the individuals listed in Confidential Attachment 1 to the Toronto Music Advisory Committee, at pleasure of Council, for a term of office ending on November 14, 2026.
2. City Council direct that the balance of confidential information contained in Confidential Attachment 1 remain confidential as it relates to personal matters about identifiable individuals being considered for appointment to the Toronto Music Advisory Committee.

## FINANCIAL IMPACT

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The honoraria provided to public members of the Toronto Music Advisory Committee are already included within the 2023 Council Approved Operating Budget for the Economic Development and Culture Division and will be included in future year Operating Budgets.

The Interim Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact Section.

## DECISION HISTORY

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At its meeting of February 7, 2023, City Council re-established the Toronto Music Advisory Committee for the 2022 - 2026 term of Council.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.EX2.1>

At its meeting on April 6, 2022, City Council adopted the Toronto Music Industry Strategy 2022-2026.

<https://secure.toronto.ca/council/agenda-item.do?item=2022.EC28.14>

## COMMENTS

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The music industry is a key component of Toronto's economic, social, and cultural fabric. The City of Toronto recognizes the need to continue work from the previous term of Council to sustain and strengthen the music ecosystem, supporting the competitiveness and the viability of the sector.

The mandate of the Toronto Music Advisory Committee (TMAC) is to advise the City of Toronto on how best to support the entire music ecosystem, in alignment with the [Toronto Music Industry Strategy 2022-2026](#). TMAC engages and seeks input from the broader industry to provide coherent advice to City Council on issues and opportunities for the sector, including supports for independent artists and grassroots music organizations. TMAC also 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 26 members, composed of:

- four members of City Council, including the Chair of the Economic and Community Development Committee or Mayoral designate, and the Night Economy Champion
- the Executive Director, or designate, of the Toronto Association of Business Associations
- a representative from Destination 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
- 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 members to be appointed to TMAC will serve a term ending on November 14, 2026.

**There are twenty-two positions currently under consideration**

All twenty-two (22) member positions of TMAC are under consideration. Ten (10) of the candidates recommended in Confidential Attachment 1 are members who served during the previous term of Council. These ten members have not yet served two full Council terms and are therefore eligible for re-appointment. Twelve (12) new names are also being recommended for membership.

To continue the work of the Toronto Music Industry Advisory Committee, the reconstituted advisory body includes 45% (10/22) returning members from the previous membership group. This composition will preserve institutional learning achieved in the previous term regarding initiatives already begun and how best to work with the City,

while at the same time encouraging fresh voices and diverse perspectives contributed by new members.

### **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 candidates to the Civic Appointments Committee for recommendation to City Council.

### **CONTACT**

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### **SIGNATURE**

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Patrick Tobin  
General Manager, Economic Development and Culture

### **ATTACHMENTS**

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Confidential Attachment 1 – Recommended Candidates for Appointment to the Toronto Music Advisory Committee