



**MEMBER OF COUNCIL REPORT
ON OUT-OF-PROVINCE CONFERENCE**

(To be circulated to standing committees and posted on the internet)

John Filion

Name of Member of Council: _____

Name of Conference: Folk Alliance International Annual Conference

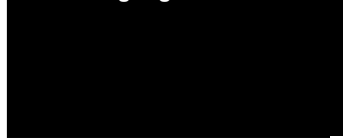
Location: New Orleans, LA

Date(s) Attended: January 23 - 24, 2020

I confirm I attended the following sessions (please use additional sheet if required):

DATE	TIME	NAME OF SESSION
01-24-2020	2:00 – 3:15 PM	Creative Placemaking, as speaker

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Member of Council Signature: _____ **Date:** 03-31-22

FRIDAY PROGRAMMING

going forward.

Then, we will have our annual "Meet the Folk DJs" event. Artists, take advantage of the opportunity to sit down for a few minutes with your favorite DJs. They are the voices of folk music on the radio and the internet. The format of this session is designed to make it easier to connect. Bring plenty of CDs and download cards. Grab the list of Folk DJs before you enter the room to map out your route. Be sure to tell the DJs when you will be performing in their area when you talk to them!

2:00 PM - 3:15 PM

Creative Placemaking

Presenter Track

Nottoway (4th Floor)

When partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities, it's called Creative Placemaking. This evolving field is rooted in the belief that development projects and teams benefit from artistic input throughout the entire project to represent and serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place. The benefits of Creative Placemaking are reciprocal, with artists and cities alike reaping the benefits.

Moderator: Cailin Strakosch (National Performance Network)

Panelist: Clifford Murphy (National Endowment for the Arts), Elizabeth Carwin (Music Export Memphis), John Filon (City Councillor, Toronto)

and knowledge of folk fans. The dialogue in this panel will also help us unearth more of the questions our community has about our audience, to inform our research efforts.

Moderator: Michelle Conceicao (Market Monkeys)
Panelist: Billy Moupin (Yep Roc), Dan Storper (Potomayo), John Smith (Smithsonian Folkways Recordings), Linda Fahey (Folk Alley/FreshGrass Foundation)

Growing Markets: Local, National,

International

Artist Track

Borgne (3rd Floor)

How do you know when to expand your team? How much draw do you have to have before you headline? How do you determine which markets have the most potential for your music? Having a strategic plan and sticking to it is paramount! This panel looks at prioritization, order and planning when an artist is developing and expanding markets, as well as how to track performance and know how you are doing in the markets you choose to focus on.

Moderator: Brendan Gilmarin (Chart Room Media)

Panelist: Bobby Cudd, Neil Pearson (Sounds Just Fine), Sara Watkins (Arts), Susie Giang (Ground Control Touring)

Mary Gauthier Interview

Artist Track Feature

Waterbury Ballroom (2nd Floor)

Born in New Orleans, Mary Gauthier returns to the place of her origins to tell her story.

Throughout her career as a songwriter, artist and community maker, Gauthier has been frank about her journey. And even before music, she engaged in another kind of community-building, as a successful Boston restaurateur.

listening to music. Is the album era over? Is it all single songs now? Panelists will share what they know about folk consumption behavior and how content creators are strategizing for streaming.

Panelist: Darren Gill (Spotify), Evan Newman (Outside Music Group), Lauren Kasper (The Orchard), Mariah Czup (Yep Roc Records)

The Risks We Take: Music Entrepreneurship

Sponsored by CD Baby

Industry Track

Maurepas (3rd Floor)

Innovation in the music tech sector has led to many of the companies that artists and industry rely on to compete and reach fans; however, not all businesses survive all life stages of entrepreneurship. Last year, many artists were impacted by the business failure of PledgeMusic and other companies that closed down. At the same time, some businesses continue to thrive and move through entrepreneurial growth stages alongside us. This panel examines the risks we take together -- and how artists and entrepreneurs can weather storms together while continuing to innovate and grow.

Moderator: David Macias (Thirty Tigers)

Panelist: Benji Rogers (PledgeMusic), Brian Zisk (SF MusicTech Summit), Chris Robley (CD Baby), Stephanie Hudocsek (Soundly)

Tracking the Muse

LJM Music Camp Additional Fee

Boyside A (4th Floor)

This class will teach you how to use recording in a home studio as a tool for inspiration. You'll learn how to best set up your studio, what some great gear options are, and how to expand your ideas from your iPhone to a finished product.