

LONDON BUSINESS OF MUSIC COMMITTEE

TERMS OF REFERENCE

BACKGROUND

The London Music Officer is responsible for working with the London Music Oversight Committee composed of representatives from: the City of London Community and Economic Innovation Division of the City Manager's Office, Tourism London Inc. and the London Arts Council on implementation of the London Music Strategy. The London Music Officer reports to the Manager of Culture, who is part of the City of London Community and Economic Innovation Division of the City Manager's Office.

The London Music Strategy was created by the Music Industry Task Force and approved by Council September 2014.

MANDATE OF THE LONDON BUSINESS OF MUSIC COMMITTEE

The purpose of the London Business of Music Committee is to assist the London Music Oversight Committee and London Music Industry Development Officer with the development of the London Music Strategy Implementation Plan and to support the implementation of its initiatives. The London Music Strategy is a key component of the implementation of London's Cultural Prosperity Plan and its key objectives to:

- elevate London's profile as a Regional Cultural Centre; and
- to achieve economic growth through attraction of investment to London.

London Music Strategy Vision Statement: *"London, Ontario will be a prosperous city which is recognized as: supportive of our music community and focused on fostering new music related business opportunities."*

London Music Strategy Priorities

- Increase Live Music City Wide;
- Enhance Audience Development and Engagement;
- Study and Update Bylaws, Policies, Practices and Procedures to Create Favourable Business Conditions for Venues, Festivals, Performances and Music Businesses;
- Obtain Investment for Specific Implementation Strategies of LMIDTF Key Priorities.
- Future Music Presentation Spaces;
- Co-ordinate and Disseminate Directories, Websites and Mailing Lists; Enhance the Music Resource Inventory;
- Create a Marketing Strategy with Demographic Study - Increase Advertising
- Support Music Tourism;
- Actively Seek and Locate/Relocate High Tech and Music Businesses to London; and
- More Music Residencies.

The Committee will provide a forum for exchange of ideas, input and advice related to music sector opportunities and challenges.

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Composition of the London Business of Music Committee

Voting

The London Business of Music Committee will consist of:

- Co-Chair: Mario Circelli
 - Chair to be assisted & supported by Music Industry Development Officer
- Task Team Members: Two (2) members of each of the following Task Teams (refer to Attachment A of this Terms of Reference), selected by the Task Teams themselves:
 - Musicians Task Team;
 - Events and Venues Task Team;
 - Education and Incubation Task Team; and
 - Business Development Task Team.

These representatives will report back to their Task Teams after each London Business of Music Committee meeting.

- Additional music sector and/or community representatives may be invited by the London Music Oversight Committee to become members of the London Business of Music Committee to ensure broad representation of all aspects of the Music Sector.
- Recommendations must be brought forward to the entire London Music Oversight Committee by e-mail or during a London Business of Music Committee meeting.

Non-Voting

The members of the Oversight Committee will support the London Business of Music Committee as required in a technical resource capacity.

Term of Office

Members will be appointed for one term ending December 2017.

If members wish to resign during the term of their appointment they will submit a letter of resignation to the Music Industry Development officer and a replacement member will be appointed.

Procedures

The London Business of Music Committee will meet a minimum of quarterly, but will meet as required. Task Forces will meet bi-monthly or as needed. Recommendations made by the London Business Music Committee will be arrived at by consensus or by vote where a consensus cannot be derived.

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Remuneration:

Membership on the London Business of Music Committee and its Task Team(s) is voluntary.

ATTACHMENT A

LONDON BUSINESS OF MUSIC TASK TEAM(S)

Each Task Team will develop their own work plans to further the priorities of the London Music Strategy.

MUSICIANS TASK TEAM

| | |
|---|---|
| TASK TEAM CO-LEADS: Jim McCormick & Ryner Stoetzer | |
| ORIGINAL MUSICIANS | Musicians writing, recording, and touring original compositions |
| COVER ARTISTS | Musicians performing other artists music |
| ARTIST MANAGERS | Individual who represents musicians for a living |

EVENTS AND VENUES TASK TEAM

| | |
|---|---------------------|
| TASK TEAM CO-LEADS: Ryan Schroeyens & Bob Giorgini | |
| VENUE | Venue operator |
| FESTIVAL | Festival operator |
| PROMOTER | Live music promoter |

EDUCATION AND INCUBATION TASK TEAM

| | |
|---|----------------------------------|
| TASK TEAM CO-LEADS: Dan Brodbeck + Steve Malison (sharing role) & Brian Nelles | |
| FANSHAWE | Representative from Fanshawe |
| WESTERN | Representative from Western |
| OIART | Representative from OIART |
| THAMES VALLEY D.S.B. | Representative from T.V.D.S.B. |
| MUSIC INSTRUCTORS | London Music Teachers |
| INCUBATION | Leader from an incubation spaces |

BUSINESS DEVELOPMENT TASK TEAM

| | |
|--------------------------------|---|
| TASK TEAM CO-LEADS: TBD | |
| MANUFACTURING | Member of London's musical manufacturing sector |
| RECORDING | Representative from the recording industry here in London |
| PRODUCTION | Audio / Video Production |
| HI-TECH | Active member of the tech sector |
| RETAIL | Member focused on music retail (music store, record shop etc) |
| MEMBERS AT LARGE | Member at large from London's music community |