

Item 50953 – Recap of last meeting and review of research requests

Recap of last meeting: Karen Reece reviewed root causes exercise completed at last meeting (see attached handout of notes)

Review of research requests:

1. UCAN and UW are close to completing their latest research collaboration. UW students studied potential bias toward Hip-Hop in print media. Over 300 articles from The Cap Times, Wisconsin State Journal, and Isthmus coded for various factors such as mentions of crime, education, community, etc., whether the subject of the article is local or national, whether the article had a positive (expanding) or negative (restricting) tone. Karen presented a poster with preliminary results (see attached).

Findings so far:

Overall attitude toward Hip-Hop from all three publications shows half of the articles as expanding, the rest are mixed, neutral, or negative. When this is disaggregated by race of the subject of the article, there is a greater proportion of articles with a restricting tone. Also, when looking at mentions of crime, people of color are the subjects of 75% of those articles. Articles about local artists 60-75% expanding and this is consistent across all races. Articles about national artists tend to have a greater proportion of restricting articles, and this is more so when the subject of the article is a person of color.

The full report is expected at the end of May 2018.

2. Karin Wolf reported on a meeting KR and KW had with Kelly Lamberty from the City Parks department. Lamberty shared data on the City’s permitting process for special events as well and where in the city these permits are issued. Karin summarized the conclusions that City processes are generally application or complaint-driven. In other words, 99% of applications get approved, but that tells us very little about people who aren’t applying and why they aren’t applying. Limited accountability drives inequity.
3. During February’s meeting, the task force members decided to look into the assertion that Hip-Hop is underrepresented in Madison because it is not economically viable.
 - a. Brennan Haelig reported on a meeting with Courtney Byelich, Music Committee Advisor for Wisconsin Union Directorate. Byelich reported that she does not see a specific trend for Hip-Hop shows doing poorly in comparison with other genres. Some shows are great and some shows flop across all genres. Byelich also mentioned that their model is different than other venues because their shows are free and income is not dependent on ticket or alcohol sales.

- b. Darwin Sampson, owner of Frequency, reported that success of shows depends on the artist performing and the crowd and this is similar across genres. DS states that less than 20% of his shows are Hip-Hop, but his overall feeling is that it is “ridiculous” that the underrepresentation of Hip-Hop has to do with economic viability.
- c. Matt Gerding, owner of Majestic, reported that Hip-Hop is as economically viable as any other genre. Since Majestic is a national venue, 95-98% of shows are booked by national agents reaching out. When agents reach out, Majestic looks financially to see if a show is worth investing in. MG reports that about 10% of Majestic’s shows are Hip-Hop.
- d. Caitlin Badsing reported speaking to local Hip-Hop artist Zach Salvat of Neu Dae about shows they have held at Mr. Roberts. They consistently drew a crowd of 20-30 people at this small venue.
- e. The task force members listed other venues that may be available to book Hip-Hop.
 - i. These include: The Wisco, North Street Cabaret, Plan B, Genna’s, The Brink Lounge, Club Nomad, Madison’s, Merchant, and a newer venue, Art In.
 - ii. Goodman Community Center hosts the Lussier Teen Loft with a stage and sound system, however, the stage and sound are being removed from Goodman.
- f. Fernando Caso Ospina reported on requests for information about who applies for liquor licenses. FCO reports that they receive 40-50 applications per year, but they do not ask the applicant to identify racially. All applications are in legistar. FCO will ask about getting a list of applications for the past five years so we can attempt to determine the racial breakdown.
- g. Task force members discussed that in addition to looking at entertainment license, whether a venue is owned by a person of color is also a factor. A possible recommendation to consider would be to track race/ethnicity for all who apply for entertainment licenses with ALRC.

Item 50144 – Brainstorming possible solutions

The team used a brainstorming exercise called SCAMPER. Each letter in the word SCAMPER represents a different way to look at solving a problem. (See attached handout).

S – Substitute

- More people of color need to be decision makers
- More people of color should own and operate businesses
- Localization: more inclusive of local artists, substitute national artists with local
- More people of color should be working in the media

C – Combine

- Multiple artists should partner to do shows, shared focus/goal
- Different styles/genres of music at one time
 - This also mixes communities

- Some artists do this themselves
 - Increases exposure of people to other genres
- Organizations/people hosting events should work together
- Collab on recording/writing, etc. outside of performing

A – Adapt

- Venue size
- Transportation
 - Get people to and from shows safely and affordably
 - Buses run later to be accessible
- Change function of media
 - Promoter of multicultural events/music vs. “cutter”
 - Focus on positive not negative
 - TELL stories, not sell stories
- Function of police – less intense response for shows with artists of color (this is better than it used to be)
 - Inquiries PRIOR to shows pointing out risks
 - Reduce amount of policing
 - Reduce disparities of policing
 - MPD habit/practice of proactively approaching landlords
- Adapt MPD “cultural” policies/practices

M – Modify

- Statistics – include demographic info so we can track equity
 - Design survey to see how many POC have entertainment licenses
- Number of venues with Hip-Hop shows
 - E.g. in the park or block parties
 - Festivals – can go in every neighborhood
 - Increase block parties
 - Add music to non-music fests (free events, share operating costs)
 - Increase number of non-alcohol related events
 - More all-ages opportunities
 - Collab with arts community, MAC sponsorship, cultural projects
- Use Overture space to be more inclusive/representative
- Curriculum in schools to teach Hip-Hop culture, etc.

P – Put (to a different use)

- Alternate venues
 - Overture
 - Library

- Art In
- Community Centers
- State St
- Parks
- Museums
- Art galleries
- Schools
- Churches
- Football field (e.g. Breese Stevens, Camp Randall)
- Is there music at Madison Mallards games? Maybe one concert?
- Other sporting events:
 - Mad Rollin Dolls half time show
 - Madison Capitals
 - Frisbee Golf – Madison Radicals
 - Blaze – football
 - Gaelic Sports
- De Jope?
- Kohl Center
- Assign certain City buses to act as shuttles to transfer points
- Party bus companies
- Planning councils/neighborhood associations – incorporate diverse music
- City money to divers art only to raise profile because other artists are already well-represented

E – Eliminate

- Eliminate things like Names & Faces in the Wisconsin State Journal that don't serve any purpose except to discriminate
- Venues that don't book Hip-Hop!
- Discrimination, unconscious bias
- Simplify licensing process or number of licenses
- Same as above for street use permit
- ?question? do you need an entertainment license if you don't have alcohol? FCO will find out
- Inequitable policing
- Segregation

R – Rearrange

- More events outside of Isthmus than inside
- Positive police present like Walmart greeters
- Negative perception of Hip-Hop
- Cuts to public transportation
- Number of opportunities for Hip-Hop artists

- Local support for national acts
- Obstacles to ownership
 - What are they?
 - Mentorship, grants, financial backing
 - Licensing
- Booking security companies who don't know patrons (hard to convince to do for Hip-Hop shows, money not worth it)
- ?question? is there a Madison based security company? (Answer: RTM hasn't been effective, others are cost-prohibitive)
- How to get support within communities to mitigate security issues
- Get everyone together – crowd monitors communities

Item 50954 – Prioritizing possible solutions

Task force members agree that chair and co-chair should prioritize list to discuss at next meeting. Top five concepts appear to relate to media, police, transportation, venues (number, type, size), and localization.

Item 49593 – Review of agenda for next meeting

1. How many recommendations will we have and what will our report look like? Set timeline for completion
2. Take five ideas from above, find data to support them and base recommendations on that
3. Review other best practices in other cities