

PUBLIC COMMENT

Chris “Godzilla” Taylor – former Madison Art Commissioner, authored survey and report about Hip-Hop that led to the recommendation from MAC to form task force. This report is in your first meeting packet. Taylor is working on unifying efforts to increase Hip-Hop representation across the state. Milwaukee will be doing a Hip-Hop week 8/20-8/26. Taylor invited the task force members to attend to study their format, common issues, and what is the impact on the City of Milwaukee. Khalif Rainey, 7th district alder, is working on this as well.

Item 52075 – Discuss use of the City of Madison Racial Equity and Social Justice Initiative’s equity analysis tool to develop recommendations

There are Fast Track and Comprehensive versions of this tool. We reviewed the Fast Track version to help frame our work as we start on our report. This tool could be used individually for each of the five focus areas we have chosen, however, we will answer some of the questions broadly for now.

WHAT: We answered these questions with the resolution and during our first few meetings with data discussions and root cause analysis.

WHO

Who (individuals or groups) could be impacted by the issues related to this policy, plan or proposal?

- *Who would benefit?* African American Community, Hip-Hop Community, Music lovers, People of Color in Madison, customer service industry, bar/venue owners, transportation, ALRC, Mayor and Common Council, media and police
- *Who would be burdened?* People who don’t want to deal with the issue, anti-Hip-Hop community, people interested in maintaining the status quo, neighborhoods (NIMBYs), bar/venue owners, Mayor, media and police, ALRC.
- *Are there potential disproportionate impacts on communities of color or low-income communities?* Yes, reform impacts interactions that are currently inequitable, e.g. police called to venues may be more likely to cite a person of color for things like disorderly conduct, police and media could be called out for policy issues and this could have a positive impact, transit could have the biggest impact, looking at increasing access to opportunities outside of downtown and specifically in neighborhoods,

WHY

What are potential unintended consequences (social, economic, health, environmental or other)?

- We could alienate bar/venue owners who don’t want to do this, could burden business owners who have high overhead (venues should serve communities, but still have to consider financial impact)

- If bus routes become better, cab companies could be impacted
- Those involved in other genres might be upset that they aren't included, for those who want to maintain the status quo, the barriers could become higher for Hip-Hop and other underrepresented genres
- People could be reluctant to implement our recommendations because there are other issues they believe should have a higher priority.

Item 52076 – Develop recommendations related to policy/procedure and (if time allows) community/culture.

Looking closer at 5/21 President's Notes: Tool kit for city organizations/committees:

1. Could create How-to guides that outline processes for joining committees or getting permits or licenses with all necessary forms. Ideally this would be in video format along with printed packets that are available at libraries
 - a. Streamline City process overall to make things more accessible to the general public
 - b. Include how to apply for grants to support arts
 - c. Looking at parks: people who apply for permits generally get them. The equity issues is in who applies for permits. People don't apply because they don't know about the process, they don't feel comfortable engaging with government, and/or things are too expensive. Could fees be eliminated for these things? What impact would that have on parks? What percentage of their budget comes in through fees? Neighborhood Associations can do block parties for half price, but these associations are predominately white home owners.
 - d. City needs to have a clear definition of an event and that needs to be clear to the public. Event vs. gathering vs. family/community bbq – parks rule is that if a shelter is not reserved, it is first come, first served at no cost, example is what happened with Stop the Violence picnics last year.
2. Make sure general public knows who their alders are and who they can reach out to for help. Some alders are very knowledgeable and helpful, other alders are newer and don't fully understand processes themselves. Also, different alders community at different rates and with different media (letters vs. emails vs. web).
3. For alcohol license/food sales: City needs to prioritize minority business owners

How would these things get done?

1. Identify people/stakeholders closely aligned with this issue e.g. ALRC, parks
2. Recommend that City should set aside funds for a creative director who would work with City staff for various commissions/committees/departments to create how-to videos (videos should be done by community to ensure they are relatable and trusted by the public. We will come up with specifics for this position. May be direct hire by City or RFP for community orgs/businesses.

3. Recommend that either fees are eliminated for general public or certain kinds of events or that fees are applied on a sliding scale.

Looking closer at 5/21 President's Notes: Collaborate with Dane Dances and other non-profits, challenge festivals to book more Hip-Hop/Urban/local acts, schools/colleges should be more inclusive:

1. Orgs/venues/schools should collaborate to increase representation specifically to get underrepresented genres in festivals and other events, By schools we mean orgs such as First Wave, Wisconsin Union Directorate. Reach out to NRTs, arts orgs, etc. to see what they would want to remedy inequities.
2. Recommend that City require any organization receiving City money, through grants or contracts, to have an equity plan to get greater representation. This could help with the festival issues as well.
 - a. This would apply to general contractors, those who get grant money are treated as sub-contractors with the City.
 - b. If you have a contract with the City, you would have to follow EOC guidelines and this would be above and beyond the AA action plan on file.
 - c. This is a complicated issue – we can recommend this for City contractors, but what about venues whose businesses are not receiving City dollars? You can't tell a pizza restaurant what kind of pizza to serve, does same apply to music venue?
 - i. If we had a recommendation to private businesses, could City dollars be set aside to offset costs? (this assumes that venues would take a financial hit by booking underrepresented genres. *Previous conversations with this task force expressed that Hip-Hop is as economically viable as any other genre- the task force should bring this up again during the venues conversation.*
 - ii. Arts vs. Business commerce

52077 Identify and assign action items

ROB FRANKLIN - Compile info about thriving music and entertainment scenes in cities with comparable size to Madison and identify cities with the best scenes in the country, with a specific eye for equity

KARIN WOLF (?) · Compile info about how the City spends money on arts and culture

BRENNAN HAELIG· MPD policies about standard event and special event management and related costs

FERNANDO CANO OSPINA · List of people/groups who have applied for entertainment licenses with ALRC over the past five years

CAITLIN BADSING · Data on Black-owned (and other people of color) businesses over the past 10-20 years in Madison

ARVINA MARTIN · Find report analyzing City transportation from downtown to neighborhoods and within neighborhoods and what plans Metro has for expanding into areas with limited access