

MIRA Spring 2017 Advisory Committee Meeting Minutes

June 27, 2017 6:00-7:00pm via Skype

Attendees:

Jonathan Steele
Patrick Hernly
Dave Greenberg
Jorge Brea
Janette Berrios
Steve Swenson

Absent:

Jeanne Reynolds
Chris Powers
Phil Benito
Tom Block
Steve Cherubino
Jesse Vance
Dan Byers
John Stephan
Rosaria Pipitone
Damon Dougherty
Melissa Chambers
Steve Kornell

Events

- Gasparilla Music Festival
 - 1- Gasparilla Music Festival- about 12 students worked the backstage area of GMF; some interviewed artists and some worked production. We had one video student volunteer who is in the final stages of editing the content he captured. This student had a stroke post-event and has taken him longer than anticipated.
 - 2- GMF tent raised \$800 which will go towards our October 19th arts community event. This conference-like event will offer workshops that will address employment-related (entrepreneurial and/or 1099's) concerns for students and community members in the arts community. Some workshops will include grant writing 101, mock interviews with HSN, Disney Info Session...etc. if any advisory board members are interested in presenting, please have them contact me.
 - 3- we are hosting our 2nd Recycled Tunes instrument drive week prior to thanksgiving. Last year, we collected about 100 instruments and we hope to increase that number this year. Details TBD.

- Clearwater Jazz Holiday

MIRA students had volunteer and job shadowing opportunities that lead to employment through live event production companies such as ESI. Student also interviewed artists backstage for SPC Radio.

- Florida Music Education Association (FMEA) Crossover Festival
MIRA hosted the 2nd annual Crossover Festival. This festival grew out of the FMEA Contemporary Media Committee, under the leadership of Dr. David Williams, Associate Director of the School of Music at USF. The thrust of the festival is to provide a statewide venue for K-12 students involved in rock bands and other non-traditional or popular music to showcase their work and receive feedback from a panel of judges and clinicians. Good recruiting and outreach tool for MIRA.
- FMEA Conference Tampa
4 MIRA students, Paul Kokesh, Dragana Mitric, Andrew Holness, and Jonah Hollander presented their work on the use of music technology for studio music production and composition, post production audio mixing, and live performance. Presentation was well-received by the audience of K-12 music teachers, college music faculty, and administrators.
- Pinellas All County Guitar Festival
SP/G hosted the 2017 spring All County Guitar Festival on Saturday, April 1st. K-12 guitar students from across Pinellas County rehearsed and performed guitar music at the SPG campus in SPC Music and MIRA facilities. Good recruiting and outreach tool for SPC Music and MIRA.
- Tampa Music Conference
MIRA students volunteered to staff registration tables and a table in the vendors area of the Tampa Music Conference on Thursday, June 22nd. Students has the opportunity to interact with learning partners Symphonic Distribution, as well as local recording studio owners and engineers and freelance performers and producers from around Tampa Bay. Students also attended panel presentations on music marketing, music business, and music licensing.

Cuba Study Abroad

May 28th-June 4th, the SPC Center for International Programs Study Abroad Program launched the first trip to Cuba. Two MIRA students were part of the student group that traveled; they experienced Cuban music, dance (and other arts), and culture. This was an important part, along with getting the Enhanced Worldview designation for the MUL 1010 Music Appreciation class, toward internationalization of the MIRA program.

Curricular Updates

- New Internship Courses
 - Music Internship Ensemble
 - Music Composition Internship
 - 4 Topic areas within Production subplan Internship II MUM 2945
 - Recording studio
 - Live Sound
 - Broadcast Audio
 - Music Industry

New Program Plan

- MUM 2609 Critical Listening required for all MIRA students
- Production subplan – students now choose from:
 - MUM 2678 Audio Mixing Techniques II
 - MUM 2640 Post Production Sound
 - MUM 2681 Audio for Broadcast
 - MUM 2680 Audio Engineering Foundations

Radio station relocation

SPC Radio had to relocate from its prior location because of the demolition of the AD building at the SP/G campus. Provost Jamelle Conner suggested that the former security office in the SS lobby would be a good relocation venue for SPC Radio. SP/G facilities reconfigured the space to allow for a live room, a control room, and a back office/mix suite for faculty, SPC Radio staff, and students. The new location is prominent and a much improved.

Lakewood CD

Councilman Kornell proposed that MIRA could help sponsor a fundraiser CD for the jazz band at Lakewood HS. This was an opportunity to further strengthen the partnership between Lakewood and MIRA. SP/G Provost Jamelle Conner agreed that the CD could be recorded using the Music Center recording studio. MIRA faculty Tom Morris produced and recorded the CD. The City of St. Petersburg underwrote the costs of producing the CD.

New Website

MIRA has collaborated with SPC Marketing and Strategic Information on an improved and updated MIRA website. The new website should be unveiled soon, and should include new content and layout. It will be modeled on content and layout standard to music industry, specifically websites suggested by MIRA faculty and staff.

2017 compilation CD

- Special students recording sessions in MC studio
 - Taiko drums – Keturah Duberstein

- Horns session – David Manson, Aric Brian, Austin Vickrey

Open Discussion

Jorge Brea (Symphonic Distribution) – many internship opportunities for MIRA students through SD; open to discussing not only their own needs, but also help connect with other organizations needing interns. Additional discussion from Jorge: Few other things too to recap

1. If you ever need us for calls and such that works too that way we can be as helpful as possible as we're really proud and happy to be apart of this. It will be even easier as well once we're in Downtown to get to St. Pete too + we can maybe have a nice event for some students and maybe even do mentoring sessions or networking gatherings for a few students here and there in our location in the future.

2. My thought with the mentoring sessions is the aspect of continuing to ensure that musicians are prepped for situations in the music industry as things evolve. Marketing, technologies such as blockchain, etc....If you guys want to discuss we can most certainly do something like that as a more intimate 1on1 experience. Perhaps limited to those set to graduate and such.

3. From a radio station standpoint, it's awesome to hear about the new studio. If you guys ever do have a music industry discussion, let us know and we can work in time too to discuss. We just launched a podcast too that we'll continue to do on our own on our end. <http://blog.symphonicdistribution.com/2017/06/music-industry-podcast/>

4. Lastly, feel free to communicate or show these in classrooms or include in newsletters, it's a series based on blog posts and topics that we feel are vital for musicians active in the industry. We're working on doing more of that content in the future and will be doing a production based one in the future.

<https://www.youtube.com/playlist?list=PLL8nnrdPB87YnOfjCtSTWnHKGztoUHavC>

5.As mentioned, we can definitely do the distribution of the CD and such. Potentially the profits can be awarded to MIRA or something of that nature as exposure. It may be tricky with some students but, just a thought as a way to get something out there.