

Spring 2018 MIRA Advisory Committee Meeting Minutes
4/10/2018 9:00-10:00am

Attending:

Jonathan Steele (Dean- member)
Patrick Hernly (Academic Chair- member)
Rosaria Pipitone (Career Outreach Specialist – member)
Steve Kornell (Chair, advisory committee)
Jeane Reynolds (AC member)
Jesse Vance (AC member)
Richard Smith (Internship coordinator)
Jason Pennock (AC guest)
Camille Barbone (AC guest)
Tom Block (AC member)
Kate Reuter (student-presenter)
Paul Kokesh (alumn)

Non-attending

Dan Byers
Dave Greenberg
Melissa Chambers
Steve Swenson
Steve Cherubino
Damon Dougherty
Chris Powers
Phil Benito
Jorge Brea
Jeanette Berrios

Minutes

Kate Reuter (MIRA student) Presentation- Arts/Music marketing.
Jesse Vance – Venture Compound and development of Pinellas County/St Petersburg/Tampa Bay as arts.
Jason Pennock- leveraging social media in local market to develop following before pursuing relationship with record company.
Kate- How do artists develop following and get discovered? Started marketing company part time while pursuing MIRA degree
MIRA instrumental in launch of her business- connections through program

Rosaria Pipitone- events for fall semester (distribute folders to AC members); focus on events that build students' careers; CAC events- soliciting input from AC members- ideas for breakout sessions; discussed spring semester Sessions event; students met and jammed with many people- important connections; Creative Career Summit for fall 2018 semester; review of fall 2017 CCS, Al Pitrelli keynote, vendors, conference; emphasis on multiple streams of income; examples of

professional development workshop speakers from the past (Ray Roa); ask AC members to speak and mentor students, host interns.

Jason Pennock- Do you use local people as speakers?

Rosaria Pipitone- yes with some exceptions

Steve Kornell – include high students in events

Rosaria Pipitone- yes; discussed outreach to high schools and middle schools

Jeanne Reynolds – targeted recruiting/marketing approach for events re teachers- personal invitations

Rosaria Pipitone- good attendance at fall event; teachers involved

Jonathan Steele – high school students who attended Sessions event were highly motivated and asked good questions

Camille Barbone – High school is gateway to the industry; dispelling notion that music business is not a real business; importance of schools providing education on music industry

Steve Kornell – discussion of Lakewood HS community outreach; fundraiser CD

Joint venture between SPC and City of St Petersburg

MIRA faculty Tom Morris produced the CD

Approached Rays about partnership

Approached businesses to buy multiple copies

Jesse Vance- Bandcamp is a good online outlet for distribution

Thank you to MIRA

Jason Pennock- integrate SPC video students to produce a Snarky Puppy style video

Include local professional musicians- integrate with student musicians; video is more appealing to young students

Camille Barbone – streaming; CD Baby; aggregate site

Rosaria Pipitone- Symphonic Distribution

Jeanne Reynolds – All-County jazz festival at Palladium

Steve Kornell- how to publish the students' work legally

Camille Barbone- CSAC, ASCAP, BMI as good resources

Richard Smith- promotion of STEAM event at St. Pete/Gibbs campus