

New Music Town Hall Meeting
March 30, 2020
Notes

Questions answered:

1. Does anyone know if the low interest, promised-to-be forgiven loans to cover 2.5 months of payroll expenses are on a similar timeline to other govt relief? 6 weeks? Longer?
(David Skidmore, Third Coast Percussion)
 - Crystal Wei Response: “David, I heard similar. SBA is likely faster - \$10K within 3 days of application for advance on loan (forgivable), and then 21 days response rate to loan applications.”
 - April 8th Americans for the Arts webinar with more info on this

2. What digital platforms are proving accessible but most effective for online performance?
(Ed Yim, ACO)
 - Challenges w/ zoom; zoom trolls. Have contingency plans. Youtube.

3. Could we start a list of initiatives that we are taking during this crisis? Where should it be hosted? (Ed Yim)
 - Claire Chaise Response: “Hi Ed, re: digital platforms, there are so many! Check out Rhiannon Giddons new site: <https://www.artliveson.com/>. Also, for the new-music sector, Raquel Acevedo Klein has created an amazing online festival called Music on the REBOUND: <https://www.musicrebound.com/>”
 - Will discuss more at next town hall meeting, [April 7](#)
 - Add to the [COVID Artist Resource sheet](#) to share livestreams

4. Are there any actions being taken towards reporting online/recorded concerts for performance royalties? (inti figgis-vizueta, composer)
 - Provide artist compensation; don't call it a donation. Arts not free.
 - Bridget Kibbey: Curious if anyone has heard of SoundExchange getting involved in online performance royalties
 - ACO is commissioning and paying composers to write solo pieces to be premiered online. (Performers are also being paid). They have asked for video rights ONLY for four months as part of the fee, then rights revert to the performer and composer.

5. Are orgs making decisions on closure incrementally, or on a longer timeline (cancelling seasons) - and for what reasons? (Crystal Wei, Mt Tremper Arts)
 - Seeing both
 - Re-entry talking points. Thinking through communications.

6. Does anyone know whether the forgivable SBA loans are available to orgs if they get a grant from the NYC Small Business Employee Retention Assistance Grant? (Mi Ryung Song, Decoda)
 - From Crystal Wei: “Mi Ryung I was on a zoom with them today, they implied that you could still apply even if you had other loans, but that they can’t be consolidated. I think email them to ask specifically.”
7. Curious about Cash-Flow Forecasting for the 20/21 season. Any best practices for budgeting for earned income (performance revenue) starting next season? Should we assume 0, budget a percentage, any other ideas to plan for next fall and beyond? (Peter Martin, Third Coast Percussion)
 - From Peter Martin: two tips – I would assume 0 increases in contributed income. And think about how much cash you need on hand when the dust settles to get back to full capacity. That’s the amount you ideally want to have in reserve and don’t want to go below if at all possible.
8. Do Independent Contractors need to apply for relief on their own as self-employed individuals or coordinate which “lost wages” are submitted by an org? (Mi Ryung Song, Decoda)
 - Case by case situation. Reach out to the agency for guidance.
9. For organizations that are postponing their upcoming events, are there any grants or resources supporting newly-conceived programming specifically for a streaming platform (as opposed to moving already-programmed events online)?
 - Ed Yim: specific granting for creating online content during this period - specific provision in performing arts relief funding (~\$75 mill.) *create original online content*
 - Gilman Fdn + Mellon Fdn <https://www.nycommunitytrust.org/covid19>
 - James H.: endowments have been hit hard by the stock market. Advocacy for foundations to double down on grant making. Most foundations are doing all the things that Ruby mentioned. Generally being extremely flexible. New programs - be on the look-out.
10. How far into the future are your concerts/events officially canceled or postponed? We are canceled through early June but standing by to hear about late June through summer activities. (From Mi Ryung Song - Decoda)
 - Seth Walden: Our summer programming opens on June 13 and we are holding fast to that start date - for now.
 - Bridget kibbey: Larger urban centers through August
 - EMPAC: no new contracts through the end of June
 - Karla Brom: does it depend on festival vs. one off events?

11. Ed Yim: Could we start a list of initiatives that we are taking during this crisis? Where should it be hosted?

- Not a time to be competitive nor secretive -- time to be even more transparent. Everything we are doing is going to help. May not agree with certain programs. Now is the time to be kind to one another.
- *** One place to put what each of us is doing so we are aware. ***
- Where would it reach the most people?
 - Use same hashtag for everyone >>> #newmusicresponds (proposed by Ed)
 - For those of us who don't exclusively play new music (but love it!), perhaps #musicresponds?
 - #musicforthephysicallydistanced
- How can we help cross-promote?
- New music gathering: slack channel for best practice so we can learn from each other.
- inti: perhaps a Discord channel?

To discuss in future gatherings:

1. Session on **equity/access** during this time to make sure we're not overlooking those on the fringes.
 - This can be an opportunity to really put underrepresented groups, whether identity or social class (or both) on a much more visible platform.
2. Can we talk a bit about what **boards** can and should do, and what **staff** should be asking of their boards? How responsive and supportive have your organization's boards (for those who have them) been in the face of these challenges?
 - In a future town hall gathering, we'll engage leaders in the board development and individual giving world to speak to their experiences and recommendations
3. **"Re-entry process"** – what are some suggestions you have to help audiences and artists alike adjust? What are re-entry talking points for when you get to the other side?
4. If your organization received **grant money** for a location specific performance, does it seem reasonable to ask if the granting activities be allowed to be moved online? What are granting organizations doing to make these funds available for a change of scope due to the circumstances surrounding covid-19?
5. Approaching online performances/collaborations as a short-term transition is very different from shifting to it for a longer period of time. Thoughts on how artists are approaching it (since we don't quite know yet whether this is a short-term or long-term situation).

6. Fernanda Navarro, composer: As we move towards online performances, it would be interesting if we could think about the technological needs to create art in this new environment and training for those technological tools.
 - Bridget Kibbey: Vimeo is creating a new platform to aid in higher-quality streaming...which could be awesome because facebook live compression is not that great
 - Guidance on how to host live remote events – recommendations/pitfalls, etc.
 - inti: what about something like a streaming concert schedule?

Resources/Links:

- Arts Action Fund (Ruby)
- Links from Ruby:
 - https://independentsector.org/resource/caresact/?utm_medium=email&utm_campaign=CARES%20Act%20Resource&utm_content=CARES%20Act%20Resource+CID_a902a020540eee86cbbc8d057c678595&utm_source=Email%20marketing%20software&utm_term=Explore%20the%20Resource%20Here#1585589103375-1ce64dd6-3241
 - <https://www.councilofnonprofits.org/trends-policy-issues/initial-analysis-of-the-coronavirus-aid-relief-and-economic-security-act-cares>
 - <https://www.nytimes.com/article/coronavirus-stimulus-package-questions-answers.html>
 - <https://www.americansforthearts.org/news-room/americans-for-the-arts-news/funder-here-are-7-things-you-can-do-to-support-your-arts-community>
- From Claire Chase, For ARTISTS: this is also a very helpful breakdown of the UI benefits to freelancers (yes, 1099's!) covered in the new stimulus bill: <https://www.nelp.org/publication/unemployment-insurance-provisions-coronavirus-aid-relief-economic-security-cares-act/>
- From Gilman: If anyone has any specific questions or ideas about how funders should be supporting the community, please feel free to email James Hirschfeld: jhirschfeld@howardgilmanfoundation.org
- Another good resource (Writer's Union) for freelancers: <https://nwu.org/cares-act-pandemic-unemployment-assistance-for-freelancers/>
- NYFA has an amazing crowd-sourced google document with DIRECT-TO-ARTIST Funds of all sizes. It's the most comprehensive in this category (direct to artist, not direct to org): https://docs.google.com/spreadsheets/d/1CyQBOZy3SDHn_7KG8xuUnZ-bHlfipl9KSBN8KvN3ucY/edit#gid=97487488

Additional Notes:

- Thank you Americans for the Arts for the advocacy around the stimulus package. The data sharing is also helpful. (Crystal Wei)
- "Gathering Topics" is a great idea, then line up experts to lead discussion on that/those topics.

- Jim Rosenfield: Let's do this at short intervals, I say short because everything is changing so fast...maybe every week or every other week, or maybe as needed? One unexpected consequence of social distancing is that via ZOOM and other platforms, it brings us together.