

DMMC 101: 09132016

Attendees: Trevor, Courtney K, Bryan B

used to have a built in audience because the venue would build a following being a band or having an art form used to be supported - in Chicago? venues are putting too much pressure on the bands to bring out the crowd when everyone should be working together
Des Moines needs to pave their own road - we cannot copy Minneapolis or Chicago

Courtney's Theories:

1. 3rd party member venues - Saints, Confluence, etc. They have the ability to pay an artist \$200 for background music; we are not painted in a good way if we're playing the corner at Hy-Vee, but who would turn it down because it pays well?! And the show is free vs. a door fee. Farmers' market. Music is built into this city - we know music will be part of it.
2. music every single night of the week - not celebrated in the media; people don't know we are a great city because of this, not every city has this! Need media support

Question: So we get a built-in audience for shows, but how do we still counteract the 3rd party venues? How do we elevate the appreciation of the artist at these shows? Can the media help the public to appreciate live music in Des Moines? Over saturation - there are musicians everywhere, so why would I go to a venue regardless of benefits.

So this comes back to educating the public that these background shows are NOT what venue shows are like... can the media help with this? Courtney makes announcements during her solo sets.

Great Day - post their shows by noon day of, could share it better on social media

***Cityview Sound Circuit

Promote that we have music every single night of the week - that is incredible; people believe this is Dead Moines; people want to go where other people are, like born Wild

Media outlets should celebrate us as musicians and artists

Register is not very local anymore - local polish

talk to them about how we're actually doing something

they need to cover GDP and LBF to help local musicians

could reach small towns

maybe DMMC could just buy ad space for announcements about the local scene

"Loyalty Program"

1. People can take something remember their experience
2. People are rewarded for their loyalty
3. People want to know where their money is going
4. Venue will make: door money, people bring friends, people have more than one beer, esp. if they didn't pay for the first one, keep kegs fresh
5. Free pour beer could be chosen by the venue so that beer isn't wasted
6. Artists can personally invite people; write their name on the back and invite people to the show; first beer is on us
7. 10th beer - win a music package or free pass into a show
8. Late shows 5 bands - have to stay out till 1am
 1. still might not draw people

2. late night happy hour for service industry people - no door fee?
3. bands get paid a percent of a bar
9. pull more people in most nights if there is NO COVER - esp. weeknights
10. how do we appeal to the bar crowd? Can this be our built in audience?
11. get venues to participate and stop blaming the artists
12. Lefty's has kegs go bad - special tap handle for the evening
13. Pete at the Social Club? Might be the best place to start
14. Non-drinkers, pregnant women, underage adults...
 - a. exclusive tracks from the artists - live, demo, etc.
 - b. free admission with a paid admission
15. after 3 or 4 times you get something special - like a beer tour
 - a. DMMC builds a stock - passes to concerts, food vouchers, CDs, etc.
 - a. get into LBF half-off
 - b. DMMC sponsored shows get points, buy merch get points
 - c. check in on Facebook, FB group or page - take a picture of each show
 - d. Instagram page
 - e. screenshot of liking the page
 - f. picture with the band
 - g. app that links with FB or Instagram to make everything public
 - h. app could track points
 - i. Locusic or Hannah could build it into her app
 - b. loyalty program, mail your card into DMMC

Mobile Record Store

People can't afford to buy beer, admission, and THEN want to buy merchandise
 Package deals with admission and discounted merchandise

Social Game

Social game that brought people to music venues

or maybe bring them to the venue, fill out a survey and get a free drink - YELP

Everyone can be a music critic

constructive criticism only? How would we limit that?

Karma goes down, your influence is less if your comment gets moderated as negative

Make it available for underage individuals, so what about 9pm shows?

Create your own rock band; create your fantasy band; go to shows and get to "collect" the members of the bands playing to build your own band; battle your friends bands; musicians of Des Moines have stats based on their performances that add to the "value" of your team; out of town performances make more points; geofencing thing; post the review or play the game at that show

Form a union to say that musicians will no longer do this

Pay to play venues

Local music zine

One that just covers the music scene

how is this different from an online resource?

combine all of the online resources together

DSM Shows to have their own column