

DMMC 101: GDP 2016

Tuesday, May 31 / 6-8pm

Mars Cafe on University

Group Discussion

Moderator: Lindsay Keast, DMMC Outreach Coordinator

Panelists: Phil Young (Tires), Courtney Krause, Marquas Ashworth (MarKaus), and Chris Hick (Agrinex)

Attendees: Ben C, Margi W, Justin S, Mike T, Tommy D, Thomas K, Conrad B, Sean B, Kevan M, Sara N, Forest C, Brian C, Luke B, Chuck H, Cassie S

1. What are some of the positive aspects of the Des Moines music scene?

- a. Easy to meet and work with fellow musicians to collaborate
- b. Ease of access to venues
- c. Song Circle at the Social Club last year - each artist plays a couple of songs and the crowd migrates to a different location for the next artist
 - i. Incorporate more diverse/eclectic shows?
 - ii. Could be a format to implement at Zeitgeist experimental music festival
- d. Chapman House blend of art/film and music
 - i. Continue to incorporate more culture into other music events?
 - ii. Crane open studios to include music?
 1. Potentially an open jam setup?

2. What is keeping us from getting to the next level?

- a. Smaller level bands need feedback and critique
- b. Need to build a larger base of local music supporters
 - i. Reach outside of our current group of followers; currently tends to be bands supporting other bands
 - ii. Outreach to the public; help them feel they are part of the scene
 - iii. Are some audiences only drawn to certain venues?
 - iv. Are audiences spread thin by all of the events occurring on any given night?
- c. Accessibility of live music; oversaturation of the market
- d. DMMC to host more community meetings and to create an online forum to continue discussions
- e. Local feedback about local labels, recording studios, managers, etc. - could be hosted on the DMMC Music Directory?
- f. Trade Parade - <http://www.tradeparadeapp.com>
- g. www.songkick.com
- h. DIT Handbook
- i. Need more opportunities for networking between musicians and industry experts, between genres, and between other cities
 - i. Coordinate tour routes between Midwest cities

- j. Spread awareness of “pay to play”
- k. Better promotional efforts
 - i. Face-to-face invitations
 - ii. Create genre-based street teams
- l. Venues to consider switching to mid-evening shows Sunday-Wednesday
- m. Musicians to consider the audience’s experience
- n. Clearly advertise a door time and a start time