

**From:** "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>  
**To:** "Direct to Mayor and Council - DL"  
**Date:** 12/14/2023 8:48:57 AM  
**Subject:** Upcoming news release: Members of Vancouver's first ever Music Task Force announced (December 14, 2023)

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Dear Mayor and Council,

I am writing to inform you that the City will be issuing the following news release on December 14, 2023, to announce the members of Vancouver's new Music Task Force. The news release also touches on the Vancouver Music Strategy and CultureShift. Please keep this news release embargoed until it goes live from the City media email account.

Maria will reply to this email with the relevant Vancouver.ca link and social media links, once these are live.

Best,  
Paul

**Paul Mochrie** (he/him)  
City Manager  
City of Vancouver  
[paul.mochrie@vancouver.ca](mailto:paul.mochrie@vancouver.ca)



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tsleil-Waututh) Nations.

**City of Vancouver**  
**News release**  
**December 14, 2023**

### **Members of Vancouver's first ever Music Task Force announced**

They heeded the call to "help Vancouver find its rhythm, make noise, and make change."

In July, the City of Vancouver and Music BC put out a [call for applications for a new Music Task Force](#). And next month, the members of Vancouver's inaugural Music Task Force will meet for the first time to advise on ongoing needs and priorities of the sector and oversee the implementation of the [Vancouver Music Strategy](#).

The Music Task Force comprises 15 total members – six standing members and nine community members. The standing members include representation from City staff as well as local industry:

- City of Vancouver – Saadi D'hoore and Branislav Henselmann
- Music BC – Lindsay MacPherson or G-Luve
- Creative BC – Brenda Grunau
- Destination Vancouver - Rohaan Sethna
- Downtown Vancouver Business Improvement Association – Claire Leonard

City staff and Music BC evaluated 71 community applications for membership. The applications represented an exciting range of music industry interests and the selection committee expresses its appreciation to all applicants. After careful consideration, the following community members have been selected to balance representation from Vancouver's independent and major/corporate music communities, and partially reflect the diversity of Vancouver's music and cultural communities, music genres, and populations:

- Joshua Eastman
- Alison Fraser
- Denise Fraser
- Nina Horvath
- Diane Kadota
- Joseph Martin
- Renae Morriseau
- Mark Reid
- Geoff Robins

Bios of each of the community members can be found on the City of Vancouver's website [\[LINK\]](#).

"The City of Vancouver is delighted to welcome the members of our first ever Music Task Force," said Mayor Ken Sim. "Music generates more than \$690M annually in our city. The industry employs more than 13,000 people, and supports diversity, cultural identity, tourism, infrastructure, job creation, and investment. I look forward to seeing the recommendations from the task force that will strengthen Vancouver's music industry's resiliency and long-term viability."

"This partnership between the City of Vancouver and the local music industry is unique in nature," said Lindsay MacPherson, executive director of Music BC. "We are very eager to get to work on addressing the needs and priorities of the sector, and supporting the growth and sustainability of musicians, and the music industry, in our city."

By promoting Vancouver's music industry and advising on strategies to strengthen the viability of the music sector, the Vancouver Music Task Force will support the strategic recommendations of the [Vancouver Music Strategy](#) and the City's 10-year culture plan, [Culture|Shift](#). Key priorities of the Vancouver Music Strategy include celebrating the sound of Vancouver and the music of the Musqueam, Squamish, and Tsleil-Waututh peoples, and attracting and retaining artists, businesses, tourism opportunities and events that strengthen the local economy.

**Media contact:**

Civic Engagement and Communications  
[media@vancouver.ca](mailto:media@vancouver.ca)