Members present:
Matt Fordham, Steve Malott, Cody Groom, Bruce Spitz, Steve Turnidge, Roger McRae, Lionel Reinhart, Chris Pack and Paul Goldberg. Also present was Kathryn Anne Luster from “Iamsound” and the group welcomed her as a new member of the advisory board.

The meeting began with brief introductions and a review of the minutes from the previous meeting. Paul Goldberg made a motion to accept the minutes as delivered and Steve Turnidge seconded the motion. There was unanimous agreement to accept the minutes as presented.

There was discussion regarding the possibility of scheduling one of the next meeting in the evening to provide members with daytime conflicts to attend. The dates and times for the next two meetings were determined to be Tuesday, March 17th @ 12:30 PM and Wednesday, June 10th @ 7:00 PM.

Steve Turnidge announced the time and location of the next AES meeting and recommended attendance for the board and interested students.

Much of the meeting was spent discussing the feasibility of creating a record label as part of learning experience for music technology students. Since the conversation was roundtable in delivery a partial selection of commentary that demonstrates the tenor of the discussion appears below.

Steve Malott suggested that we define the overall purpose of such a record label before attempting to generate a timeline for progress. What is the “output goal” of the proposed label? Will the product be delivered in plastic or data format? Steve pointed out that we are in a major paradigm shift regarding deliverables within the music industry as music continues to search for new markets.

Roger McRae suggested the function of the label is to share music. In today’s technology what is the most successful way to get music to an audience? Do ASCAP and BMI have a solid long-term future in the licensing of new music?

Steve Turnidge pointed out the essential task of developing new revenue streams. He pointed out the need for discovery of self-capability and self-reliance. Steve recommended Tunecore.com and Soundcloud.com as excellent resources for content delivery. He reminded the group of the explosion of social networking systems and their rapidly expanding role in content delivery. Steve suggested that Internet translation is a critical piece of today’s “record label” and course content should include training in business applications of Mypace, Facebook, and Linkedln.

Paul Goldberg questioned the validity of a “record label” in the traditional sense. Is it going to happen in the form of a label centered on distribution of product or is it an enterprise in the process of vocational education. Paul provided a variety of suggestions to move the decision process forward to a “go/no go” conclusion. A mission statement and specific criteria need to be established for the proposal. Is it an enterprise with more
than one specific goal? Is what we want the hypothetical label to become the same as what the consumer wants? Is there a market analysis tool in place or should one be developed? Paul asked if we had solicited student interaction on the potential for developing the label.

Chris Pack responded as the student member of the committee. Chris wants to learn about the creation phase of a record label. Chris admitted that he does not buy music. His own interests lean in the direction of hip-hop styles of production and believe his own label design would be based off of Internet delivery.

It was recommended by the group that a working committee might be formed to continue researching the feasibility and details of creating a record label at Shoreline College. Chris Pack agreed to work toward this objective.

At this point the focus of the meeting shifted from the philosophical discussion surrounding musical content distribution. Lionel Reinhart described his success in creating a partnership with the college bookstore regarding pathways for students to acquire various software used in their classes. Lionel has created a situation through the campus bookstore where deep discounts are available for a wide range of software purchases.

At the close of the meeting the members were asked for input on a variety of short answer questions. A sampling includes:

More emphasis and opportunity in the gaming industry seems prudent in future curriculum development.

Instruction on how to dress and behave in various work environments could be added.

Good communication skills are vital for engineers.

Paul Goldberg said internships are often available at his site. He pointed out that interns could be of great value for reciprocal learning.

Kathryn Anne Luster emphasized the critical importance of an understanding of advertising as a business too.

Steve Turnidge said “Every time you answer the phone, it's the boss.” “Be everywhere all the time. You have to go where opportunity is.” Lionel Reinhart recommended detailing specific requests for potential donations to the department. It was agreed we would report back on that at the next meeting.

The meeting was adjourned as 2:20 PM.