

**Pilon, Janet**

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**Subject:** Letter of Support for Clr. Jason Farr's Motion to Utilize the Rooftop of York Boulevard Parkade as a Temporary Open-Air Performance Space

From: drdiscinc@bellnet.ca <drdiscinc@bellnet.ca>

Sent: Monday, May 25, 2020 12:39 PM

To: clerk@hamilton.ca

Subject: Letter of Support for Clr. Jason Farr's Motion to Utilize the Rooftop of York Boulevard Parkade as a Temporary Open-Air Performance Space

To Whom It May Concern:

My name is Mark Furukawa, and I am the owner of Dr. Disc, the record store, proudly located in downtown Hamilton since 1991, and I am also the former Chairperson of the Hamilton Music Advisory Team (HMAT).

Not only is music part of my DNA, it is, more importantly, a core part of what makes Hamilton a notable, vibrant, creative, and cultural force with a truly unique and recognizable place in Canadian arts heritage.

As we are all too aware, the COVID-19 pandemic has shut down all in-person live music performances. Pre-pandemic live concerts consisted of closely knit groupings of people of various sizes, and for this reason the logistics and model itself have to be changed radically, and no one can foresee what measures will be implemented in Canada or how long it will actually take before concerts are even allowed again. These types of gatherings will undoubtedly be one of the last types of social events to be brought back which is a death knell for promoters, venue owners, and musical artists alike.

So what do we do in the meantime in order to not only show support for our live music scene, but also to provide some much-needed live music to concert-goers and music lovers? Councillor Farr has presented a motion that is a much-needed forward, hopeful look towards having actual live music concerts in the City again. While it is certainly not intended to be a final live music solution, the temporary use of the rooftop of the York Boulevard Parkade to host a series of concerts will at least provide a very visible, forward-thinking way to support not only the live music scene itself, but also its musical creators.

Even though capacity for attendees will be limited, I believe that an online broadcast component to the concerts will have to be an essential part of the overall promotional strategy in order to maximize the audience so that thousands of fans can participate in each session. This would also provide a huge benefit to the City itself as the series would undoubtedly shed a positive and beneficial light on Hamilton due to this initiative being simultaneously innovative, optimistic, groundbreaking and community-building, not to mention that it would involve repurposing the Parkade into an unconventional performance space which may prove to be a blueprint for similar future events.

In closing, I would like to offer my full support for this initiative. Hopefully this motion will pass and a suitable promoter can be vetted in order to make this concert series a reality.

Sincerely,

Mark Furukawa  
Per Dr. Disc (Hamilton) Inc.

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Store Hours:

Open: Monday - Thursday, Saturday from 10:00AM to 6P:00M Friday from 10:00AM to 8:00PM; Sunday from Noon to

6:00PM ===== drdisc.ca