



## Open Club Day meeting

29th September 2021

Tallinn, Estonia

**Attendees :** *Ingrid Stroom (LME), Benjamin Fraigneau (FEDELIMA), Boris Colin (FEDELIMA), Gonçalo Riscado (Circuito), Arne Dee (VNPf), Elda Gomez (ACCES), Arkaitz Villar (Kultura Live), Anya Della Croce (PETZI), Adriana Alcover (ASACC), Gaianè Kevorkian (Keep On), Sabrina Højbjerg (DanskLive), Hilma Kekkonen (Svensk Live), Jenna Lahtinen (LiveFin), Marc Steens (Club Circuit), Thibaut Hermouet (Live DMA), Audrey Guerre (Live DMA)*

### 1° The date

Results of the poll about the « new » date show that most of the respondent don't want to change the date:

38 votes (including 29 venues)

12 countries

1. **First week-end of February** (194 pts – 14 favorite option)
2. Around 9th May (178 pts – 6 favorite option)
3. Around 1st October (176 pts – 8 favorite option)

However, first week-end of February is still a problem for several members, especially for year 2022.

It was discussed to have no specific date at all, Open Club Day would be a kind of tool that venues can implement whenever it suits them the best; or to have several Open Club Day sessions during the year (from 2 up to 4), but in terms of promotion and collective project, it makes more sense to agree on 1 day.

- ➔ Extension of the deadline of the poll for two more weeks
- ➔ Members share the poll to their members
- ➔ We split the answers between venues answers and venues associations answers

For 2022, it has been agreed that this edition of OCD can be organised by the end of 2022 or in February 2023 if the date remain the same.

### 2° The coordination

Participants discussed through a roundtable how the future coordination of Open Club Day can evolve. The initial proposal suggested two main options :

- A central coordination (Live DMA) with a financial contribution from the members-participants to cover the staff costs (a 6 months intern) and communication costs (see costs amounts in the PowerPoint attached)
- Each member-participant is responsible for a task (ex : graphism, registrations) for the whole group

The participants mainly agree to centralize the main coordination tasks related to OCD. However, most of them are reluctant to contribute financially. Some costs could be decreased, such as graphism, using the skills from our membership.

- ➔ We cannot organise a proper Open Club Day without a dedicated EU funding.

### 3° The positive impact of Open Club Day

Participants felt the need to express again what is the positive impact of Open Club Day, to renew the motivation about the event. Indeed, in several countries, the participation of the venues is quite low. Is it because they don't get enough positive impact from the initiative ? Or because they are not aware enough about OCD ? How can national



associations dedicate enough time on the project if it only serves a couple of venues from their membership ? If a member is not a partner on OCD project, can venues from their membership still participate ?

- Open Club Day must serve the local interests and benefit the venues individually to ensure a strong participation
- In countries where the live music venues' recognition is low, the interest about OCD initiative is higher.
- In countries where the live music venues' recognition is higher, OCD initiative is an interesting opportunity to take part in a collective European project.
- We should develop OCD initiatives with a focus on local advocacy and European networking.

#### **4° Funding Strategy**

Following a presentation of funding opportunities, the participants agreed to apply for a **Music Moves Europe – Music Aire** call in January 2022 (55000€ - 90% co-funding – 12 months project). This funding opportunity fit Open Club Day objectives (social inclusion, support and recovery for the live music scenes in Europe) and the application process is a light one. If the project goes on well, then the members will be ready to apply to a Creative Europe – cooperation project, which is a more challenging application, but with a larger budget amount and duration.