

CITY OF GLENDALE
Via WELCOME TO GLENDALE
5464 North Port Washington Road, Suite A3
Glendale, Wisconsin 53217

Music in the Glen
Agenda
Wednesday – March 23, 2022 – 5:30 PM

This meeting will be conducted in person at Welcome to Glendale Visitor Center's conference room with the option of individuals to join via Zoom.

Join Zoom Meeting by clicking on link:
<https://us02web.zoom.us/j/8493011874>

Meeting ID: 849 301 1874

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1. Call to Order / Roll Call
2. Adopt Minutes of Meeting held on February 23, 2022
3. Update on the suggested schedule for the 2022 season:

July 13 – Salute to Veterans – Command Performance has agreed to doing the Salute to Veterans concert. Will dress in the Glenn Miller Orchestra fashion as they did in 2018.

July 20 – Fox and Branch have agreed to do the kids concert.

July 27 – Brett and the Dandys. No response as yet.

August 3 – VIVO has agreed to play.

August 10 – **NO CONCERT** – rented to MSOE/ESPN series

August 17 – Mitch Shiner Latin Vibes has agreed to play
4. Review/Discuss Budget and Possible Fundraising Options;
Discussion on Summer Event Guide advertising options/deadlines – Welcome to Glendale
5. Unfinished Business
6. Next Meeting Date – Wednesday, April 20 or 27, 2022, 5:30 PM – Welcome to Glendale office
7. Adjournment

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

NOTICE: Although this is NOT a meeting of the Glendale Common Council, a majority of Council members may be in attendance. No action or deliberation by the Council will take place.

CITY OF GLENDALE
Music in the Glen Meeting Minutes
February 23, 2022

Welcome to Glendale
5464 N Port Washington Rd, Suite A3
Glendale, WI 53217

Roll Call

Present: JoAnn Shaw, Chair; Members: Lee Carey, Teresa Drews
Present View Zoom: Tristann Rieck
Absent: Laura Emir, Steve Shaw
Guests Present: Becca Garrison, Executive Director and Jesse BaDour, Deputy Director for Welcome to Glendale Convention, Visitors, and Business Association.

Meeting called to order by Chair Shaw at 5:42 p.m.

Introduction to Becca Garrison

The new Executive Director for Welcome to Glendale, Becca Garrison, introduced herself to the committee.

Approval of the November 10, 2021, Meeting Meetings

Motion by Ms. Rieck, seconded by Ms. Carey, to approve the November 10, 2021, Meeting Meetings. Motion carried unanimously.

Suggested Schedule for the 2022 Season

- ESPN will be utilizing the Richard E. Maslowksi Community Park (REM Park) from August 10th – August 15th. The Music in the Glen (MITG) 2022 season will need to change the concert date on August 10 to August 3.
- Chair Shaw stated that VIVO would like to perform on August 3. They will be having a concert at BAYSHORE a month prior. Ms. Carey suggested finding out if VIVO will provide their own sound technician (Angelo), as the original pricing for 2020 included the technician. Ms. Shaw will double check VIVO will provide a sound technician.
- Chair Shaw has been going back and forth with the Nicolet band teacher. The fee for Nicolet's Band to perform is \$1,100 for 30 minutes and MITG would need to provide a sound technician. The most they could perform is 45 minutes, and the committee would need to hire another group to fill the 90 minutes. Nicolet wants to play on June 8 as kids are still in school. BAYSHORE paid \$1,100 for 30 minutes at Target's ribbon cutting. The reason for the high cost is because it sponsors a student to go on a band trip. After much discussion, the committee decided to not have Nicolet band perform for the 2022 season as the budget won't support it, its exam week, and graduation is the next day. Ms. Rieck suggests the other music departments be included, like orchestra and the choir, to fill the 90 minute concert for future years.

- Executive Director Garrison would like Ben Hohenstein to show her how to run the sound system at the park.
- Chair Shaw has reached out to All Star Superband but has not heard back from them. However, Command Performance reached out and expressed interest. They played in June 2018. They dressed in veteran's uniforms. Chair Shaw guesses the pricing is around \$1,000-\$1,200. Ms. BaDour stated Bank Five Nine is interested in sponsoring this concert. The committee agreed to move forward with Command Performance as they were well received back in 2018. Chair Shaw will reach out to trumpet guy for Taps.
- Ms. Drews reached out to Mitch Schreiner. He is interested in performing on August 17 with his four-piece Latin Jazz combo. The price would be \$1,250 with a sound technician. Chair Shaw will ask to see if they would be willing to come down to \$1,000. This will be the last concert of the season.
- Rhythm Kings reached out to Executive Director Garrison at the World of Weddings and is interested in performing for MITG. They are an RB/Rock/Reggae/ Hits Today band. Executive Director Garrison reached back out, but they haven't responded.
- Ms. Drews reached out to Fox and Branch. They perform family folk sing-a-longs and perform in schools. They are available on July 20 and would bring their own lights and sound. Ms. Drews will find out the pricing.
- The committee decided to choose Brett and the Dandys as the fifth band, as it was a different genre compared to the other choices: Dem Horny Funkers (funk band) Rhythm Kings (Jazz/RB) or Brett and the Dandys (50s&60s). Ms. BaDour suggests the other bands perform at the Root Beer Bash on August 6. Ms. Rieck will give Ms. BaDour the information to Dem Horny Funkers.

Ms. Rieck suggests giving the bands two weeks to reply to the contracts and then move on to other bands who are interested.

Drafted 2022 Music in the Glen Season Line-up

July 13: Command Performance (Veteran's Salute)

July 20: Fox and Branch (Kid's Concert)

July 27: Brett and the Dandys (50s & 60s)

August 3: VIVO (Contemporary Jazz)

August 10: NO CONCERT

August 17: Mitch Shreiner and the Latin Jazz. (Four-piece Latin Jazz) combo).

Ms. Rieck informed the committee she will be joining the National Association of School Music Dealers starting April 1. Her last committee meeting will be the next meeting in March. Ms. Rieck will send an email to Chair Shaw stating her resignation and any suggestions for a new board member. Chair Shaw will talk to Mayor Kennedy and interim City Administrator and

present Ms. Rieck's resignation to Common Council. Welcome to Glendale can create a social media post to find another committee member if needed.

Budget and Fundraising

Ms. BaDour created and reviewed the summary of MITG expenses and revenues for 2021. Ms. BaDour will share the documents with the committee members. Welcome to Glendale is confident they'll be able to find sponsors for each concert. Welcome to Glendale will contribute \$2,000 to MITG. This will include marketing and signage costs. Chair Shaw would like to have each concert cost \$1,000.

Unfinished Business

Chair Shaw stated last year's 2021 season was a milestone. MITG has only missed two years. Chair Shaw will figure out what year the series is on.

Executive Director Garrison discussed the Summer Event Guide booklet. The booklet will contain 22 pages of sponsorship opportunities. Businesses can buy quarter, half, full page, and two-page spreads. Welcome to Glendale will have 5,200 booklets mailed. All graphics need to be in by May 1, 2022. The goal is to get the booklets in every household the first week of June. Executive Director Garrison will reach out to sponsors from last year and order more copies for distribution.

The committee will discuss food trucks at the next meeting. MITG had one concert with a food truck from last season. Executive Director Garrison informed the committee food trucks can be difficult to lock down with her experience at the Bavarian Bierhaus. She has created a Food Truck vendor contract.

Next Meeting Date –March 23, 2022

The committee confirmed the next meeting for March 23, 2022, at 5:30 p.m., in person, at the Welcome to Glendale Visitor Center.

Adjournment

As there was no further business, Ms. Shaw adjourned the meeting at 7:11 p.m.

Respectfully submitted,

Jesse BaDour

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association