

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

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

Roll Call

Present: JoAnn Shaw, Chair; Members: Tristann Rieck, Steve Shaw
Present View Zoom: Lee Carey
Absent: Laura Emir, Teresa Drews
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 5:40 p.m.

Approval of the February 23, 2022, Meeting Meetings

Motion by Ms. Rieck, seconded by Ms. Carey, to approve the February 23, 2022, Meeting Meetings. Motion carried unanimously.

Updates on the Suggested Schedule for the 2022 Season

Chair Shaw addressed each of the following concerts for the 2022 season:

- Command Performance is ecstatic to perform on July 13, 2022, for the “Salute to Veterans.” They will be dressing up in uniform and will cost \$1,250. Bank Five Nine sponsored this concert for \$1,000.
- Fox and Branch agreed to perform on July 20 and will cost \$500. Glendale Heights sponsored this concert. The group doesn’t have lights; however, this shouldn’t be a problem for tear down as the sun sets later in summer.
- Chair Shaw hasn’t heard back from Brett and the Dandys (50s & 60s). Ms. Garrison said this concert already has a sponsor. If there would be a new band, Welcome to Glendale would need to inform the sponsor of any changes.
- VIVO will perform on August 3. The cost is \$1,200 and includes both lights and sounds. Coldwell Banker is sponsoring the event.
- Mitch Shiner will cost \$1,250 and lives in Glendale. Ms. Garrison stated there is currently no sponsor for this concert. Ms. BaDour will resend an email to Dui White and see if she’s interested; otherwise, Welcome to Glendale will reach out to different organizations to sponsor.

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 Shiner and the Latin Jazz. (Four-piece Latin Jazz) combo).

Mr. Shaw asked why the concert series is not starting in June. Ms. Rieck stated the number of concerts relies on sponsorships. She suggests Welcome to Glendale try to find sponsorships in early Fall to get back to 7 or 8 concerts, starting in June. Chair Shaw hopes Nicolet High School will perform next year.

Ms. Garrison added there's a new strain of COVID to be aware of, but Welcome to Glendale will promote the concert series at Fourth of July and at the Root Beer Bash.

Budget and Fundraising

Ms. Garrison informed the committee that 4 of the 5 concerts are sponsored. The sponsors are BANK FIVE NINE, GLENDALE HEIGHTS, SHOREWEST, and COLDWELL BANKER.

Ms. Carey said, for Coldwell Banker, Terry and Lee will sponsor, but they may have all five realtors pitch in again. The Mitch Shiner concert is the only performance not sponsored.

Ms. BaDour will reach out to Dui White from Shorewest. If she doesn't hear back, Ms. BaDour will reach out to Heartis Village or Silverado, as they've expressed interest in years prior.

Ms. Garrison is not giving separate ads to the sponsors in the booklet like last year. There will be 7,000 Summer Events Guide Booklet copies. Ms. BaDour stated that next year Welcome to Glendale will need to ask sponsors for \$1,300 to cover each concert.

Welcome to Glendale has the Music in the Glen funds currently in their bank account. As of now, Welcome to Glendale will write out the 25% down payments, since they currently have the Music in the Glen funds. Chair Shaw will do payment requests through Welcome to Glendale and not to City of Glendale in 2022.

Unfinished Business

Welcome to Glendale will find Food Trucks for each concert. Ms. Garrison stated food trucks are unreliable, and some people just come to events solely because of the food truck.

Ms. Garrison will ask BAYSHORE what their penalty clause is if food trucks don't come.

Mr. Shaw is concerned about where the food trucks would park as the fencing blocks attendees from easily accessing the food trucks. Chair Shaw said if we do have food trucks, they would be placed on the south side of the concert site on Bender Road. Ms. Garrison will reach out to food trucks and see if any are available. Food trucks would pay a \$100 security/advertising deposit and get free advertisement if they come. Ms. Garrison will report back to the committee in the next meeting.

Updates on the Music in the Glen website will be for next meeting.

Next Meeting Date –April 27, 2022

The committee confirmed the next meeting for April 27, 2022, at 5:30 p.m., in person, at the Welcome to Glendale Visitor Center.

Adjournment

As there was no further business nor any objections, Ms. Shaw adjourned the meeting at 6:37 p.m.

Respectfully submitted,

Jesse BaDour

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association