

**CITY OF GLENDALE**  
Music in the Glen Meeting Minutes  
Wednesday – April 27, 2022 – 5:30 p.m.

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

Roll Call

Present: JoAnn Shaw, Chair; Members: Teresa Drews, Steve Shaw

Absent: Laura Emir, Lee Carey

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.*

Approval of the March 23, 2022, Meeting Minutes

Motion by Mr. Shaw, seconded by Ms. Garrison, to approve the March 23, 2022, meeting minutes. Motion carried unanimously.

Updates on Contracts and W9 Status of Acts for the 2022 Season

Chair Shaw addressed each of the following concerts for the 2022 season. She has received signed contracts and W-9s from Command Performance, Fox and Branch, and VIVO. She is waiting to hear back from Brett and the Dandys, and she is working with Mitch Shiner on contract verbiage.

Mitch Shiner isn't comfortable with the contract language regarding the cancellation policy and force majeure. Mitch Shiner is willing to make up a concert if it's cancelled. However, Chair Shaw stated back in 2017, the Music in the Glen committee tried to make up a concert, but it wasn't successful because of publicity. Last year, the committee cancelled one show. The band received only the deposit. Mitch Shiner informed Chair Shaw that at Summerfest if they cancel a concert, they will pay the band full price. Chair Shaw is discussing these issues with the City Attorney. Ms. Drews asked what other concert series do regarding cancelled shows. Chair Shaw stated she works with someone who participates in Rock the Green and can ask her what they do.

Ms. Garrison suggested Chair Shaw reach out to Brett and the Dandys via Facebook Messenger, as she hasn't heard back from them. Ms. Garrison said some businesses have been having email issues.

Update on Fundraising Status

Ms. Garrison stated all concerts are sponsored. Welcome to Glendale will also donate \$2,000, of which, some of this money will be used for social media marketing, website renewal, and banners. Although some sponsorships did not pay for the entire cost of the band, the committee would only be short \$50. This is without Welcome to Glendale's contribution.

Chair Shaw will request checks from Glendale City Hall, not Welcome to Glendale. Welcome to Glendale will have to move the Music in the Glen funds back to the city. Ms. BaDour will send the documentation to the City Deputy Administrator and Chair Shaw.

#### Status Update on the Summer Event Guide

Last year, Welcome to Glendale paid out of their own marketing budget to produce the booklet. This year, Ms. Garrison was able to receive more sponsorships. Depending on who prints the booklet and mailing costs, there may be revenue gained from the booklet. Chair Shaw will be glad to assist in proofreading the booklet. At this time, Ms. Garrison hasn't received verbiage or photos from Brett and the Dandys, nor Mitch Shiner. She is also waiting to hear back from Coldwell Banker to see which of the realtors plan to sponsor this year.

Ms. BaDour has updated the website. However, she cannot gain ownership to the website. She has contacted support to try to fix this as the renewal of \$48 is due. Ms. BaDour will give Chair Shaw access to the website. Chair Shaw will create Facebook events and have Welcome to Glendale as the co-host. Chair Shaw is the only person with access to the Music in the Glen Instagram account.

#### Discuss New Strain of COVID and Protocols

No updates as of now from the North Shore Health Department.

#### Concert Cancellation Protocol

If a Music in the Glen concert is cancelled, Welcome to Glendale will add a cancelled stamp to the top of the graphic. This graphic will be uploaded to the Music in the Glen's Facebook page and event, website, Instagram, and Welcome to Glendale's website and social media pages.

#### Unfinished Business

Ms. Garrison said the July 27<sup>th</sup> concert (Brett and the Dandys) will be a North Shore Chamber of Commerce Meet-Up event.

Ms. BaDour said the Daughters of the American Revolution (DAR) will have a booth, say the pledge of allegiance, and hand out veteran pins for Vietnam War veterans at the Salute to Veterans concert. Chair Shaw will reach out to last year's bulgiest to see if he can play this year's event. Ms. BaDour will reach out to the American Legion and see if they want to come. As Ann Deuser is no longer with Welcome to Glendale, Ms. BaDour is not sure what the American Legion did in the past. Ms. Garrison has a friend that works at the VFW; she will ask him if he can pass the information along as well.

Ms. Garrison has reached out to 15 food trucks. All were booked or short staffed, expect for Falafel Guys. They are currently marked down for July 20<sup>th</sup>, 27<sup>th</sup> and August 17<sup>th</sup>. Ms. Garrison has reached out to Bayshore's Marketing Director to send over their Food Truck contract. Chair Shaw stated Welcome to Glendale should create a contract and have the food truck vendors pay a \$100 deposit for each date. When they arrive, they get the \$100 back.

Next Meeting Date –May 18, 2022

The committee confirmed the next meeting for May 18, 2022, at 5:30 p.m., in person, at the Welcome to Glendale Visitor Center.

Adjournment

As there was no further business coming before this committee nor any objections, Chair. Shaw adjourned the meeting at 6:44 p.m.

Respectfully submitted,

*Jesse BaDour*

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association