

**CITY OF GLENDALE**  
5909 North Milwaukee River Parkway  
Glendale, Wisconsin 53209

**Music in the Glen**  
Agenda  
Wednesday, March 24, 2021, 5:00 PM via Zoom

Due to COVID-19, this meeting will be conducted via Zoom

Join Zoom Meeting by clicking on link:

<https://us02web.zoom.us/j/82714149526>

**Meeting ID: 827 1414 9526**

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1. Call to Order / Roll Call
2. Adopt the February 24, 2021, Meeting Minutes
3. Review Status of Acts Returning for the 2021 Season (refer to spreadsheet for ideas if needed)
4. Review / Discuss Possible Fundraising Options
5. Discuss COVID-19 Cancellation / Contingency Options
6. Unfinished Business
7. Next Meeting Date – Wednesday, April 28, 2021, 6:00 PM
8. 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  
Zoom Meeting: February 24, 2021

Roll Call

Present: JoAnn Shaw, Chair; Members: Laura Emir, Lee Carey, Tristann Rieck, and Steve Shaw. Absent: Carrie Scheldroup

Staff Present: Rachel Safstrom, City Administrator, Guests: Ann Deuser, Executive Director of Welcome to Glendale Convention, Visitors, and Business Association; Jesse BaDour, Marketing and Event Coordinator for Welcome to Glendale Convention, Visitors, and Business Association.

*Meeting called to order at 6:02 p.m.*

Approval of the January 27, 2021, Meeting Minutes

Motion by Ms. Rieck, seconded by Ms. Carey to approve the January 27, 2021, Meeting Minutes. Motion approved unanimously.

Review the Status of 2021 Acts

Currently, Ken Lonquist is the only act who has not responded. The Jim Gaff Band, Vivo, and Steve Beguhn have responded and are willing to perform. However, Steve Beguhn would like to change his performance date to August 18. At this time, the 2021 concert schedule is as follows: The Jim Gaff Band (July 21), Ken Lonquist (July 28, although he has not responded), Vivo (August 11) and Steve Beguhn (August 18) with a break on August 4.

To find sponsorships and finish the *Glendale Summer Events* booklet in time, Executive Director Deuser stated all acts and dates need to be finalized with contracts signed by the second week of March. Chair Shaw will send Executive Director Deuser the finalized 2021 schedule by that time frame, and if one of the bands cannot perform, the committee will find a substitute.

The committee discussed filling the August 4<sup>th</sup> date so there would not be a gap in the concert schedule. Motion by Ms. Rieck, seconded by Ms. Emir, that the Music in the Glen Committee accepts the 2021 concert season will include four acts. Chair Shaw will determine the concert schedule that best fits each act, and the committee does not need to re-meet to confirm the schedule. Motion approved unanimously.

COVID-19 Contingency Plans

Chair Shaw stated the promotional materials need to indicate that masks are appreciated but not mandatory and the Richard E Maslowski Park has plenty of space for social distancing.

The committee will wait to discuss the possibility of canceling the 2021 season as it is too early to decide. The North Shore Health Department will be reevaluating their guidelines on April 1<sup>st</sup>.

Administrator Safstrom suggested using Facebook Live to record the concerts for individuals who are not comfortable viewing in person. Ms. Rieck stated the committee needs to review the contracts to be sure this verbiage is included and to discuss with each act. Acts may not feel comfortable having their entire performance online. Administrator Safstrom added the committee could live stream until the concert ends and then take the video down immediately. Chair Shaw will verify what the contract verbiage states.

#### Budget/ Fundraising Options

Administrator Safstrom stated the MITG committee has sufficient funding to be able to move forward through this season. Ms. BaDour informed the committee the *Glendale Summer Events Booklet* has been approved by all event committees and all Glendale households will be receiving it via mail on June 1<sup>st</sup>.

Executive Director Deuser will talk with sponsors to see which sponsorship opportunity works best for them. There are numerous businesses already interested in sponsoring a concert this season. The committee discussed the possibility of a discount or refund for sponsors if the concert series is cancelled. Most members felt that 75% of the payment should be paid as they will be getting exposure by the 5,200 booklets, *Welcome to Glendale* website, email blasts, Facebook posts etc. Administrator Safstrom stated whatever percent is decided, it needs to be consistent for all events.

#### Next Meeting Date – March 24, 2021

The committee confirmed the next meeting for March 24, 2021, at 5:00 p.m. via Zoom.

#### Adjournment

Motion by Ms. Carey, seconded by Ms. Rieck to adjourn the meeting at 6:35 p.m., until March 24, 2021, at 5:00 p.m.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association