

CITY OF GLENDALE
Conference Room
5909 N Milwaukee River Parkway
Glendale, Wisconsin 53209

Music in the Glen
Agenda
Wednesday – March 29, 2023 – 5:00 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. Approval of Minutes of Meetings held on January 25 (attached) and February 15 (not attached), 2023
3. Review suggested schedule for 2023 season:
June 21st – **Salute to Veterans** High Country
June 28th – Randy Peterson
July 12th – Latin Sound System
July 19th – Mixtape MKE
July 26th – Shorewood School of Rock (Network at Night)
August 2nd – Stephen Hull Experience (**LAST CONCERT/END OF SEASON**)
August 9th – Rain Date

All contracts have been sent
4. Review/Discuss Budget and Possible Fundraising Options:
Discussion of Summer Events Guide advertising options/deadline – *Welcome to Glendale*
5. Status of Sponsorships – *Welcome to Glendale*
6. Unfinished Business
7. Next Meeting Date – Wednesday, April 19, 2023, 5:00 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
January 25, 2023

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

Roll Call

Present: JoAnn Shaw, Chair; Members: Steve Shaw, Lee Carey, Teresa Drews, Mitch Shiner, Becca Garrison, Executive Director for Welcome to Glendale, and Jesse Schober, Outreach and Administrative Coordinator for Welcome to Glendale
Guest: Karl Warwick. City Administrator

Meeting called to order by Chair Shaw at 5:04 p.m.

Approval of the September 28, 2022, Meeting Minutes

Motion to approve the September 28, 2022, meeting minutes by Ms. Carey seconded by Mr. Shaw. Motion carried unanimously.

Welcome New Member - Mitch Shiner

Mitch Shiner is a Glendale resident. He is currently the Chair of Jazz and Contemporary Music. He teaches and writes music, and he was the closing act of the Music in the Glen 2022 concert series with his Latin Jazz quartet.

Karl Warwick is Glendale's City Administrator. Chair Shaw wanted to introduce the committee to the City Administrator.

Review Suggested Schedule for 2023 Season

June 21st – **Salute to Veterans**
June 28th – **Kids Concert- Randy Peterson**
July 12th – **Latin**
July 19th – **80's**
July 26th – **North Shore Chamber of Commerce Meet Up Date**
August 2nd – **LAST CONCERT/END OF SEASON**
August 9th – **Rain Date**

Ms. Schober stated that Tom Pease was no longer doing concerts but suggested Randy Peterson as the children's entertainer for 2023. Randy Peterson is available to perform at the children's concert on June 28th. City Administrator (CA) Warwick stated there is a conflict with the concert days and baseball games for July 12th and 19th. CA Warwick will reach out to the Nicolet Recreation Department to let them know the games go against the contract.

Mr. Shiner advised the committee to include a rain date as part of the schedule and suggested August 9th. The committee agreed that if a concert is cancelled due to inclement

weather, it's best to have the rain date. If the band is unable to perform during that day, then they won't, but at least they have an opportunity to play again. Mr. Shiner also stated the concert series should have various cultural representation.

Ms. Garrison told the committee the North Shore Events booklet ads are due April 1st. If a sponsor wants an ad in the booklet they will have to pay extra for the space. However, there will still be a page with the entire Music in the Glen concert series. The City of Glendale will be giving the Music in the Glen committee seed money to use this year. Ms. Garrison suggests if a company wants to sponsor an event and have sole naming rights it will cost \$2,000, or they have two sponsors per concert for \$1,000. Welcome to Glendale is being contracted out to help find the sponsors and will receive a portion of the profits raised.

After much discussion about what genres and bands to include for the series, this is what was finalized: Country for Veterans Salute (Chair Shaw will reach out), Kids Concert, Blues/Jazz (Mr. Shiner will reach out), School of Rock/Local Night (Ms. Garrison will reach out), Latin Music (Mr. Shiner will reach out), and 80's/90's (Mr. Shiner will reach out).

Retain a Music Technician

Mr. Shiner suggests having a music technician for the 2023 series as audio equipment is very sensitive material and needs special attention. Motion to retain Ben Hohenstein of Milwaukee Sound Machine.com at a cost not to exceed \$1,200 dollars for the 2023 season. Ms. Drews moved; Ms. Carey seconded. Mr. Shiner amended the motion to strike the \$1,200 and replace with \$1,500 as Mr. Hohenstein is providing a service properly with extensive equipment knowledge and expertise. Seconded by Ms. Drews. Amended motion to strike and replace dollar amount approved.

The updated/new main motion now reads: "... at a cost not to exceed \$1,500." Motion carried.

Food Trucks

CA Warwick stated the City of Glendale is going to host a food truck event. The committee decided to pass on food trucks at the concert series for 2023 as it wasn't successful in 2022.

Committee Member Suggestions/Updates

Mr. Shiner was a replacement for Ms. Emir. The committee decided not to find a replacement for Ms. Rieck at this point in time, but may revisit this option in the future.

Unfinished Business

Mr. Shiner would like to discuss giving food to entertainers into the agenda for the next meeting. Ms. Drews will still be working on the Washington Island Music Festival (August 2 and 9). Ms. Carey will provide guidelines for sponsors and what is acceptable to hand-out at the concerts. CA Warwick and Chair Shaw will confirm with MSOE and Nicolet High School the dates for the Music in the Glen concert series.

Next Meeting Date – Wednesday, February 15, 2023

The committee confirmed the next meeting for February 15, 2022, at 5:00 p.m., in person, at the *Welcome to Glendale* Visitor Center

Adjournment

As there was no further business to come before this committee, Chair Shaw adjourned the meeting at 6:43 p.m.

Respectfully submitted,

Jesse Schober

Outreach & Administrative Coordinator

Welcome to Glendale - Convention, Visitors, and Business Association