

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

**Music in the Glen**  
AMENDED Agenda  
Wednesday, December 4, 2019, 5:00 p.m.

1. Call to Order / Roll Call.
2. Approval of August 21, 2019 Minutes, and October 30, 2019 Minutes.
3. Future Meeting Times and Location.
4. Welcome New Members.
5. Acts for the Upcoming Season.
6. Unfinished Business.
7. Set Next Meeting Date.
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**  
**Official Minutes—Music in the Glen Meeting**  
**August 21, 2019**

Meeting was called to order at 3:06 p.m.

Roll Call: Present: JoAnn Shaw, Chair; Members: Rita Radke, Robert Radke, Lee Carey, and Tristann Rieck. Absent: None.

Staff Present: Miranda Etzel, City Clerk.

Guest: Ann Deuser, Executive Director of Welcome to Glendale Convention & Visitors Bureau.

Open Meeting Notice.

In accordance with the Open Meeting Law, the local news media was advised on Monday, August 19, 2019, of the date of this meeting; that the Agenda was posted on the official bulletin board of City Hall, the Glendale Police Department, and the North Shore Library; that copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who requested, were sent copies of the agenda.

Wrap-up of 2019 Season (Pros and Cons).

Mrs. Radke stated that this was a very successful season, with great attendance, she received good comments, and people seem to have enjoyed the concerts. Ms. Carey expressed disappointment with the weather. Mrs. Radke thanked Ann Deuser, and her “marvelous” publicity.

Ladies Must Swing.

Mrs. Deuser stated she loved Ladies Must Swing, and feels we should have another swing/big band perform next year, along with a mini-dance session. Mrs. Deuser stated that David Braeger, owner of the Silver Spring House sponsored this concert. She would like to encourage sponsors to have more of a presence (e.g. booth, merchandise, etc.). Mrs. Deuser felt the band did a great job with the war memorial. She would like to follow-up with the survey on how we can improve.

Ms. Rieck stated that one person stopped her, and expressed concern that vendors do not get acknowledged. Mrs. Deuser asked that everyone please patronize the sponsors. Ms. Carey feels the visibility of the sponsors has increased significantly. Mrs. Deuser stated she will send a survey to Mrs. Shaw in September. She asked that Mrs. Shaw please modify the survey as needed, and send out to sponsors and advertisement sponsors. City Clerk Etzel suggested that people receive a ticket for a free treat or drink at a Music in the Glen event, in exchange for visiting a sponsor. Mrs. Deuser suggested that something be put in writing, for instance, “you are here because of the generosity of sponsors.” She also suggested that those who visit 2 sponsors, instead of 1, receive a free treat or drink. Ms. Rieck suggested the person patronizing the sponsor receive a coupon. Mr. Radke suggested that whatever item is picked—i.e. soda vs. a treat—that we stick with it. He recommended soda, because it is less expensive.

#### Kids from Wisconsin (“KFW”).

Ms. Rieck stated that the turnout for this concert was big. Mrs. Shaw expressed discontent, stating that the committee only received \$42 in donations for the entire season. Mr. Radke expressed concern with finding a location in Glendale with air conditioning for KFW to perform. He also stated that the bill for royalties is high. Mrs. Shaw stated that the biggest question she receives from people is why are KFW not playing in Glendale. Mrs. Deuser stated that she is trying to cross-market for Music in the Glen. Ms. Rieck believes there would be more diversity if they could be brought to the Park to perform. Mr. Radke stated that a 30’ x 40’ space is needed for KFW. Mrs. Deuser expressed concern with the cost to have KFW perform—\$3,000. Mr. Radke added on to Mrs. Deuser’s comment by also adding in that the crew costs \$200. Mrs. Deuser asked if Music in the Glen is the only committee/venue that does not charge people to watch KFW perform. Mr. Radke stated that a lot of people come because it is free.

#### Kay Stiefel & Jack Forbes Wilson.

Mrs. Radke stated that this particular band has its own following; they brought people who knew the band’s name—500-700 people. She received complaints that the band did not play all the classics; the set list was not familiar enough. Mrs. Deuser felt people were bored; there was not strong marketing for this band. Mrs. Radke stated that each person in the group, individually, has a reputation, but not as a group. Mrs. Deuser would like each song to be introduced. Mr. Radke believes the issue with this year’s performance is more content based, as opposed to the band, itself. Mrs. Radke agreed with Mrs. Deuser regarding the song introduction. Ms. Rieck believes the important thing is whether we think families may come back. Mr. Radke feels the shows were appreciated; there were a lot of people at this show who were not from Glendale. Mrs. Radke thinks this performance brought people here that would not have known about Music in the Glen.

#### Eric Diamond & The Ultimate Legends.

Mr. Radke and Mrs. Radke were both very happy with this band’s performance. Mrs. Shaw stated that Eric Diamond went into the audience. Mrs. Deuser asked if Eric Diamond does other tributes.

Mrs. Deuser stated that The Mulcahy/Wendel Team of Shorewest Realtors ended up paying the full bill. Mrs. Shaw feels that the sound person with the band was great. Mr. Radke stated that Eric Diamond performed 370 shows in 2018, he has performed 280 shows so far this year, and that this is a full-time job for him.

#### Groove Therapy.

Mrs. Deuser stated that this group had many people dancing.

#### Concord Chamber Orchestra.

Mr. Radke stated that many people who came to this performance stayed until the end. Ms. Rieck felt, as a brass player, this band needed a longer intermission. Ms. Rieck expressed concern with the bird poop dropping onto the stage and potentially performers, as well. She would like to see this issue addressed.

### The WhiskeyBelles.

Mr. Radke stated that this group was very engaging, and appeared to be having a good time. Ms. Rieck questioned how much of the audience was brought by the band. Mrs. Radke stated she overheard someone say they were glad they didn't have to go so far to see this band. Mrs. Deuser stated the numbers for the Sprecher Oasis doubled. Ms. Rieck expressed concern with the length of the lines at the Sprecher Oasis. Ms. Carrey expressed concern with the efficiency of the workers (1 person took payment, 1 person handled drinks, and 1 person handled food). Ms. Rieck would like to separate line for those wanting drinks only (no food). She would also like to see separate lines for cash vs. credit.

Mrs. Shaw suggested moving the 7:00 p.m. start time to 6:30 p.m.; Mr. Radke agreed with Mrs. Shaw. Mr. Radke feels the 8 minute intermission is not worth having, and would rather see a 20-30 minute intermission.

Ms. Rieck suggested a contest on social media using hashtags, and perhaps providing some incentive. Mr. Radke would like to see The WhiskeyBelles return. Ms. Rieck would like to see performances twice weekly. Mr. Radke stated people who come to the park are happy with the sight lines, the venue and the bands. Mrs. Radke asked if there were any complaints with parking. Mrs. Shaw stated that there were not any complaints; people are allowed to park in the parking lot across the street. City Clerk Etzel asked if it was possible to coordinate with MCTS, much like during the summer for Summerfest.

Mrs. Deuser asked about a donation option to encourage more donations. City Clerk Etzel suggested AmazonSmile, as well as adding a donation line to receipts through the Sprecher Oasis. Mrs. Deuser suggested providing people the option to round up on their tab to contribute toward Music in the Glen.

Mrs. Radke asked is Music in the Glen has yet received its 501(c). Mrs. Deuser explained that Music in the Glen has not; she is hoping that Fourth of July, Root Beer Bash, and Music in the Glen will all fall under Welcome to Glendale's umbrella.

### 2020 Season.

Mrs. Shaw asked who committee members would like to see return for the 2020 season. Mrs. Radke stated that would like to see another tribute band—similar to Eric Diamond, but not Neil Diamond music—return for the next season. Mr. Radke suggested looking back at performers who were previously a good fit. i.e. Mr. Lucky. Ms. Rieck would like to see more variety; not the same performers as those in 2019. Mrs. Radke stated that people expect to see KFW. Mr. Radke explained that people from all over come to see shows at Music in the Glen. Mr. Radke also stated that the lights on the stage at Richard E. Maslowski Community Park need to be fixed.

Ms. Deuser left the meeting at 4:17 p.m.

### Set Next Meeting Date.

The committee scheduled the next meeting for October 30, 2019 at 3:00 p.m.; the location of the meeting is to be determined.

Unfinished/New Business.

There was not any unfinished business, nor was there any new business.

Adjournment.

Motion was made by Mr. Rieck, and seconded by Mr. Radke to adjourn the meeting at 4:19 p.m., until October 30, 2019 at 3:00 p.m.

Respectfully submitted,

Miranda Etzel  
City Clerk

City of Glendale  
Official Minutes—Music in the Glen Meeting  
October 30, 2019

Meeting was called to order at 5:00 p.m.

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

Staff Present: Rachel Safstrom, City Administrator.

Open Meeting Notice.

In accordance with the Open Meeting Law, the local news media was advised on Monday, October 28, 2019, of the date of this meeting; that the Agenda was posted on the official bulletin board of City Hall, the Glendale Police Department, and the North Shore Library; that copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who requested, were sent copies of the agenda.

Adjournment

Due to a lack of quorum the meeting was adjourned at 5:01 p.m.

Respectfully submitted,

Rachel Safstrom  
City Administrator