

City of Glendale
Official Minutes – Music in the Glen Meeting
January 17, 2018

Meeting was called to order at 3:30 p.m.

Roll Call: Present: JoAnn Shaw, Chair; Members; Rita Radke, Robert Radke, Lee Carey Johnson, and Carol Pierner. Absent: None

Staff Present: Rachel Reiss, City Administrator, Anna DeGroff, Administrative Secretary,

Guests: Ann Deuser, Executive Director of Convention & Visitors Bureau.

Open Meeting Notice.

In accordance with the Open Meeting Law, the local news media was advised on Monday, January 15, 2018, 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.

Adoption of Minutes of meeting held on November 29, 2017

Motion was made by Mr. Radke, seconded by Ms. Radke, approving the minutes held on November 29, 2017 with updates.

Discussion of 2018 Performers

The committee decided to discuss the 2018 performers item before fundraising / marketing. Mr. Radke contacted some potential acts for the 2018 year. Ms. Shaw reached out to Nicolet staff. Staff responded the performances would be limited to the school year, which would be late May when school is in session and students are in town. Ms. Reiss suggested reaching out to other school bands. Mr. Radke contacted Command Performance and they were not available on June 27, but are available other Wednesdays. Ms. Shaw stated Sal from Command Performance also contacted her. He is a local guy, with a 17 piece big band group. Ms. Pierner stated big band would draw a lot of people. Mr. Radke stated they will do it for under \$1,000. It was suggested having Command Performance on June 20 instead of a school act. Mr. Radke stated it would be nice to start the season off with a bang. Mr. Radke stated he contacted Random Maxx, a five group band, he was excited and will work with the committee on price. Mr. Radke stated Steve Lewandowski contacted him twice and was enthusiastic about playing at the park. Kerry Bieneman has sold out at Skylight Music Theatre. Easy Days Quartet is a group of 4 guys. Mr. Radke stated shows toward the end of the season are smaller groups to avoid lighting issues. Mr. Radke suggested doing a classical musical group if the committee can't book a school act. Ms. Shaw suggested having a country act. A few acts contacted Ms. Shaw. One of the acts was from Madison. Mr. Radke stated with out of town acts it's important to review their cancellation policy. Ms. Shaw stated that Matt from 5 Card Studs contacted her. Ms. Reiss stated that they were a fun band and interacted with the audience. Ms. Reiss asked the committee how many dates they wanted to have 2018. Ms. Shaw stated that it depends on the budget and how much money would be fundraised. Ms. Pierner questioned what kind of act Kerry Bieneman was. Ms. Radke stated that she usually focuses on one individual like Carol King and does a tribute piece. Mr. Radke stated it is an easy tech show. Mr. Radke suggested moving Steve Lewandowski to

the end of the season. Ms. Radke suggested taking one of the Jazz acts and replacing it with a country act. Ms. Reiss suggested moving Command Performance to June 20, 5 Card Stud to June 27, Kids from Wisconsin will be July 1, Random Maxx on July 11, Cow Pies to July 18, Easy Days Quartet to July 25, Kerry Bieneman to August 1, and Steve Lewandowski to August 8. The committee agreed to have Mr. Radke be the main contact for the acts. Mr. Rake will be contacting the acts that the committee is interested in having.

Discussion of Fundraising / Marketing

Introducing Ann Deuser

Ms. Shaw introduced Ann Deuser, Executive Director of Glendale's Convention & Visitors Bureau. Ms. Deuser suggested having a package deal offered to Businesses and Residents combining all fundraising for the city committees. The package deal would allow sponsors to be advertised in Music in the Glen, 4th of July, Root Beer Bash, and other City events. Ms. Deuser asked the committee what expenses the committee had. Ms. Shaw answered the booklets, acts, mailings and other advertisements were most of the expenses. Last year posters and magnets were made for people to take. Ms. Shaw stated the committee should have more booklets this year. Ms. Radke stated that when they went to hang posters most places will only take 8" X 11" posters. Mr. Radke stated that he contacted the Journal Sentinel every week to be listed in the Tap section. Ms. Deuser questioned how many people attended last year. Mr. Radke stated the biggest turnout was 290 people. Ms. Deuser asked the committee if any of the shows had an underwriter. Mr. Radke stated in the past companies have sponsored a show and had the chance to have a banner on the stage. Last year part of a package deal sponsors could have 3 mins before a show to have a commercial or shout out. Ms. Pierner asked if anyone chose that option last year. Mr. Radke stated that no one took that sponsorship option because he thought the levels weren't at the right price point. Ms. Deuser liked the shout out idea. She suggested finding companies that would sponsor a show that have common interests, for example finding a kids dentist to sponsor the Kids from Wisconsin show.

City Newsletter

Ms. Reiss let the committee know that the Spring City Newsletter would be going to Council in February. Ms. Reiss suggested having a save the date article in the newsletter. The City doesn't have a summer newsletter so if the committee wants to be mentioned in a Newsletter it needs to be the spring one. The committee decided to have an article with a general statements about Music in the Glen taking place on Wednesday nights at the Richard E. Maslowski Park. The article will include the committee's website where the musical acts and dates will be posted.

Old/New Business

Ms. Reiss stated that Tristann Rieck, from Brass Bell Music Store, is interested in bringing small acts to the Richard E. Maslowski Park on Thursday nights. Most acts will be small, never heard before musicians. Ms. Rieck doesn't want to step on Music in the Glen's toes. Ms. Pierner said to let them use the park. The more use of the park the better. Ms. Carey Johnson stated she thought it would be good advertising for both Brass Bell and Music in the Glen. Mr. Radke asked if Thursdays would be the only day they could perform just to space out the music so both parties are successful. Ms. Reiss stated the Oasis isn't open on Mondays and Tuesdays. Fridays, Saturdays, and Sundays are the day's people are most likely to rent the park. This only leaves Ms. Rieck to have performances on Thursday nights. The committee decided to welcome

Ms. Rieck to bring musical acts on Thursday nights. The committee was appreciative she thought of asking the committee first.

Mr. Radke asked if there is an info sheet that can be posted for acts to review. Mr. Radke also asked if each band needs a certificate of liability.

Mr. Radke stated a lot of tech stuff needed to be sorted out. Ms. Reiss asked Mr. Radke for a list of tech things that are still needed at the park. The idea of having all of the equipment for acts to use is so the committee can have control over the sound quality. Ms. Radke stated that there is also a lot of set up time. Mr. Radke stated that it's at least 8 hours of time that goes into each Wednesday night. Ms. Shaw asked Mr. Radke to create a checklist for performance nights.

Set Next Meeting Date

The committee came to the consensus that the next meeting will be held February 27, 2018 at 3:30 PM at City Hall.

Adjournment

Motion was made by Mr. Radke, seconded by Ms. Carey Johnson to adjourn the meeting, until February 27, 2018 at 3:30 p.m.

Respectfully submitted,

Anna DeGross
Administrative Secretary