

City of Glendale  
Official Minutes – Music in the Glen Meeting  
February 27, 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: Anna DeGroff, Administrative Secretary,

Guests: 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 Friday, February 23, 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 January 17, 2018

Motion was made by Mr. Radke, seconded by Ms. Carey Johnson, approving the minutes held on January 17, 2018 with corrections.

Discussion of Fundraising / Marketing

Ms. Deuser handed out a draft letter of what would be going to potential donors. The three main city events, Root Beer Bash, 4<sup>th</sup> of July, and Music in the Glen, would be combined in one fundraising letter. Ms. Deuser stated she has a list of 6,000 + business that she would be sending the letter to. Ms. Carey Johnson stated that the prices listed were more reasonable than last year. Ms. Deuser stated that the prices were more comparable to what the 4<sup>th</sup> of July was offering in previous years. Ms. Pierner suggested adding the date of Root Beer Bash. Ms. Pierner also suggested having a form to fill out and send back. Ms. Carey Johnson suggested stating that in-kind donations are also acceptable. Ms. Dueser stated she would like to find businesses to underwrite certain Musical Performers. She suggested having an assisted living facility underwrite the big band performance, or a hair salon to underwrite the barbershop quartet. She also suggested a kid's dentist underwrite for the Kids of Wisconsin performance. Ms. Radke pointed out that the performers from Kids of Wisconsin are mostly from the ages 15-20. Ms. Deuser questioned what kind of audience they attracted. Mr. Radke added that the audience consisted of mostly an older generation. Ms. Deuser gave an example of offering an assisted living facility a spot at music in the glen for their tenants in return for underwriting a performance. Ms. Deuser suggested having a video and pictures available for the underwriter to post on their website and social media. This is a way to promote Music in the Glen and offer potential tenants a glimpse at what fun things the facility has to offer. Mr. Radke brought up the concern of the audience being photographed. Ms. Deuser suggested putting up signs that indicate photos will be taken and used for social media.

Booklet Printers

Ms. Shaw asked the committee if they would like to continue using the same

printer for the booklets. Ms. Carey Johnson stated that she asked Brilliant DPI if they would be willing to do the booklets last year in exchange for an ad in the booklet. It was too short of a notice for Brilliant to do the booklets. Mr. Radke stated that he thought a few of the schools used Footlights. Ms. Deuser asked if Footlights had their own printing company. Mr. Radke thought Marcus Promotions was the printing company and suggested looking into marketing with them. Ms. Deuser asked how many booklets the committee wanted this year. Ms. Shaw answered 750 booklets would be a good start. Ms. Deuser stated she would get quotes from Burton & Mayer, Brilliant DPI and Footlights.

#### Inserts for Kids from Wisconsin Booklets

Ms. Shaw asked Kids from Wisconsin if it would be okay for Music in the Glen to add an 8 ½ X 5 ½ insert to go inside the Kids from Wisconsin booklets. If the committee would like to do this the kids would be able to add the inserts to the booklets before the show. Mr. Radke asked if the insert would be a version of the booklet. Ms. Shaw answered yes but more simple. She wanted the layout to be like the magnets from last year. Ms. Pierner stated just having a menu of shows, dates, and the location would work. Ms. Deuser asked if it would be overkill to have the inserts and the booklets. Mr. Radke stated that it may be more cost efficient to just have inserts and leave the books for the remainder of the season.

#### Discussion of 2018 Performers/Performance Schedule

Ms. Shaw handed out a draft of the performance contract. She stated that the attorney has looked at it. Ms. Shaw asked the committee to review it and asked Mr. Radke to add more information about the technical rider. Mr. Radke stated that he will read through and add to it. Contracts received from performers were also handed out. Mr. Radke stated that the contracts that were provided from the performers were missing some elements that were discussed. Ms. Carey Johnson suggested adding a portion to the performance contract that the City's contract is the ruling contract. Ms. Shaw asked to have all recommendations done by the end of the week.

#### Old/New Business

There was no old/new business.

#### Set Next Meeting Date

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

#### Adjournment

The committee motioned to adjourn at 4:25PM until March 27, 2018 at 3:30 p.m.

Respectfully submitted,

Anna DeGroff  
Administrative Secretary