

City of Glendale  
Official Minutes – Music in the Glen Meeting  
April 24, 2018

Meeting was called to order at 3:08 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,

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 Friday, April 20, 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 March 27, 2018

Motion was made by Ms. Pierner, seconded by Ms. Radke, approving the minutes held on March 27, 2018.

Discussion of 2018 Performers

Ms. Shaw stated that there were a few contracts that the committee was waiting to receive. Ms. DeGroff stated she received the contracts from Easy Days Quartet, Command Performance, Kids from Wisconsin, Cow Ponies, and Steve Lewandowski. Deposits have been sent to the performers that have sent contracts. The committee is still waiting for contracts from 5 Card Studs, Random Maxx, and Kerry Bieneman. Ms. Shaw stated that she would be reaching out to the three performers to remind them to send the contracts to City Hall.

Discussion of Fundraising / Marketing

Booklet

Ms. Deuser met with Brilliant DPI for the booklets. Ms. Deuser asked if we had any contracts with Burton & Mayer, the previous printer for the booklets. Ms. DeGroff and Ms. Shaw stated that they have not seen any contracts.

Website/Social Media

Ms. Deuser showed the committee the Facebook posts that are featured on Welcome to Glendale Facebook page. All of the shows are listed with their sponsors, time and date.

Sponsors

Ms. Deuser went over who would be sponsoring the shows. Command Performance will be sponsored by Laurel Oaks, a Glendale Retirement Community. Ms. Deuser stated Command Performance has three different choices of band apparel, one of them being military uniforms. Ms. Deuser suggested having the band wear the military uniforms and spotlight the

veteran's memorial at the park. Mr. Radke wants to make the band aware that they will be in the sun and it may get hot in the uniform. 5 Card Studs will be sponsored by North Shore Shorewest Realtors; Kids from Wisconsin will be sponsored by WaterStone Bank and Mr. and Mrs. Radke. Ms. Deuser stated she was recently made aware of Mr. and Ms. Radke's contribution to the show. Ms. Deuser asked the Radke's if they would like to be mentioned on the posters and on the website. The Radkes stated that would be fine and that they enjoy doing it. The committee expressed how much they appreciated everything they do for the committee. Mr. Radke suggested making sure the Kids from Wisconsin was aware WaterStone Bank will be sponsoring the show so Kids from Wisconsin can add it to their website and mention it at the show. Ms. Deuser stated that she reached out the Nurturing Nook to be a sponsor for Random Maxx and have a Parents Night out. She is waiting to hear a reply. Ms. Carey Johnson stated she knew the owner and would reach out to them. Ms. Deuser stated the new owners of the Silver Spring House will be sponsoring the Cow Ponies. Ms. Deuser reached out to Signature Two to see if they would like to sponsor the Easy Days Quartet. She did not hear back from them and asked Ms. Carey Johnson if she would like to sponsor it. Ms. Carey Johnson expressed interest in sponsoring a performance previously; she also donates popcorn to every show. Ms. Carey Johnson said she would like to sponsor the Easy Days Quartet for \$300. She told Ms. Dueser she would get her advertisement materials to use. Ms. Dueser stated Kerry Bieneman would be sponsored by First Bank Financial Centre. Ms. Deuser is waiting to hear back from the Wisconsin Athletic Club (WAC) to sponsor Steve Lewandowski. She offered the WAC to have a yoga and jazz in the park event. Ms. Deuser mentioned her back up plan would be to offer the sponsor a spot at Root Beer Bash if one of the shows gets cancelled due to weather. Ms. Deuser said she feels pretty confident with where the committee is at with sponsors. The committee expressed what a fabulous job she has done.

#### Old/New Business

Mr. Radke stated the Sunday addition of the Tap needs to be submitted 2 weeks prior to publishing date. Ms. Dueser stated that she has reached out to the Journal Sentinel and has not received a response. She also distributed summer event flyers and cards to all hotels, libraries, and businesses. Ms. Shaw mentioned the Amphitheater info sheet that was passed out at the begging of the meeting. Mr. Radke stated there were still some things missing. He asked if he could have a copy of it emailed to him to go over. Ms. Shaw stated there was someone one from the City staff that has knowledge of running sound equipment. He will be able to attend some of the shows and be in charge of the equipment, or be back up. Mr. Radke asked if the City is BMI certified. Ms. DeGroff said she would look in to it.

#### Set Next Meeting Date

The committee scheduled the next meeting for June 5, 2018 at 3:00 PM at City Hall.

#### Adjournment

Motion was made by Mr. Radke, and seconded by Ms. Pierner to adjourn the meeting at 3:48 PM until June 5, 2018 at 3:00 p.m.

Respectfully submitted,

Anna DeGroff  
Administrative Secretary