

CITY OF GLENDALE
Music in the Glen Meeting Minutes
Zoom Meeting: May 19, 2021

Roll Call

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

Staff Present: Rachel Safstrom, City Administrator, Guests: Ann Deuser, Executive Director of Welcome to Glendale Convention, Visitors, and Business Association; Jesse BaDour, Marketing and Event Coordinator for Welcome to Glendale Convention, Visitors, and Business Association.

Meeting called to order by Chair Shaw at 5:01 p.m.

Approval of the March 24, 2021, and April 28, 2021 Meeting Minutes

Motion by Ms. Carey, seconded by Mr. Shaw, to approve the March 24, 2021, and April 28, 2021, Meeting Minutes. Motion approved unanimously.

Update of Contracts and W-9 Status of 2021 Acts

All contracts and W-9 forms have been signed and returned. Chair Shaw will be sending checks to the Acts soon. Executive Director Deuser suggested that in the future, the committee not give Acts a down payment, but a check for the full amount day of concert. This will be discussed at a future meeting.

Fundraising Status

All four concerts have been sponsored. The four sponsors are Bank Five Nine, Glendale Heights, Lee Carey and her team at Coldwell Banker, and Shorewest Realtors.

Discussion of COVID Contingency / Preparedness Plan

Executive Director Deuser stated the North Shore Health Department approved the Preparedness Plan.

MITG Phone Line/ Cancellation Notices

After much discussion, the committee decided the Music in the Glen phone line does not need to be utilized. The 1706 extension will be given to Welcome to Glendale and will not be advertised. If anyone should call the phone number, Welcome to Glendale can assist in answering questions about the concert status. If it is raining, concerts will be cancelled with a determination by 2:30 p.m. There has not been a cancellation since 2018.

Welcome to Glendale will market when concerts are cancelled on the Welcome to Glendale and Music in the Glen websites and social media pages. WTG will also let city hall know. Executive Director Deuser informed the committee all four concerts are on the National Weather Service radar pages. This program will call before the event to share the weather forecast for the event day. Chair Shaw will let performers know by 2:30 p.m., according to contract, if the concert will be cancelled.

Unfinished Business

City Administrator Safstrom said Terrell will look for food trucks for the *Music in the Glen* concerts. Food trucks will not be able to sell beer or soda as it competes with Sprecher products, but they can sell water, Monster or Powerade. Bender Road will be blocked. City staff will take care of the street barricades.

The Glendale Summer Event Guide is at the printer. Six thousand copies will be printed: 5,200 for households and 800 extras. The extra booklets will go to nursing homes, Cardinal Stritch, sponsor businesses, library, and BAYSHORE. There will be extra booklets to pass out at events and to show future sponsors.

Executive Director Deuser discussed the Stars and Stripes Salute on July 21st. Glen Fieber (owner of Solly's Grille) will not be able to attend; however, the Daughters of the Revolution will help with the flag ceremony and hand out pins and certificates for veterans. The American Legion Post has been invited. The Commander will inform those members. The Lions Club is collecting food for the food pantry. Currently, we are still looking for someone to play taps. Ms. Rieck will have her student coordinate and reach back out to Executive Director Deuser if they are able to perform.

Kids from Wisconsin will perform at Fireman's Park in Thiensville this year. Chair Shaw suggested reaching out to *Accompany of Kids* for next year.

No volunteers are needed this year. *Welcome to Glendale* will work on press releases and continuous marketing for the concerts.

The committee will discuss if our equipment at Richard E Maslowski Community Park matches the band's equipment for next meeting.

Next Meeting Date – June 23, 2021

The committee confirmed the next meeting for June 23, 2021, at 5:00 p.m. via Zoom.

Adjournment

Having no additional agenda items and no further comments, the meeting was adjourned by Chair Shaw at 5:34 p.m. with no objections until June 23, 2021, at 5:00 p.m.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association