

**CITY OF GLENDALE**  
Music in the Glen Meeting Minutes  
September 15, 2021

Glendale City Hall  
5909 N. Milwaukee River Pkwy  
Glendale, WI 53209

*Meeting was held in person, although members had the option to join virtually via Zoom.*

Roll Call

Present: JoAnn Shaw, Chair; Members: Lee Carey and Steve Shaw.  
Present via Zoom: Teresa Drews and Tristann Rieck  
Absent: Laura Emir

Guests Present: Jesse BaDour, Marketing and Event Coordinator for Welcome to Glendale Convention, Visitors, and Business Association.

Guests Absent: Ann Deuser, Executive Director of Welcome to Glendale Convention, Visitors, and Business Association;

Staff Present: Rachel Safstrom, City Administrator

*Meeting called to order by Chair Shaw at 5:02 p.m.*

Introduction of New Member

As of Monday, September 14, Teresa Drews has been appointed Music in the Glen's newest member. She is the Director of Education at the Conservatory of Music and is the Administrative Director of Washington Island Music Fest. As she runs the music fest in Door County, Ms. Drews will be unavailable from July 30-August 13, 2022, for the Music in the Glen 2022 Series.

Approval of the June 23, 2021, July 14, 2021, and August 25, 2021, Meeting Meetings

Motion by Ms. Carey, seconded by Mr. Shaw, to approve the June 23, 2021, July 14, 2021, and the August 25, 2021, Meeting Meetings. Motion approved unanimously.

Wrap Up for the 2021 Season

The committee discussed the pros and cons of the 2021 Music in the Glen Series. Pros included having a children's concert. The committee agreed to have another one for the 2022 season. Other positives included starting concerts at 6:30PM and having a break in between concerts. Administrator Safstrom suggested doing two concerts followed by a break. The Summer Event Guide booklet was successful. Ms. Carey suggested having extra booklet copies for realtors to disperse to new families. Ms. BaDour suggested adding more pages to the booklet.

Cons include acts not reading and understanding the terms of the contract. Steve Beguhn performed on a Wednesday and the same week performed on Saturday at BAYSHORE's Sounds

of Summer series. Music in the Glen will need to coordinate with BAYSHORE better and see the performers they plan on bringing. Ms. Carey stated the Sprecher Outdoor Oasis had long lines. Administrator Safstrom stated it was challenging finding part time help, and now that Sprecher sells beer in cans, this will probably be the best way to cope with this challenge. Chair Shaw suggested putting bee traps out in mid to end of August and Mr. Shaw added possibly using a fogger to help with the bee situation. Birds are still up in the ceiling and acts worry about bird droppings on equipment and on them during performances. Ms. BaDour stated it was a challenge to market the Food Trucks as some didn't show up or Welcome to Glendale didn't know who would be showing up.

Ms. BaDour asked if Music in the Glen would consider not paying a 25% down payment to acts, as they do not do this for Fourth of July nor Root Beer Bash. Chair Shaw said this tradition has been passed down, and she doesn't think 25% is a problem as musicians know we are committed. The reason the 25% has been traditionally paid is so the acts have monetary compensation even if the event is cancelled.

### 2022 Season

Administrator Safstrom asked the Music in the Glen committee to finalize dates in November so Nicolet High School can save the dates on their sports calendar and make sure no games are scheduled. In addition, stay away from having a concert the first Wednesday of August as ESPN is planning on bringing the GEICO City Series Baseball Tournament back to Glendale in 2022. ESPN rents out the entire park to broadcast on television. They will set up and be at Richard E. Maslowski Community Park from August 1-7, 2022. After much discussion, the committee agreed on the following schedule: one date in June for Nicolet High School's Band, three concerts in July (July 13, 20, and 27), and two in August (August 10 and 17) with concerts starting at 6:30PM. The 2022 Music in the Glen series will consist of five concerts with the possibility of Nicolet High School as the sixth concert. The first concert in July will be the Salute to Veterans. There will be one children's concert.

Chair Shaw will reach out to Nicolet High School, the band from 2018 for the Veterans Salute, and ask VIVO if they'd like to return for the 2022 season. She will ask the bands which dates would be their first and second choices.

Next meeting, the committee will bring suggestions. Ms. BaDour will bring the list of bands/entertainment to review.

### Retain a Musician Technician

The committee agreed it is beneficial to have someone available for all concert dates, and Music in the Glen should pay to retain a person for saving the date with a signed contract. Chair Shaw will reach out to our current technician to see if he'd be interested and available and find out the cost per evening.

### New Business

There was discussion on what it means to be a Music in the Glen committee member. Administrator Safstrom stated being a committee member is being a volunteer. We can suggest trying to have volunteers come to at least one concert and support the music series.

Next Meeting Date – November 10, 2021

The committee confirmed the next meeting for November 10, 2021, at 5:00 p.m., in person, at Glendale City Hall.

Adjournment

Motion by Ms. Carey, seconded by Mr. Shaw, to adjourn the meeting at 6:04 p.m.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association