

**CITY OF GLENDALE**  
**Via WELCOME TO GLENDALE**  
5464 North Port Washington Road, Suite A3  
Glendale, Wisconsin 53217

**Music in the Glen**  
Agenda  
Wednesday – June 15, 2022 – 5:30 PM

This meeting will be conducted in person at Welcome to Glendale Visitor Center's conference room with the option of individuals to join via Zoom.

Join Zoom Meeting by clicking on link:

<https://us02web.zoom.us/j/8493011874>

**Meeting ID: 849 301 1874**

One tap mobile

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1. Call to Order / Roll Call
2. Adoption of Minutes of Meetings held on April 27, 2022, and May 18, 2022
3. Update on contracts and W9 status of Acts for the 2022 Season
4. Update on Fundraising Status
5. Status Update on the Summer Event Guide – Welcome to Glendale
6. Update on Food Truck Status
7. Timeline review of first concert for Salute to Veterans event
8. Unfinished Business
9. Next Meeting Date – Wednesday, July 6, 2022, 5:30 PM (If Needed) – Welcome to Glendale office
10. Adjournment

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

NOTICE: Although this is NOT a meeting of the Glendale Common Council, a majority of Council members may be in attendance. No action or deliberation by the Council will take place.

**CITY OF GLENDALE**  
Music in the Glen Meeting Minutes  
Wednesday – April 27, 2022 – 5:30 p.m.

Welcome to Glendale  
5464 N Port Washington Rd, Suite A3  
Glendale, WI 53217

Roll Call

Present: JoAnn Shaw, Chair; Members: Teresa Drews, Steve Shaw

Absent: Laura Emir, Lee Carey

Guests Present: Becca Garrison, Executive Director and Jesse BaDour, Deputy Director for Welcome to Glendale Convention, Visitors, and Business Association.

*Meeting called to order by Chair Shaw at 5:42 p.m.*

Approval of the March 23, 2022, Meeting Minutes

Motion by Mr. Shaw, seconded by Ms. Garrison, to approve the March 23, 2022, meeting minutes. Motion carried unanimously.

Updates on Contracts and W9 Status of Acts for the 2022 Season

Chair Shaw addressed each of the following concerts for the 2022 season. She has received signed contracts and W-9s from Command Performance, Fox and Branch, and VIVO. She is waiting to hear back from Brett and the Dandys, and she is working with Mitch Shiner on contract verbiage.

Mitch Shiner isn't comfortable with the contract language regarding the cancellation policy and force majeure. Mitch Shiner is willing to make up a concert if it's cancelled. However, Chair Shaw stated back in 2017, the Music in the Glen committee tried to make up a concert, but it wasn't successful because of publicity. Last year, the committee cancelled one show. The band received only the deposit. Mitch Shiner informed Chair Shaw that at Summerfest if they cancel a concert, they will pay the band full price. Chair Shaw is discussing these issues with the City Attorney. Ms. Drews asked what other concert series do regarding cancelled shows. Chair Shaw stated she works with someone who participates in Rock the Green and can ask her what they do.

Ms. Garrison suggested Chair Shaw reach out to Brett and the Dandys via Facebook Messenger, as she hasn't heard back from them. Ms. Garrison said some businesses have been having email issues.

Update on Fundraising Status

Ms. Garrison stated all concerts are sponsored. Welcome to Glendale will also donate \$2,000, of which, some of this money will be used for social media marketing, website renewal, and banners. Although some sponsorships did not pay for the entire cost of the band, the committee would only be short \$50. This is without Welcome to Glendale's contribution.

Chair Shaw will request checks from Glendale City Hall, not Welcome to Glendale. Welcome to Glendale will have to move the Music in the Glen funds back to the city. Ms. BaDour will send the documentation to the City Deputy Administrator and Chair Shaw.

#### Status Update on the Summer Event Guide

Last year, Welcome to Glendale paid out of their own marketing budget to produce the booklet. This year, Ms. Garrison was able to receive more sponsorships. Depending on who prints the booklet and mailing costs, there may be revenue gained from the booklet. Chair Shaw will be glad to assist in proofreading the booklet. At this time, Ms. Garrison hasn't received verbiage or photos from Brett and the Dandys, nor Mitch Shiner. She is also waiting to hear back from Coldwell Banker to see which of the realtors plan to sponsor this year.

Ms. BaDour has updated the website. However, she cannot gain ownership to the website. She has contacted support to try to fix this as the renewal of \$48 is due. Ms. BaDour will give Chair Shaw access to the website. Chair Shaw will create Facebook events and have Welcome to Glendale as the co-host. Chair Shaw is the only person with access to the Music in the Glen Instagram account.

#### Discuss New Strain of COVID and Protocols

No updates as of now from the North Shore Health Department.

#### Concert Cancellation Protocol

If a Music in the Glen concert is cancelled, Welcome to Glendale will add a cancelled stamp to the top of the graphic. This graphic will be uploaded to the Music in the Glen's Facebook page and event, website, Instagram, and Welcome to Glendale's website and social media pages.

#### Unfinished Business

Ms. Garrison said the July 27<sup>th</sup> concert (Brett and the Dandys) will be a North Shore Chamber of Commerce Meet-Up event.

Ms. BaDour said the Daughters of the American Revolution (DAR) will have a booth, say the pledge of allegiance, and hand out veteran pins for Vietnam War veterans at the Salute to Veterans concert. Chair Shaw will reach out to last year's bulgiest to see if he can play this year's event. Ms. BaDour will reach out to the American Legion and see if they want to come. As Ann Deuser is no longer with Welcome to Glendale, Ms. BaDour is not sure what the American Legion did in the past. Ms. Garrison has a friend that works at the VFW; she will ask him if he can pass the information along as well.

Ms. Garrison has reached out to 15 food trucks. All were booked or short staffed, expect for Falafel Guys. They are currently marked down for July 20<sup>th</sup>, 27<sup>th</sup> and August 17<sup>th</sup>. Ms. Garrison has reached out to Bayshore's Marketing Director to send over their Food Truck contract. Chair Shaw stated Welcome to Glendale should create a contract and have the food truck vendors pay a \$100 deposit for each date. When they arrive, they get the \$100 back.

Next Meeting Date –May 18, 2022

The committee confirmed the next meeting for May 18, 2022, at 5:30 p.m., in person, at the Welcome to Glendale Visitor Center.

Adjournment

As there was no further business coming before this committee nor any objections, Chair. Shaw adjourned the meeting at 6:44 p.m.

Respectfully submitted,

*Jesse BaDour*

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association

**CITY OF GLENDALE**  
Music in the Glen Meeting Minutes  
Wednesday – May 18, 2022 – 5:30 p.m.

Welcome to Glendale  
5464 N Port Washington Rd, Suite A3  
Glendale, WI 53217

Roll Call

Present: JoAnn Shaw, Chair; Members: Lee Carey, Steve Shaw  
Present via Zoom: Teresa Drews, Becca Garrison, Executive Director for Welcome to Glendale Convention, Visitors, and Business Association  
Guests Present: Jesse BaDour, Deputy Director for Welcome to Glendale Convention, Visitors, and Business Association.  
Absent: Laura Emir

*Meeting called to order by Chair Shaw at 5:37 p.m.*

Approval of the April 27, 2022, Meeting Meetings

Hearing no objection, Chair Shaw postponed the adoption of the April 27, 2022, meeting minutes until the next meeting.

Update on Contracts and W9 Status of Acts for the 2022 Season

Chair Shaw is still working on the contract with Mitch Shiner. Chair Shaw has only received a copy of VIVO's contract. Once she receives the original contract, VIVO will receive payment.

Update on Fundraising Status

Ms. Garrison stated all concerts are sponsored. Welcome to Glendale is waiting for the last sponsorship payment from Coldwell Banker. Coldwell Banker didn't realize the cost. Lee Carey will talk with her team to see if they can cover the price difference. Welcome to Glendale is still giving \$2,000 in some sort of capacity.

Update on the Summer Event Guide

Ms. Garrison said Music in the Glen (MITG) posters are printed and in house. She will go around the community and put them up. The booklet may break even. Welcome to Glendale received double the sponsorships compared to 2021. However, the cost of the booklet will increase in cost, as she plans on printing at least 8,000 copies. Ms. Garrison does not know postage cost yet.

Ms. Garrison indicated next year the committee should budget for \$1,200-\$1,300 per band as most band prices are in this range. Welcome to Glendale does not want to go back to sponsors asking for more money like they had to this year.

Many publications are going digital, and many businesses feel Facebook Ads are worth their dollars versus print. Ms. Carey and Chair Shaw both expressed how they like the printed, physical booklet, as it is a tangible advertisement. Many of the attendees for Music in the Glen concerts are older and also prefer booklets. Chair Shaw suggested advertising via social media and seeing the cost comparison between the various outlets.

Chair Shaw also suggested giving the Nursing Homes booklets to share with their residents as they used to bring a bus full of people to attend.

#### Update on Food Trucks

Ms. Garrison stated Falafel Guys are on board. The owner is out of town but will get the contract signed and sent over when she returns. They are fine with the \$100 deposit for each concert.

Ms. BaDour will ask Terrell at DPW to see if his friend, who owns the BBQ truck, would be able to come to the other concerts. Ms. BaDour also stated the Sprecher Oasis officially has one employee and is still seeking other applicants. The City of Glendale does not know when or if the Oasis will open for this year.

#### COVID Protocol

Welcome to Glendale will update the event graphic and share the news on Welcome to Glendale's event calendar, MITG's Facebook event, and on social media outlets. Chair Shaw will have to update the MITG Instagram account as she is the only one with access. Chair Shaw will call the band and let them know if the concert is cancelled no later than 2:30 p.m. if it is deemed necessary (i.e. weather conditions).

#### Unfinished Business

Ms. BaDour said the website is renewed for another year. Welcome to Glendale does not own the website, but they are now the owner of the subscription. Next year, we should not see a problem when renewing the website's plan.

Ms. BaDour added all the Music in the Glen concert dates to receive weather support from the National Weather Service (NWS). NWS will call three days before the event and the day of to discuss the weather forecast. Chair Shaw is a secondary contact.

Ms. BaDour has shared the Veteran's Salute graphic with the American Legion- Mequon. She has also reached out to the Sons of the American Legion (SAR) as they seemed to be interested in participating in the event. SAR could do a color guard for the flag ceremony. They have done color guard with flags up and have carried their own flags. They would wear uniforms from the American Revolution War. They even have an individual who could talk about the flags in a 4-minute presentation. The committee is interested in having SAR participate. Ms. BaDour is waiting to hear back from the SAR President to see if they would be available. They would also have a booth. Chair Shaw asked if Welcome to Glendale has reached out to the Veterans of Foreign Wars (VFW). By the next meeting, Ms. Garrison will reach out to her friend who works at the VFW.

Next Meeting Date –June 15, 2022

The committee confirmed the next meeting for June 15, 2022, at 5:30 p.m., in person, at the Welcome to Glendale Visitor Center.

Adjournment

As there was no further business before this committee, nor any objections, Chair Shaw adjourned the meeting at 6:26 p.m.

Respectfully submitted,

*Jesse BaDour*

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association