

City of Glendale
Official Minutes – Music in the Glen Meeting
Zoom Meeting: January 27, 2021

Roll Call

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

Staff Present: Rachel Safstrom, City Administrator, Guest: 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 Commenced: 6:05 p.m.

Approval of April 1, 2020 and May 6, 2020 Meeting Minutes

Motion by Ms. Johnson, seconded by Ms. Rieck, to approve the April and May 2020 Meeting Minutes. Motion approved unanimously.

Review 2020 Acts and Budget for the Upcoming Season

Discussion regarding the schedule included removal of shows in June. The cost would be \$5,490 for 2021 shows in July and two weeks in August.

Administrator Safstrom reviewed the finances being transferred from City of Glendale to Welcome to Glendale. As more than \$18,000 is available, limited fundraising is necessary.

Executive Director Deuser surveyed the top 15 sponsors from previous years. They are interested in sponsoring but will not be able to give at the same monetary levels due to the pandemic.

Executive Director Deuser stated Bayshore is going to have double the acts for their summer concert series and have indicated they will be asking the same sponsors utilized by Music in the Glen.

Marketing the Upcoming Season

Executive Director Deuser suggested combining all the summer events into one booklet for Glendale residents. The cost to have 5,200 books would be \$5,200 for the books, \$1,600 for packing and bulk mailing, and \$700 for postage. This booklet would be mailed out in May.

Motion by Ms. Carey, seconded by Ms. Emir to approve the summer event booklet. Motion approved unanimously

Administrator Safstrom's assistant, Kaela Sullivan, can work with *Welcome to Glendale* for the addresses that are utilized for the City newsletter.

2021 Music in the Glen Concert Series

Motion by Ms. Rieck, seconded by Ms. Emir to have the MITG 2021 Season. Motion approved unanimously. However, the MITG 2021 Season will not include shows in June. This is due to the uncertainty of sponsorship levels and vaccine availability. The concerts will begin July 14th and end August 11th. The contracts will be the same acts from the cancelled 2020 season. Attendees will be asked to wear masks.

Chair Shaw will reach out to the Nicolet High School band to see if they would still be interested in performing and will contact 52nd street to inform them the MITG has budget constraints and will not be able to have them perform this year.

All contracts with the 2021 bands will have a contingency plan due to the pandemic.

Executive Director Deuser suggested having a food drive for a few Music in the Glen concerts as the Parkway-Glen Hills Foundation has created an Emergency Fund.

Next Meeting Date – February 24, 2021

The committee confirmed the next meeting for February 24, 2021, at 6:00 p.m. via Zoom.

Adjournment

Motion by Ms. Emir, seconded by Ms. Carey to adjourn the meeting at 6:52 p.m., until February 24, 2021, at 6:00 p.m.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association