

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