

CITY OF GLENDALE
Music in the Glen Meeting Minutes
November 10, 2021

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

Roll Call

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

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

Staff Present: Rachel Safstrom, City Administrator

Meeting called to order by Chair Shaw at 5:05 p.m.

Approval of the September 15, 2021, Meeting Meetings

Motion by Mr. Shaw, seconded by Ms. Drews, to approve the September 15, 2021, Meeting Meetings. Motion approved unanimously.

Possible Acts for the 2022 Season

Ms. Shaw emailed the Nicolet High School's band director to perform at the concert series. However, she hasn't heard from him. Ms. Drews will try to talk with the band director on Monday, November 22, as her daughter is in his class. Administrator Safstrom will send out an email of the scheduled concert dates to Nicolet High School and MSOE. She will copy Dr. Kabara. Games should end by 4:00PM.

The concert genres include Latin jazz/rumba, big band, kids' concert, jazz/funk, country, and oldies:

- Ms. Shaw spoke with VIVO. They would like to partake in the 2022 Music in the Glen concert series. Ms. Shaw is waiting to hear on the best dates that work for the band.
- July 13th is the Salute to Veterans. The committee agreed to have a "Big Band" perform, possibly the All-Star Super Band.
- The committee would like to have a Kids Concert. Ms. Drews suggested Fox and Branch. They are a kids folk music group.
- Ms. Drews suggested Latin Jazz. She knows Mitch Shiner, an individual who plays Rumba, drums, and base. He is a Glendale resident. His website is ShinyMusic.com. Ms.

Drews reached out to him during the meeting, and Mitch Shiner Latin Vibes would cost \$1,250 with sound.

- Ms. Rieck will check with DEM Horny Funkers for a Funk/ Brass Band performance. If they are not currently playing together or doing concerts, she will reach out to Cold Sweat.
- Ms. BaDour will reach out to Brett and the Dandys. They perform 50's-60s music. They performed at the Root Beer Bash 2021 and were a huge hit.

Each committee member will reach out to a band and ask which dates work best for them. The band pricing should be between \$1,000-\$1,200. Bands would start at 6:30pm and play for 90 minutes straight. Bands are offered water; beer and sodas can be purchased by the band member at the Sprecher Oasis. Bands need to do their own set up and tear down. *Welcome to Glendale* asks for a media press kit from each band to include on the MITG website and on social media.

For the 2022 season, Music in the Glen will continue with 25% down payments and the committee would like food trucks again.

COVID Contingency

MITG will do the same as last year. Welcome to Glendale will have COVID-19 signage out and will have masks and hand sanitizer available at their booth.

Review/Discuss Budget and Possible Fundraising Options

The committee agreed that concerts should stay around \$1,000-\$1,200 per performance.

Ms. Drews said she may know some potential sponsors including the Wisconsin Conservatory of Music. Sponsorships would include the concerts or ads in the booklet.

Other Business

Ms. Rieck suggests Ms. Shaw share the cover letter with members who are reaching out to bands. As new members join, it would be best to have a standard letter/communication for all to use. Ms. Rieck also suggested having a Music in the Glen brochure to explain who and what it is.

Administrator Safstrom suggested sharing music and/or video clips to advertise the music groups on social media. This will entice viewers to come to the concert

Ms. Shaw suggests having a sound engineer and paying \$300 or less per concert to save the date. The committee discussed if the Music in the Glen committee needs to have a graphic intern for the graphics and book design.

Next Meeting Date – February 23, 2022

The committee confirmed the next meeting for February 23, 2022, at 5:30 p.m., in person, at the new Welcome to Glendale Visitor Center, 5464 N. Port Washington Rd. Suite A3, Glendale, WI 53217.

Adjournment

As there was no further business, Ms. Shaw adjourned the meeting at 6:35 p.m.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association