

CITY OF GLENDALE
Music in the Glen Meeting Minutes
September 28, 2022

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

Roll Call

Present: JoAnn Shaw, Chair; Members: Steve Shaw, Lee Carey, Teresa Drews, Becca Garrison Executive Director for Welcome to Glendale, and Jesse BaDour, Deputy Director for Welcome to Glendale
Absent: Laura Emir

Meeting called to order by Chair Shaw at 5:38 p.m.

Approval of the June 15, 2022, Meeting Minutes

Hearing no objections, the minutes are approved as presented.

Wrap Up of 2022 Season (Pros and Cons)

Each committee member discussed what they thought went well and needed to improve for next season. Ms. Carey suggested giving guidelines to sponsors on what they can and cannot hand out at their booth. Although, there hasn't been a problem yet, she thinks this would be beneficial for sponsors to know. Ms. Drews discussed how the sun setting is still an issue; however, as the amphitheater was constructed that way, there isn't much the committee can do except inform the performers to bring sunglasses. Chair Shaw is upset with the venue and brought up various issues that occurred throughout the season: cleanliness of the facility, lumps in the artificial turf, people tripping over the artificial turf, and the sound system was not working properly.

Ms. Garrison suggests getting more recognizable bands to play and having two sponsors for each concert/act. This will draw a more varied crowd and hopefully more attendees. With dual sponsorships, each sponsor could have a tent - one on each side of the stage. Ms. Garrison also suggested having a "Locals Night" with local bands and/or artists to perform such as Shorewood School of Rock or Frank Gappa Band. These bands would be cheaper but could bring family and friends of the performers.

Welcome to Glendale is not sure what their responsibilities will be for the 2023 series. They are meeting with the City of Glendale's City Administrator, Karl Warwick, to discuss what the contract entails.

Ms. Garrison has been meeting with the BID directors, and they are interested in collaborating on different events and creating a North Shore Summer Events Guide Booklet. Chair Shaw thinks combining the various music series may be challenging with a SEED.

Retain a Music Technician

Ben Hohenstein of Milwaukee Sound Machine is more than happy to be the music technician for the 2023 series and is available on Wednesdays. Chair Shaw doesn't think it's necessary to have one as we currently request each act to bring their own sound, and the committee would have to pay a retainer fee per concert. However, Chair Shaw will find the cost to retain Ben.

2023 Season

ESPN is not likely coming back to Glendale. They chose to have their tournament in Louisiana for 2022 and will probably continue to choose different venues and showcase different places around the nation. However, the committee will need to talk with the City Administrator or Terrell Mathis to verify.

Prior to the pandemic, Music in the Glen had eight concerts. The committee would like to add one more concert to include six dates for the 2023 season. The first concert will remain the Salute to Veterans, and there will also be a kid's concert. The committee will have to see if BAYSHORE already has their concert series finalized as they don't want to have the same bands. The series will take place June 21st, 28th, skip July 5th, July 12th, July 19th, July 26th, and August 2nd.

Ms. BaDour-Schober stated the kid's concert is already spoken for, and the sponsor would like Tom Pease or someone he recommends. Ms. BaDour-Schober will reach out for pricing.

Chair Shaw asked every committee member to come up with a genre and band suggestions for next meeting.

Food Trucks

The Richard E. Maslowski Community Park does not have a great place for food trucks. The food truck that came did not make enough sales and didn't return. It was not very successful for the 2022 season. The committee members feel if the park workers were more organized and managed properly, the music series wouldn't need food trucks.

Committee Suggestions

The committee suggested three individuals to join the group: Mitch Shiner, Ralph Rinehart, and Amanda Ruppenthal-Stein. All three live in Glendale. Mitch Shiner is a musician and has connections with music, so does Amanda. Ralph told Mr. Shaw he was interested in joining the committee during the music series. Committee members don't have to be at every concert but need to be at a few. Chair Shaw will ask Ms. Emir for her resignation as she was unable to attend any meeting, nor responded to emails.

Unfinished Business

Ms. Carey said the committee should make it clear to sponsors that their sponsorship comes with a page ad in the booklet. However, if the concert is cancelled due to weather, there will be no rain date. Ms. Carey will send verbiage to Chair Shaw.

Next Meeting Date –November 16, 2022

The committee tentatively scheduled the next meeting for November 16, 2022, at 5:00 p.m., in person, at the *Welcome to Glendale* Visitor Center

Adjournment

As there was no further business nor any objections, Chair Shaw adjourned the meeting at 7:13 p.m.

Respectfully submitted,

Jesse BaDour-Schober

Deputy Director

Welcome to Glendale - Convention, Visitors, and Business Association