



Legislation Text

File #: 030442, Version: 0

030442
ORIGINAL

ALD. SANCHEZ

Resolution urging the Board of Directors of the Milwaukee World Festivals, Inc., to retain Bo Black as executive director after her contract ends at the end of 2003.

This resolution urges the Board of Directors of the Milwaukee World Festivals, Inc., to retain Bo Black as executive director after her contract ends at the end of 2003.

Whereas, Milwaukee's flagship festival, Summerfest, has flourished since 1984 when Ms. Bo Black became executive director; and

Whereas, Ms. Black's marketing and fundraising skills as well as her intense effort have made Summerfest Milwaukee's biggest summer attraction by attracting big name acts and drawing large attendance; and

Whereas, Under Ms. Black's leadership, Summerfest won the 2002 Pollstar magazine's Music Festival of the Year award, an award from record industry executives, music agents, theater managers and promoters; and

Whereas, In 2002, Summerfest also won awards for marketing, promotion and programming from the International Festival and Events Association; and

Whereas, In 1992, Ms. Black initiated Operation Summer Chance, an often unheralded community contribution, which provides employment, mentors and scholarship opportunities for Milwaukee's central city youth; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City urges the Board of Directors of the Milwaukee World Festivals, Inc., to retain Bo Black as executive director after her contract ends at the end of 2003; and, be it

Further Resolved, That the City of Milwaukee commends Bo Black for her skills and commitment to Summerfest and to the City of Milwaukee; and be it

Further Resolved, That the City Clerk shall forward a copy of this resolution to the Board of Directors of the Milwaukee World Festivals, Inc.

TRG
7/10/2003