



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights Road, Arlington Heights, IL 60005
December 14, 2016
6:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the November 2016 meeting of the Special Events Commission.

IV. REPORTS

V. OLD BUSINESS

- A. Review & Discussion of Hearts of Gold Nominations

VI. NEW BUSINESS

- A. Hearts of Gold Next Steps

VII. OTHER BUSINESS

VIII. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact David Robb, Disability Services Coordinator, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, (847)368-5793 (Voice), (847)368-5980 (Fax) or drobb@vah.com.



Item: Approval of Minutes from the November 2016 meeting of Special Events Commission

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes from the November 2016 meeting	Minutes

Special Events Commission Minutes from the Wednesday, November 9 meeting held in the Commissions Room of Village Hall, 33 S. Arlington Heights Road.

Attendance: Chairman Joe Musolino, Neil Scheufler, Matt Ottaviano, Laurie Mitchell, Steven Fromm, Kevin Seifert, Colleen Engle, Katie Newport, Chris Fahnoe

Absent: Amy Mazurowski, Joe Skibbie, Mike Prost

Also Attending: Liz Stejskal of Arlington Cares

Arlington Cares Possible Run at Autumn Harvest

Commissioner Neil Scheufler introduced Liz with Arlington Cares and said that the group is exploring doing a fundraiser run that would dovetail onto the Commission's Autumn Harvest event.

She explained that there are not many runs in the community in October and she thought if the event could start and end at Autumn Harvest, it would boost attendance at both events. The other plus with Autumn Harvest is that Arlington Cares is trying to make families more aware of what they do and Autumn Harvest has a great family audience.

It was also mentioned that the run could include a costume theme, which would add to the Autumn Harvest-Halloween time of year.

Commissioner Colleen Engle said the run could also be a good event to tie into the Family Health event the Commission is discussing for next spring. She also said that people paying a registration fee for the run is not in keeping with Autumn Harvest being a free family event.

The Commission told Liz that they would be interested in hearing more and would not be against the run being held in conjunction with Autumn Harvest.

Tree Lighting

Chairman Joe Musolino shared the task list for the Tree Lighting event. He also added that he was in support of adding a trolley ride to the event as previously discussed. The trolley addition would be an added activity for people at the Park to enjoy after the Lighting event. Sponsorship money will be used to pay for the Trolley and other items.

The Commission discussed who would be able to staff the trolley stops through the Downtown. There will be a stop/start at North School Park, the Museum and near Vail and Campbell. The group discussed ordering stations for the line as well as signs for the fold-out kiosks that the Commission has. The group also decided to give away candy canes to those who rode the trolley.

Premium Sponsorships

The Commission divided up a list of large businesses in Arlington Heights to reach out to regarding a \$2,500 premium sponsorship. Typically the commission receives two premium

sponsors and they hope with more of a focused approach they can get more sponsorship funding.

Hearts of Gold

Liaison Nancy Kluz said that the Hearts of Gold nominations were online and that emails and letters have been sent to organizations, schools, past honorees, churches, etc., requesting nominations. The nomination deadline is 5 p.m. November 30. The Hearts of Gold event will be held February 18. At the next Commission meeting, the group will discuss the nominations.

Having no further business to discuss, the meeting was adjourned at 8 p.m.