



Agenda
Village of Arlington Heights
Special Events Commission
Hanson Room

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
December 10, 2014
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes of the November 5, 2014 meeting.

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Review Task Timeline for Hearts of Gold
- B. Review of Hearts of Gold Nominations

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 of the November 5, 2014 meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes of the November 5, 2014 meeting	Minutes

Minutes of the Special Events Commission meeting held on **Wednesday, November 5 2014**, in the Hanson Room located on the third floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Steve Fromm, Claudia Starck, Neil Scheufler, Chris Fahnoe, Kevin Seifert, Katie Newport, Joe Musolino, Amy Mazurowski, Mike Prost, Colin Gilbert

Absent: Matt Ottaviano, Colleen Engle

Approval of Minutes

Minutes from the previous meeting were approved.

Tree Lighting Ceremony

Commissioner Mike Prost will fill in for Commissioner Claudia Starck regarding management of the food trucks that will be at the event. Commissioner Starck is unable to attend the event but made arrangements for the food vendors.

Liaison Nancy Kluz arranged for Public Works crew to be in attendance for sound, and the streets immediately adjacent to the Park will be closed off. The food vendors will set up on Evergreen.

Commissioner Starck said it's very difficult to get local vendors to participate since they often do not have the necessary set-up, it's dark, it's a short time frame and there is limited electricity. The Commission believes the venue works well for food trucks, and it is a simple set-up for them.

Commissioner Katie Newport, with the Park District, has arranged to have dance groups perform prior to the "official countdown." Vibe dance groups will perform starting at 4:30 p.m.

Commissioner Neil Scheufler has arranged for the Hersey Dickens Carolers to participate and they will sing at 4:45 p.m. Commissioner Scheufler also agreed to serve as emcee for the evening to make all program announcements.

Hearts of Gold 2015

Submittal for the Hearts of Gold nominations goes through Wednesday, December 3. The Commission will discuss nominations on December 10, 6:30 p.m.

The event will be held at Rolling Green on February 21. Ticket price will be \$55. Discussion on food and flowers can be done later.

Chairman Steve Fromm suggested it would be a good idea to reach out to local businesses who may wish to sponsor the Hearts of Gold. The Commission agreed and this will be done in January, 2015.

Chairman Fromm explained to the new members that each commissioner is assigned a Hearts of Gold honoree and will be responsible to reach out to that person, keep them informed of the plans for the event, and to write a short 200-word bio on their honoree that will appear in the event

program booklet. Commissioner Matt Ottaviano and his wife will put together the booklet as they did last year.

Continued Discussion on Re-Cap of Mane Event and Taste of Arlington Heights

Chairman Fromm reminded the commissioners that two meetings have been held, one September 17 and one on October 16, between several Special Events Commissioners and members of the Arlington Heights Chamber of Commerce Board to discuss ongoing working relationships between the two organizations in order to provide a successful Mane Events and Taste of Arlington in 2015.

Several of the major points discussed were in regards to the role of each organization at each of the events. Opinions were exchanged regarding the labor/set-up of the Mane Event, funding provided and sponsorships that each organization receives for their events. The Commission sees the weekend of events as two separate events with two separate budgets, Mane Event on Friday night, and the Chamber's Taste of Arlington Heights on the following day.

The Chamber does participate in Mane Event by securing food vendors and business expo vendors, providing and paying for needed set-up for both, and setting the pricing for participation in both. The funds collected by the Chamber are used to help pay for the set-ups needed for both Mane Event and Taste, and any funds left from fees collected and sponsorships obtained by the Chamber is kept by the Chamber. The Special Events Commission agrees that working with the Chamber on Mane Event is an important opportunity to showcase the Chamber organization, the businesses of the Village and to provide an opportunity for the Chamber organization to help raise funds for programs that then can benefit Village businesses.

The Chamber and the Special Events Commission explored various options regarding sponsorships at one or both of the events, and discussed ways in which each group's sponsors would be recognized at one or both of the events.

Also discussed was whether the Commission would like to participate in the Taste event by handling children's activities or some other added activity; whether consideration could be given to expanding the "footprint" of the Business Expo component of the Mane Event; having the Commission involved in future discussions with the Chamber regarding pricing for food vendors and Business Expo participants and booth placement; partnering on the hiring of the musical performers for both events; working closer with Arlington Park to ensure that the Mane Event is better connected as a "kick-off to the Million Week" at the racetrack.

The Chamber hopes to explore looking at the existing events as a two-day event and outlining a new partnership structure for the Friday and Saturday festival.

As a follow-up to the discussions held, the Chamber asked the Commission to review several questions that could help clarify ideas expressed by both groups. This clarification would help guide discussions in future meetings about the Mane and Taste events.

Besides answering the questions, Chairman Fromm asked the Commission to discuss how sponsorships are handled. It was explained that the Commission has Premium Sponsors who each pay \$2,500 to help augment all of the Commission's events. In return, the sponsors are recognized at each of the Commission's events with a banner, if appropriate, and with time at the microphone for Mane Event, or some similar recognition at the other events if feasible.

The Commission and Chamber will continue to discuss the recognition of each group's sponsors. The Commission believes its sponsors should have time at the microphone on stage to be recognized at the Mane Event, and that the Chamber's major sponsors should be recognized at the Chamber's Taste event the following day. Concern was raised when a major Chamber sponsor received some "stage time" at the past Mane Event.

Chairman Fromm brought up the background on the recognition of the sponsorships due to the Chamber's upcoming plans to sell sponsorships for their events and programs. Having the issue of when and how sponsors should be recognized will help the Chamber inform potential sponsors of the exposure they will receive for their sponsorships.

Several ideas were discussed on the subject of sponsorship for the event(s). The Commission discussed various ways to create a "stage sponsor" opportunity at Mane Event that could provide premiere exposure on the stage for just the night of Mane Event.

If a new sponsorship opportunity was created, it would have to be open to all. If a business takes the new opportunity, it doesn't necessarily mean the Chamber's major sponsor would end up as the "stage sponsor." This would not resolve the concern that the Chamber's major sponsor receives recognition on the stage on Friday night.

Commissioners expressed concern that it would be problematic if more than one business offered to participate in a newly created stage sponsor level. The Commission also believes their ongoing, dedicated Premium Sponsors may not appreciate a new sponsorship level that provides one sponsor with more significant exposure at Mane Event. The Commission does not want to create an exclusive Stage Sponsor category for the Mane Event.

The Commission agreed that instead of adding levels of complexity to its sponsorship packages, it will keep the \$2,500 Premium Sponsorships that provide sponsors with a banner on the trellises in Harmony Park and microphone time on the stage at the Mane Event. Any business could participate in that offering and all would be treated the same.

The Commission also agreed that it would not make a request that their \$2,500 Premium Sponsors be recognized at the Taste event on Saturday.

Chairman Fromm moved that the Commission keep the Premium Sponsorship pricing and program the same as it has been in the past, including exposure at all of the Commission's events. At the Mane Event the Premium Sponsors get a banner on the trellises in Harmony Park and time at the microphone on stage at Mane Event. No sponsors would have a banner on the stage. Commissioner Joe Musolino seconded the motion.

There was not further discussion. The motion passed unanimously.

In regards to completing the discussion on a Mane Event Stage Sponsorship, Chairman Fromm asked if the Commission wanted to offer a banner on the stage for a premium price, such as \$4,000.

Commissioner Chris Fahnoe moved that the Commission create one Stage Sponsorship for Mane Event at the price of \$4,000 that allows recognition of the sponsor in the form of a banner on the Mane Event stage. Commissioner Colin Gilbert seconded the motion.

The Commission reviewed its previous discussion of what could occur when adding this layer of sponsorship to its ongoing Premium Sponsorship program.

Commissioner Kevin Seifert said he had concerns with the motion being undefined. He asked if this would be an exclusive sponsorship. He said he was concerned that more than one sponsor may want the exclusive stage sponsorship. Commissioner Neil Scheufler said if a newly created "stage sponsorship" would be an exclusive sponsorship, he would suggest that the price be \$10,000.

The motion failed with 2 ayes and 8 nays.

Chairman Fromm then asked the Commission to review the specific questions asked by the Chamber. It was mentioned that answers to the questions will help clarify various matters as the two groups continue their discussions on Mane and Taste events.

Question 1: Has the SEC decided to not allow business vendors who are holding a drawing at the Mane Event announce the winner from the stage on Friday night as they have done every year?

Commissioner Seifert suggested that the vendors who announce winners could do this on Saturday from the Taste stage. He said this would be a good way to promote the Taste event – people could enter the drawing on Friday and Saturday and then come back on Saturday night to hear the announcement of who won. Some of the commissioners believe that there are already drawings held on both nights.

The Commission agreed that they do not want any announcements on stage at Mane Event of people who won drawings. They believe that any business vendor or restaurant participant could host their own drawing at their booth and that all winners could be reached after the event, with no need for an announcement.

Question 2: Does the Chamber and SEC agree the Chamber was given control of the business expo of the Mane Event in 2007 by the Commission to run and obtain sponsorships in exchange for also being responsible for rental expenses for the event?

Chairman Fromm said from his experience he believes the Chamber was given the responsibility to solicit vendors and to keep what revenues may come from that. Commissioner Claudia Starck said that in the early years of the event the SEC and Chamber worked together more on the Business Expo but it evolved over the years to where it is today. She said she does not recall that it was ever said the Chamber would have total control and the Commission would be excluded.

Chairman Fromm said at the recent meetings held with Chamber representatives, he did ask that the Commission be involved in discussions on pricing of the booths and placement of the booths. Chairman Fromm said that the Commission wants the Chamber to make money at what they are doing and he, personally, has no desire to change their pricing. He said they do a task that brings great success to the Mane Event.

However, Chairman Fromm added that it's not okay to assume that the Commission has no role or no say with the Business Expo component.

Commissioner Chris Fahnoe said a structure regarding the Expo component has to be defined moving forward. He added that we need to let the Chamber know what we would be asking to do, what we would be seeking as a role.

Commissioner Seifert said he believes the response to the question is “no” to giving control, and that the Commission should discuss with the Chamber how we can move forward with the Commission having a role with the Business Expo.

Chairman Fromm also added that the Chamber has done a great job at this component and that there is no suggestion otherwise. Commissioner Seifert said there is no intention on asking the Chamber to slash their prices for booth spaces. The Commission agreed.

Chairman Fromm said he would also like the Commission to offer input on adding not-for-profits and non-Chamber businesses to the business expo, and to also explore whether the expo's footprint could be expanded at Mane Event.

Question 3: Does the SEC recognize the benefit from the AHCC expanding to a second day saves the SEC budget over \$10,000 in expenses?

The Commission did not understand the question. The Commission discussed that it understands the Chamber is paying for the tables, tents and chairs used by the vendors, who in turn pay a booth fee to participate. The Commission is unsure what the \$10,000 specifically addresses. Chairman Fromm said the groups can have further discussion on this to clarify the matter.

As with Question 3, Chairman Fromm said the next two questions were also unclear and will have to be further discussed with Chamber representatives. After reviewing the questions, the Commission agreed.

Question 4: Does the SEC recognize the two-day sponsorship from the AHCC covers a booth space for the Mane Event only but includes sponsor recognition for the Taste of Arlington Heights only?

Question 5: Does the SEC recognize the AHCC profit from the two day event comes from its sponsorships and not from booth fees.

Chairman Fromm did not want to assume or speculate about what was meant by the questions, and the Commission agreed that things can be further clarified and responded to when the two smaller groups meet again.

Commissioner Colin Gilbert said he believes the Chamber wants to ensure that the Commission understands their partnership bring value to the Mane Event. Various members of the Commission said they have always seen value in what partnering with the Chamber on Mane Event has done for the event.

Commissioner Scheufler said he was concerned that several of the questions are referencing two-day sponsorships and that is a point that the Commission has never agreed upon. It was acknowledged that the issue of selling two-day sponsorships needs to be clarified with the Chamber representatives.

Commissioner Gilbert said that the one firm answer the Commission has that it can bring forward to the Chamber at the next meeting is that the Commission does not want to give the Chamber Friday night (Mane Event) sponsorship opportunities. The Commission agreed that is a solid point they would like to make which can then drive the discussion for next year's plans.

Chairman Fromm also reviewed a memo sent to the Commission from the Chamber asking to schedule a meeting between the Commission and the Executive Committee of the Chamber. Chairman Fromm said he does not believe meeting with a large group of people will lead to decisions. He prefers that the two groups remain as they are - a few commissioners and a few Chamber representatives involved in the planning of Mane and Taste. The Commission agreed.

Chairman Fromm said he will send an email to the Chamber and answer the questions that have been asked. He said he looks forward to continuing to meet and moving things in a positive direction.

Commissioner Fahnoe said that whatever discussions take place moving forward, he hopes the focus is about the long term success and viability of a wonderful community event and not about personalities. Emotion has to be taken out of it. The event has been successful because of the Chamber's role and the Commission's role. He said if this is a true partnership each group has to be careful of saying "they control this or that." He believes everything can be worked out.

Some commissioners commented that the meetings regarding the working partnership are needed because of how things have evolved over the years. All agreed the goal is to move in a positive direction for a successful event, and to focus only on what's best for the community event.

Having no further business to discuss, the meeting was adjourned at 9:20 p.m.