



Agenda
Village of Arlington Heights
Special Events Commission
Siegel Room
33 S. Arlington Heights Rd. Arlington Heights, IL 60005
November 16, 2022
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Special Events Minutes from Oct. 19, 2022

IV. REPORTS

V. OLD BUSINESS

- A. Tree Lighting 2022
- B. Hearts of Gold 2023

VI. NEW BUSINESS

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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**Special Events Commission
11/16/2022**

Item: Special Events Minutes from Oct. 19, 2022

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes from Special Events Commission Oct 19, 2022	Agreement

Minutes for Special Events Commission Meeting: October 19, 2022

Meeting called to order by Laurie Mitchell at 7:10 p.m. in the Buechner Room.

- Present: Cari Boyle, Karen DeZellar, Steve Fromm, Colleen Gaughan, Michelle Harris, Diane Jamieson, Brad Katz, Laurie Mitchell
- Absent: Kelly Barash, Jennifer Eichorn, David Jaffe, Kevin Seifert, Keri Stanley
- Also Present: Avis Meade, Staff Liaison

A motion to approve minutes from September 14, 2022 made by Michelle Harris and with a second by Colleen Gaughan

OLD BUSINESS

- **Harmony Fest 2022**

Commissioners discussed the Harmony Fest 2022 event that occurred on Sept. 30th & Oct. 1st, 2022. The feedback for the bands is that School of Rock and How Rude were great additions and sounded good. There was a question as to why some bands had technical difficulties and staff will follow up to help avoid similar situations moving forward.

Suggestions for 2023 include, increasing face painters and balloon twisters to help lines move faster, less blow-up items because they are difficult to manage, hiring staff to assist with any games rented.

2022 reflected a change in roles for the Special Events Commission and during this meeting members assessed the Commission's involvement. It was discussed that commissioners felt that their participation in Harmony Fest felt more like general volunteers and they didn't feel as though their time and efforts were being fully utilized as the Special Events Commission. As a commission, they determined that their budget, time, and effort would be better spent hosting different events that they would have more ownership over. After discussion, Commissioner Steve Fromm made a motion to vote on refocusing Commission efforts on other community events, in order to have a greater impact, by ending Special Events Commission participation with Harmony Fest. This motion was unanimously agreed upon. Moving forward, the Special Events Commission will not be involved with Harmony Fest.

- **Autumn Harvest 2022**

Autumn Harvest took place on Oct. 8th, 2022 at North School Park. It was determined that in 2023, the commission would like to host this event on the same weekend, October 7th, 2023. This request will be considered by Staff which has a very event heavy series of weeks at this time of year.

Notes on the event include a request to have three face painters and three balloon twisters, instead of two, in order to help lines move faster. In 2023, the pumpkin tent needs stanchions or tables surrounding the tent, because people enter the tent and take pumpkins. All crafts from 2022 were leftover and we will need to purchase more in 2023. Craft tables should be spaced

out more and we should get more chairs. Volunteers in 2022 consisted of 9 commissioners, 2 spouses, 7 adult volunteers, 10 high school volunteers for 1st shift, and 15 high school volunteers for 2nd shift. In 2023, five additional volunteers would be helpful.

Scarecrow posts & poles will be stored at Public Works. In 2023, additional coordination will be needed to determine the roles of those involved with the breakdown and disposal of the scarecrow decoration area.

Staff will provide a thank you letter format to Karen DeZellar, who will distribute to businesses that provided a prize.

- **Tree Lighting 2022**

Commissioners discussed the planning of Tree Lighting event scheduled for Friday, November 25th at North School Park and Harmony Park. Activities at Harmony Park will be the primary focus of the Commission, and will include trolleys connecting both parks with Dickens era actors aboard provided by the Metropolis Arts Centre, an ice carver, live reindeer, and handouts. Dickens singers from John Hersey High School will perform at North School Park and the Park District confirmed that Vibe Dancers will be performing as well.

- **Hearts of Gold 2023**

Hearts of Gold nomination reminders will be sent out and staff will continue to promote the award program. This year's event will take place at the DoubleTree Hilton on Sunday, February 26th.

NEW BUSINESS

OTHER BUSINESS

- **Commission Shirts**

The Commission will research potential shirt options for 2023 events. Once purchased, commissioners would don these shirts at events to help identify them as staff.

- **Sponsorships for 2023**

The Special Events Commission will continue with sponsorships, however an adjusted pricing structure that does not include Harmony Fest was discussed. A new pricing structure of \$2,000 for an annual sponsorship will provide sponsors the opportunity to be advertised as part of the Special Events Commission's Autumn Harvest, Tree Lighting, Hearts of Gold, and a new 2023 spring event that is yet to be determined.

- **Communication Efforts**

In the wake of COVID-19, and due to several new members of the Commission being recently appointed, it was discussed that the Commissioners could be doing more to connect with other

Commissions and the Village Board, about the Special Events Commission's goals and accomplishments.

ADJOURNMENT

- A motion was made to end the meeting was made at 8:50 p.m. by Steve Fromm, with a second from Cari Boyle.