



Agenda
Village of Arlington Heights
Special Events Commission
Seigel Room
33 S. Arlington Heights Rd, 60005
November 8, 2023
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Special Events Commission: Minutes from October 11, 2023

IV. REPORTS

V. OLD BUSINESS

- A. Hearts of Gold 2024
- B. Tree Lighting 2023

VI. NEW BUSINESS

- A. Swing into Spring 2024

VII. OTHER BUSINESS

VIII. PUBLIC COMMENT

IX. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact Erin Mercado, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, emercado@vah.com or (847)368-5793.

Minutes for Special Events Commission Meeting: October 11, 2023

Meeting called to order by Diane Jamieson at 7:01 p.m. in the Commissions Room at Village Hall.

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

APPROVAL OF MINUTES

- Motion to approve Minutes for September 13, 2023 made by Steve Fromm with a second from Brad Katz

OLD BUSINESS

- **Autumn Harvest 2023**
The commissioners recapped Autumn Harvest, which took place on Saturday, October 7th. Ending at 2 p.m. instead of 3 p.m. worked out well. Balloon twisters were popular and the commission should consider more for 2024. Tattoo station works well and keeps crowd moving. High schooler volunteers could be used in 2024 for face painting. More clothes and accessories are needed for scarecrows, as supply is running low. One scarecrow stand needs to be fixed. The pumpkin brushes were helpful to clear mud from the pumpkins. Next year, more chairs should be rented.
- **Tree Lighting 2023**
Commissioners continued with logistical planning for the Tree Lighting 2023 event, scheduled for Friday, Nov. 24th, 4:30 – 6:30 at North School Park with Festive Activities at Harmony Park. The bookmobile will be present. Trolleys are confirmed, ice carver is ordered, photographer has been booked,
- **Hearts of Gold 2024**
Marketing efforts soliciting nominations continue. If there are not enough nominations by October 27th, the deadline to submit a nomination will be extended to Friday, Nov. 3rd. Additional logistic planning will continue, including the booklet & invite designs. The banquet is scheduled to take place on Sunday, February, 25, 12 – 4 p.m., at the DoubleTree Hotel in Arlington Heights.

OTHER BUSINESS

- The 2024 sponsorship program will be offered to existing sponsors and businesses who have contacted the Village about sponsorship participation. The 2024 sponsorship package will remain at \$2,000 and will include sponsorship logos on promotional materials for the Commission's events including Hearts of Gold, Swing into Spring, Autumn Harvest and Tree Lighting.

ADJOURNMENT

- A motion was made to end the meeting was made at 8:14 p.m. by Kevin Seifert with a second from Brad Katz.