



Agenda
Village of Arlington Heights
Special Events Commission
Hanson Room

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
November 5, 2014
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of the minutes from the October 8, 2014 meeting of the Special Events Commission.

IV. REPORTS

V. OLD BUSINESS

- A. Tree Lighting event, November 28, 2014.
- B. Update on discussions with the Chamber regarding Mane and Taste events for 2015.

VI. NEW BUSINESS

- A. Timeline and Tasks for Hearts of Gold 2015.
- B. Discussion of Spring Sweep for 2015.

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 October 8, 2014 Meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes 10/8/2014	Minutes

Minutes of the Special Events Commission meeting held on **Wednesday, October 8, 2014**, in the Commissions Room located on the second floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Claudia Starck, Neil Scheufler, Chris Fahnoe, Joe Musolino, Amy Mazurowski, Colleen Engle, Colin Gilbert

Absent: Steve Fromm, Matt Ottaviano, Kevin Seifert, Joe Musolino

Also Attending: Steven Neill, Arlington Heights Park District

Approval of Minutes

Minutes from the previous meeting were approved.

Autumn Harvest 2014

Commissioner Claudia Starck filled in for Chairman Steve Fromm who was unable to attend the meeting because of a business meeting out of town.

Commissioner Starck went through a checklist of all items needed for the Autumn Harvest event, just three days away.

Volunteers – Commissioner Scheufler said the high school volunteers are lined up and available to be there. They will help mainly in the kids' craft area.

Kids' Crafts – Commissioners Mazurowski and Engle said they plan to have activities of pumpkin decorating, washable tattoos, making bracelets, making Halloween door hangers and printed pictures that can be colored.

The Kids' Crafts Corner has a 20x20 tent set up by the Park District. Tables are also rented not just for the tent, but to place rows of them outside of the tent for the kids to work on their projects. It was mentioned that the tables, used without chairs, works well for the families.

A 10x10 tent will be used for the Information Tent.

Piñatas will also be handled – various age groups will break the piñatas at times throughout the day. Commissioner Musolino will take care of the set-up of the piñatas when he arrives at the event.

Scarecrows – the prizes are taken care of for the 4 categories. Commissioner Musolino received a donation of several bags of clothes for the contest. The stakes will be put together by the Commission and then they will be attached to the stakes placed the ground. The plan is to have two scarecrows back-to-back at each post location.

Hayride – everything is set for the Hayride and it will run the same route as in the past.

Petting Zoo – that is set and will set-up in the back parking lot of the Park Administration Center.

Guess the Pumpkin weight will be handled by Commissioner Starck.

Food coupons will also be printed and handed out to volunteers.

The Historical Society will be there for hosting old-fashioned games

The Library's Bookmobile will also be at the event.

Two balloon artists are booked and will be in two different areas of the park to spread the crowd. One will be near the fountain and another near the performance area.

Three food vendors are booked and will set up in the Park.

The Park District will bring out cutouts that they have made many years ago. These cutouts allow parents and kids to have their pictures taken as they pop their head out behind the cutout.

Tree Lighting

Commissioner Starck asked if the Commission was supportive of having food trucks again this year at the Tree Lighting event. All agreed it was a reasonable event to have the food trucks at since electricity and lighting is so limited that night. Commissioners suggested that several be secured so the lines are not long at each truck.

Commissioner Scheufler is handling the entertainment for the ceremony and plans to get the Dickens' Carolers again. They will play from 4:45 to 5 p.m., 5 p.m. we have the speakers and 5:15 the light switch is flipped.

Hearts of Gold

Liaison Nancy Kluz said she is still working on getting out the nomination information. The eligibility requirements will be more detailed regarding elected officials.

Commissioner Starck asked if there was anything we could do to promote the fact that people need to write more versus less when nominating someone. Liaison Kluz said she will include a note on the nomination form and in articles to try and get nominators to write more.

The event is held on February 21, 2015, at Rolling Green Country Club.

Other Business

Commissioner Starck recapped the meeting held between a group from the Chamber and a group from the Commission regarding next year's Mane Event. Per Chairman Fromm, she was asked to receive feedback from the Commission on issues discussed.

She said it was clear that the Village Board wants the Commission to stay involved in Mane Event. A problem between the two groups that was focused on was the different philosophies that each group has and how those different philosophies do not work in tandem for a community event like this.

The differing philosophies are that the Commission hosts community, family events for little to no cost and it does not try to make money at any event. The Taste, and the part of Mane event, organized by the Chamber is a fundraiser for the Chamber. The Commission and Board are OK with Chamber organization raising funds, but the Commission does have concerns on whether some not-for-profit groups or other small businesses may not be able to participate because of the charges required.

At the Chamber-Commission meeting it was suggested that the Commission work with the Chamber in expanding the not-for-profit area for the expo at Mane Event and look at possibly adding to the children's activities at Mane Event. The Commission sees these two areas of the event as ones that fit well with the group's mission/philosophy.

It was suggested that the Commission participate with the Chamber in discussions about pricing and placement of business expo vendors.

It was also pointed out that the Commission did not have much participation in the setup of the Mane Event.

The goal is to work together better and to ensure that certain problem areas are handled. One of the points the Commission mentioned was that it would like to have control of the stage during Mane Event and to not have a situation last year where a sponsor for the Chamber's portion of Mane and the Taste event got up on stage to make announcements regarding raffle winners.

Prior to the 2014 Mane Event it was discussed between the Commission and the Chamber leaders that the stage/Harmony Park would be where the Commission promotes its sponsors on Friday night (Mane event) and that Saturday night (Taste) would be when the Chamber promoted its sponsors.

Regarding the points made, the Commission members stressed that they would be interested in seeing a stronger presence for the children's activities and they would like to see more not-for-profits involved in the business expo. They added that working closer with the racetrack would be important – it was mentioned whether the Racetrack even promotes the Mane Event and still looks at the Mane Event as a kick-off for Million Week.

There was some discussion that the Mane and Taste events are very important to the community and no one at the popular event worries about what group is doing what or how things get done. Spectators just know it's a wonderful weekend of events that they look forward to each summer.

There was discussion about the name of the two events and how confusing it is for people – it seems most refer to the weekend as "Million Dollar Block Party or the Block Party Weekend."

The Commission did not support getting more involved in the set up for the food vendors and the Expo participants, since the Chamber gets the money from that portion of the event, therefore they should own the set-up of that.

It was mentioned that the grumblings need to be put aside and the focus should be on sponsor expectations for each group and to define each group's roles. The two groups need to continue meeting to balance the differing philosophies and to see what new opportunities could arise.

No further business to discuss, the meeting adjourned at 8:05 pm.