



Agenda
Village of Arlington Heights
Special Events Commission
Health Services Conference Room

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
November 4, 2015
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the October 14, 2015 meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Hearts of Gold Discussion & Update
B. Tree Lighting Event
 - Performances
 - Presentations
 - Vendors
 - Tie-in to Festival of the Wreaths

VI. NEW BUSINESS

- A. Program whereby families award houses decorated for the holidays.

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 October 14, 2015 Meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
October 14, 2015 Minutes	Minutes

Special Events Commission
Minutes from the meeting of Wednesday, October 14, 2015 held at 7 p.m. in
the Community Room of Village Hall, 33 S. Arlington Heights Road

Attendance:

Chairman Steven Fromm, Kevin Seifert, Colleen Engle, Katie Newport, Chris Fahnoe, Joe Musolino, Neil Scheufler, Matt Ottaviano, Claudia Starck

Absent:

Mike Prost, Amy Mazurowski, Colin Gilbert

Minutes of the September meeting were approved without comment.

Chairman Steve Fromm asked Commissioner Matt Ottaviano if there was any update with the Economic Alliance. Commissioner Ottaviano serves in an ex-officio role on the commission. He said he plans to attend his first meeting with the group in a week. His role with the group is to provide any event status updates to the Commission and to answer any inquiries the group may have.

Recap of Autumn Harvest

Chairman Fromm asked commissioners for their feedback of Autumn Harvest. He said he was thankful the rain held off and he believed the event went well.

The Commission did look into having food trucks at the event and it was learned that many trucks would charge a fee, such as \$300, in order to participate in an event. Given that information, the Commission did not want to further explore having food trucks at the short-term event.

The food vendors that were secured by Commissioner Claudia Starck seemed busy and were satisfied with their set-up. Commissioner Starck added that Burger Baron is interested in doing it next year.

In regards to food trucks, Commissioner Neil Scheufler mentioned that if any are being used for the Tree Lighting event, the Historical Society would be interested in having them move down towards the museum after Tree Lighting. He added that this would help draw crowds to the museum for the Festival of the Wreaths event being held that same night.

In referencing the scarecrow contest at Autumn Harvest, Chairman Fromm said that Commissioner Musolino did a great job in collecting clothing for the scarecrow-building contest. He said there are plenty of clothes left for next year. He added that what is needed are more "accessories" like scarves, jewelry, hats, etc.

The Commission was happy with the Petting Zoo, which was provided by a new group this year. It was mentioned that we need to be more precise on the ending time and ensure both the hayride and the petting zoo are there until the end of the event. This year there was some miscommunication and the hayride needed to leave earlier than anticipated because of another event.

Tree Lighting

Commissioner Neil Scheufler said he would be the emcee again for the Tree Lighting event that will begin at 4:45 p.m. at North School Park on Friday, November 27. The event will begin with holiday music and performances by the Park District dance group. Speeches will be held around 5 p.m. and at 5:15 p.m. it's anticipated that the lights will be flipped on in the park.

Information will be shared with Mayor Hayes, Village Board and the Park District Board.

Commissioner Katie Newport, with the Park District, said she would check into whether a DJ she hires for various park events may be able to do the Tree Lighting event. The DJ has been used for other events in North School Park; he seems to have a good handle on getting the sound out throughout the park. The Public Works sound system has not worked as well in getting the sound to reach all areas of the park.

Hearts of Gold

Commissioner Musolino and Starck are co-chairs this year.

The Commission has established a timeline of hoping to have all Hearts of Gold nominations in by end of November in the hopes that the Commission can meet discuss the nominations on December 2. A reminder on the nomination meeting will be sent to all commissioners. It was mentioned that there is enough time in the timetable to move the deadline for nominations and the December 2 discussion if needed due to a low turnout of nominations. The Hearts of Gold event is February 20.

Commissioner Scheufler offered to see if he is able to get the same photographer we used last year for the Hearts of Gold booklet.

The event will be held at Rolling Green again this year. Commissioner Starck said she will reach out to Mrs. Platt to see if she will do floral arrangements. It was also discussed that letters will need to go out soon to businesses soliciting contributions to the annual event. The event is paid through the reservations sold and business sponsorships obtained.

Other Business

Commissioner Colleen Engle said she would like to introduce a new Holiday Decorating program whereby the Commission can promote local families to drive through the community and leave a certificate or award on the doors of residences that the family believes did a wonderful job at decorating for the holidays. The program would be run independently by anyone who is interested in participating.

The idea will be further discussed at the next meeting. Commissioner Engle said the role of the Commission would be to create and distribute certificates that families could use to "award" the holiday decorations of someone's home. These certificates could be given out at Tree Lighting and promotion for the activity could be announced at the event.

The Commission thought it would be a good activity that families could participate in.

Having no further business to discuss, the meeting was adjourned at 8:45 p.m.