



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

September 14, 2016
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

A.

IV. REPORTS

V. OLD BUSINESS

A. Review of Plans for Autumn Harvest, October 8

VI. NEW BUSINESS

A. Plans for Hearts of Gold

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Approval of Minutes from the August 10 Meeting

Department: Village Manger's Office

ATTACHMENTS:

Description	Type
August 10, 2016 Minutes	Minutes

**Minutes of the Special Events Meeting held on August 10, 2016 in the Commissions Room of
Village Hall, 33 S. Arlington Heights Road**

Attendance: Chairman Joe Musolino, Steven Fromm, Kevin Seifert, Katie Newport, Chris Fahnoe, Amy Mazurowski, Joseph Skibbie

Absent: Colleen Engle, Matt Ottaviano, Neil Scheufler, Mike Prost, Laurie Mitchell

Mane Event Re-cap

The Commission believes the event was a great success and positive for the community. It was believed to be one of the larger Friday night crowds in the last several years. It was pointed out that there may not be a need for seeking out a top, popular group since people love to come to just hang out Downtown with the neighbors, family and friends. It's truly a "neighborhood block party."

It was discussed that next year more commissioners should try to come a little earlier to ensure the Commission's tent is set up and the high-boys are in place, entertainers are in place, etc.

The Commission received positive news from the Police Department in regards to the marshals at the event. This saved the Police from having to call back 4 more officers to help at the event.

Commissioners loved the added activities to the Commission tent this year with the giveaways, Facebook Live, picture frame, spin the wheel, etc. The backdrop draping of the tent added a lot to brand the Commission.

The Commission discussed that the same band could be hired for next year. Some commissioners were concerned about having the same band two years in a row as we did with Mike & Joe. It was noted that Commissioner Neil Scheufler should be asked to book next year's entertainment for this event since he is knowledgeable on what groups are popular.

It was discussed that there needs to be more meetings earlier on with the Racetrack and Chamber to see how we can partner together more regarding the Mane Event since the Commission views our event as a way to promote the Arlington Million and Arlington Park. It was mentioned that a subcommittee of the Commission set up a meeting with the Chamber and Racetrack and present an outline of ideas regarding participation in the Mane Event and ensure that expectations are set with each entity before any event planning occurs.

Also needed next year is to reach out to premium sponsors to see if they would like a booth at the event or if they would like stage time. This did not occur this year and one of the sponsors was upset about that oversight.

It was also mentioned that the Commission should ask how the Chamber advertises booth space and whether the Commission can assist with that. Are the booths only being promoted to Chamber members first and if/when they fill up that is the extent of the outreach?

Having the Community Partners area works well. It's just too bad that the Mane Event is usually so close to when the large National Night Out is held. Many community partners participate in that event and then do a smaller-scale appearance at the Mane Event.

Autumn Harvest

The Commission discussed various tasks that need to be completed for the October 8 Autumn Harvest. The event is normally scheduled the first Saturday of October, but the Commission moved it a week later in order to accommodate a wedding that was being held in North School Park.

Commissioners Colleen Engle and Amy Mazurowski will plan out the Kids' Craft Corner.

Commissioner Kevin Seifert will organize the hay ride and petting zoo as well as the piñatas. He also offered to handle the ordering of tables and tents.

Commissioners Steve Fromm and Joe Skibbie will plan out the scarecrow area. A lot of clothes were collected for the event last year, but there is still a need to collect more and also to collect accessories such as jewelry, hats, scarves, etc.

Commissioner Katie Newport will handle the entertainment and food vendors. As part of the entertainment, Commissioner Newport will look into the availability of Metropolis Rock Band or School of Rock. She will also look into face painters and balloon artists. There was conversation about asking Thrown Pottery if they may also wish to participate without charging anyone. The crafts they did and their face painting was very popular.

The Bookmobile and Historical Society should be invited to attend again to attend if they wish.

The Commission suggested that Commissioner Scheufler work on securing high school volunteers which were outstanding last year.

It was also suggested that Commissioner Laurie Mitchell run the Craft Corner on the day of the event since Commissioners Engle and Mazurowski will not be able to attend the event.

Hearts of Gold

Chairman Joe Musolino said that everyone should look through the HOG award categories to see if some can be eliminated. He said every year there seems to be confusion among residents who fill out a nomination form as to what category means what – many let the commission choose the category for the nominee. The idea is that it may be easier to market several key awards and get the public more excited about the program. Too many awards may make the event appear less significant, and it's may be overwhelming for residents to choose from so many award categories. (SEE ATTACHED LIST)

Hearts of Gold can be further discussed at the next Commission meeting.

Having no further business to discuss, the meeting was adjourned at 8:40 p.m.

Arlington Hearts of Gold Award Categories

- ♥ **1. Mentor Heart of Gold Award** recognizes an individual who has done an outstanding job working with a group or individual in Arlington Heights. This person inspires others to excel, serves as a role model and provides leadership and mentoring that helps improve behavior, performance and/or employment skills.
- ♥ **2. Best Neighbor Heart of Gold Award** recognizes a resident of Arlington Heights who consistently goes out of his or her way to be a good neighbor.
- ♥ **3. Educator Heart of Gold Award** recognizes an educator in Arlington Heights who goes beyond the school day to help teach our children.
- ♥ **4. “Young at Heart” Heart of Gold Award** recognizes a senior citizen in Arlington Heights who continues to actively and enthusiastically contribute to our community.
- ♥ **5. Heroic Heart of Gold Award** recognizes a person in Arlington Heights who performed a heroic deed, above and beyond the call of duty.
- ♥ **6. Young Champion Heart of Gold Award** recognizes a middle school or high school student who goes beyond what is expected to have a positive effect on our community.
- ♥ **7. Volunteer Heart of Gold Award** recognizes an individual with a true volunteer spirit who contributes his or her time to one or more charitable or civic organizations in our village.
- ♥ **8. Community Spirit Heart of Gold Award** recognizes an individual or group in Arlington Heights that has made a significant contribution to the village, often by working on a thankless, but necessary project.
- ♥ **9. Business Leadership Heart of Gold Award** recognizes a business that goes beyond its responsibilities to make our village a better place to work and live through participation and/or philanthropic support of community organizations and programs.
- ♥ **10. Kenneth M. Bonder Community Beautification/Environmental Heart of Gold Award** is named for the former Village Manager of Arlington Heights who also worked as Finance Director for the Village. The award recognizes an individual, group or business that has made a special effort to enhance the physical character of our community. Examples may include (but are not limited to!) landscaping or enhancing a private or public area, sprucing up a neighborhood, organizing a clean-up campaign or improving a building façade. Please include photos of the project with your nomination form.
- ♥ **11. Pam Stocking Heart of Gold Award** recognizes an individual whose passion and spirit has impacted the entire village in a unique and special way.