



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

September 11, 2019
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the August, 14 2019 meeting of the Special Events Commission.

IV. REPORTS

- A. No meeting held in October.

V. OLD BUSINESS

- A. Finalize plans of Autumn Harvest, October 5

VI. NEW BUSINESS

- A. 2019 Tree Lighting event.
- B. Plans for 2020 Hearts of Gold
- C. Discussion of 2020 Spring Sweep event.

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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**Special Events Commission
9/11/2019**

Item: Approval of August, 2019 Minutes

Department: Village Manager

ATTACHMENTS:

Description	Type
Minutes of August 14, 2019 meeting	Minutes

**Minutes from the Special Events Commission from August 14, 2019, held in the Commissions
Room of Village Hall, 33 S. Arlington Heights Road**

Attending Chairman Laurie Mitchell, Kevin Seifert, Diane Jamieson, Scott Rowader, David Jaffe, Keri Stanley, Nancy Forch, Emma Edmondson, Keri Stanley.

Absent: Mike Prost, Steve Fromm, Chris Fahnoe, Joe Musolino

The July minutes were approved, moved by Commissioner Kevin Seifert and seconded by Commissioner David Jaffe.

2019 Mane Event – Recap

Commissioner Kevin Seifert said he thought it was the most crowded Mane Event ever. Others felt the same way.

This year, signs were placed at entrances that read “no alcohol beyond the point.” Instead of requesting marshals to oversee checking coolers or possibly confiscating alcohol, the educational signs seemed to work well. The Commission reported that they did not notice many coolers coming into the event, and they had not noticed it in prior years either.

Two educational campaigns were promoted through social media, the website and other media outlets to not bring in coolers of food and alcohol and to not “save a space” in Harmony Park prior to the concert. Not bringing in food and alcohol seemed to work well. However, there were still seats being saved in Harmony Park prior to the concerts. Signs in the park could be added next year to try to curtail the setup.

Liaison Nancy Kluz noted that if the Commission agrees to establishing rules, enforcement will be necessary and that is difficult to manage. The added difficulty is that the event is held in a residential area where people could be walking to their homes or a gathering at a home and bringing in food and alcohol for a private activity.

In addition, Commissioner Seifert said that he did hear about complaints regarding dogs being at the event. He added that due to the residents living in the downtown who walk their dogs, etc. this might be a difficult rule to put in place. The Commission could consider taking the step to educate the public against bringing their pets into the event area.

Commissioner Diane Jamieson said that she was responsible for the marshals this year and she noted that not as many marshals were required for the Taste event held the following day. Liaison Kluz said the information will be shared with Police and she will inform them that in the previous year the Commission was responsible to have marshals at six entrances and this year they were required to find marshals for nine entrances, which is a difficult task.

She felt the alley alongside Cortlands was really only used by the wait staff of the restaurant and the marshals felt they did not add any value there. Commissioner Siefert suggested that a barricade be placed there with a sign that reads “employees only,” if possible.

The Salsa 17 alley, at the south end, told the marshals that they could not be located there. That issue will need to be discussed with Police, and it does seem that the alley is already “controlled” due to the restaurant’s outdoor seating area. It was noted that marshals did not cover the alleys by Cortland’s and Salsa 17 during the Taste event.

The marshal station behind the stage area did not have a garbage can located there, Commissioner Jamieson reported. Making sure that all marshal locations have garbage cans for the dumping of alcohol/garbage is necessary.

She also mentioned that there is some confusion with the food vouchers for volunteers. The Commission agreed that someone needs to talk to each food vendor, give them a copy of the voucher, tell them how to be reimbursed and explain that food and drink (even alcohol if chosen) is covered up to \$10.

Commissioner Jamieson said she did have one vendor who did not want someone to use the voucher for alcohol, but she had cleared it up with vendor. She thought it may have been more of a concern that they (vendor) would not have been reimbursed.

There were also comments regarding the sound system used for Mane Event. It was added that some commissioners were on the street near the stage and could not hear. Commissioner Seifert said it really is a tough thing to change because of the environment of the event. He added that there are so many bodies absorbing the sound and without an extensive investment in more sound equipment – which would up the cost to the Commission – he believes we are operating “at capacity” for the event.

Commissioner Nancy Forch said the sound is great for the Sounds of Summer concerts. However, it was mentioned that there are not as many people filling the surrounding streets at those concerts as there are at Mane Event. It was also added that the Mane Event has much more background sound from the crowds, which also affects the sound quality.

Liaison Kluz said she could send out a request for more bids for the staging and sound. She added that if the Commission does ask for more equipment to improve the sound system, costs could go up. On the flip side, if a co-sponsor is found for Mane – Taste, then that money could help offset any upcharge that may occur.

The Commission agreed it would be worthwhile to test the market for the sound and stage, but they said they believe the event’s environment curtails the ability to improve sound quality. Chairman Mitchell said it would be a good idea to test the market regarding a possible new vendor.

The Commission also talked about the Village’s determination that inflatables (like a jumpy house, obstacle course) can no longer be a part of the Mane Event. The biggest drawback from the decision made by the risk management agency covering the Village is that it negatively affects the kids’ zone. Without a large inflatable item on the footprint, it’s difficult to draw kids into the area that includes their activities. The Commission discussed other options that may work such as large signage or a large inflatable game or selfie station area that may work to attract kids to a special entertainment zone.

Band ending time at Mane Event. The Commission discussed that the featured band should end at 10:30 p.m. in the future. The band for this year ended at 10 p.m., which caused some vendors to be upset since many people left. The band chosen did have a higher price point than previous years and if a half hour had

been added, costs would have gone higher. The budget for Mane Event was stretched this year so more money for the event will be requested for next year. If the budget amount is approved, it will enable the Commission to confidently book a popular band and have them end at 10:30 p.m., playing for 2.5 hours.

2019 Autumn Harvest

Autumn Harvest will be held in Harmony Park on Saturday, October 5, 11 – 3 p.m.

Event Tasks/Roles

- Event Chair – Steve Fromm
- Nancy Froch – scarecrow
- Mike Prost – hayride and petting zoo
- Joe Musolino – reach out for volunteers
 - *Emma Edmondson will ask Steve Neill, of the Park District, if his son's Boy Scout group will be able to volunteer at the event as they did two years ago.
- Keri Stanley & Diane Jamieson – kids craft area
 - *It was mentioned that many of the craft items should be purchased since the event was rained out last year. The two will check craft supplies that are located at Public Works
- Emma Edmondson – will arrange entertainment. She said she has arrangements with School of Rock, Vibe Dance and Gary Kantor. She will also get face painters and balloon twisters.
- Emma Edmondson will ask the Bookmobile to attend and set up their craft area where kids make pins, etc.
 - * It was also mentioned that in the past the Commission did have a middle school, Thomas or South perform at the event.
- Emma Edmondson arranges food truck, kettle corn vendors.
- Nancy Kluz will request Public Works sound system, music, workers and order a dumpster.

Chairman Mitchell asked for updates from all commissioners. She started, saying that she has reached out to the farmer who supplies the mini pumpkins for the event. She will handle the order based on the budget of what was ordered last year. Liaison Kluz said the Commission spent \$1,080 for 800 pumpkins.

Commissioner Seifert suggested that someone reach out to the neighboring church to make sure nothing is scheduled on Autumn Harvest. Chairman Mitchell said she would give them a call. If there is a wedding or event at that time, the Commission will assist them in blocking off their parking lot or saving a parking space for a limo, etc.

Commissioner Forch said she could go through the materials at Public Works for scarecrow-building. She said the items for the craft area is also located at Public Works, since items ordered last year were never used because the event was cancelled in 2018.

Chairman Mitchell said she would check with Commissioner Musolino to make sure he checks with the schools for volunteers. Liaison Kluz reported that the volunteers needed last year were:

- Six for scarecrow contest – 2 shifts of 3 volunteers each.
- Four for hayride – 2 volunteers for 2 shifts
- 20 volunteers for craft area – 2 shifts of 10 volunteers.

Commissioner Edmondson is also checking with someone at the Park District to see if their son's Boy Scout group would like to volunteer this year.

It was discussed that Chairman Mitchell will contact the Historical Society to see if they want to join us to host their historical games.

Entertainment includes Vibe Dance, South Middle School and the Magic Man are all confirmed for the event.

Commissioner Edmondson has booked the entertainment, food trucks, the kettle corn vendor and the bookmobile.

The petting zoo, hayride and 70 bales of straw are all reserved for the event.

Tree Lighting, November 29, 5- 8 p.m.

Commissioner Kevin Seifert is the chair of the Tree Lighting event.

Commissioner Fromm will handle the Trolley reservation.

Based on the budget for Tree Lighting, Commissioner Seifert said he would look for something simple to add to Harmony Park. He said it does not have to be much to entertain children at Harmony Park. Liaison Kluz said based on the budget of all events, it is anticipated that \$1,000 to \$1,750 could be used for a new activity at Harmony Park. She added that if Autumn Harvest comes in way under budget, which is anticipated given that many things purchased last year will be used this year, there could be even more money available for an added Tree Lighting activity.

The Commission will not the plan an activity at the Museum this year since the stop has not been a popular one.

Hearts of Gold Discussion

Chairman Mitchell said there is always concerned about the costs of Hearts of Gold. She agrees with the Commission that the event is at the top end of its ticket price, and it is difficult to add more people to be able to break even for the event. In addition, much of the Premium Sponsorships go to fund the event to help it maintain its budget levels.

The Commission believes there is not much they can do to cut costs of the event. The two things that could be possible cutbacks for the event are centerpieces and wine at the table. Commissioner Forch said given the type of special recognition event this is, wine at the tables adds to the class of the event.

The group also cautioned to cheapen the menu since they are not in favor of offering a typical “banquet chicken” meal. The goal of the event is to make a group of honorees feel celebrated for their community accomplishments and the Commission wants to keep the event special.

It was mentioned that the Commission could work to secure one more Premium Sponsor, which would help ease the concern of any overage costs. Commissioner Jaffe said he believes he has many connections that would be interested in sponsoring the Commission’s events. The group agreed that there is a lot of value received throughout the year from a \$2,500 sponsorship.

Having no further business to discuss, the meeting was adjourned at 8:15 p.m.