



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room 2nd Floor

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
September 9, 2015
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the August 12, 2015 meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Plans for Autumn Harvest, Saturday, October 3

VI. NEW BUSINESS

- A. Hearts of Gold Event
- Venue
 - Timeline for Nominations
 - Tasks
- B. Tree Lighting Event, November 27
- Tasks & Assignments

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Approval of Minutes from the August 12, 2015 Meeting of the Special Events Commission

Department: Village Manager's Office

Approval of Minutes from the August 12, 2015 meeting.

ATTACHMENTS:

Description	Type
August 12, 2015 Minutes	Minutes

Special Events Commission
Minutes from the meeting of Wednesday, August 12, 2015 held at 7 p.m. in
the Community Room of Village Hall, 33 S. Arlington Heights Road

Attendance:

Chairman Steven Fromm, Kevin Seifert, Amy Mazurowski, Colleen Engle, Katie Newport, Chris Fahnoe, Joe Musolino, Neil Scheufler, Mike Prost

Absent:

Matt Ottaviano, Claudia Starck, Colin Gilbert

Recap of Mane Event

Chairman Steve Fromm asked commissioners their feedback from the Mane Event. He said he did receive feedback that there again was a problem with marshalls not being at their posts late enough. There were instances of people leaving with alcohol from Vail and Davis area, and a few other problems. The Police are further looking into whether they should add more Police at the events since it is 1) difficult to find volunteers to work late (until 11:15 or so) and 2) it's difficult for many volunteer marshalls to stop someone from exiting with alcohol at night. It may be best to add more Police, especially at the end of the event.

There was discussion that maybe marshalls or the commissioners could by the main gate areas at night with signs that thank people for coming but also state no alcohol beyond this point. Observing the signs as well as being told to not leave with alcohol could help out a lot. Communication system that is better established between marshalls and Police would help too.

There were also incidents where pieces of fencing were moved by vendors or some other person participating in the event and then the fence was not put back into place as it needed to be. One of these areas was adjacent to the Vail Garage. It was also added that the walkway by Salsa 17 should also have marshalls since people were seen leaving that way with alcohol as well.

It was also discussed that maybe the Commission and/or a Police rep could have a meeting with marshalls prior to the event, or at least hand out a list of helpful "Dos and Don'ts" as reminders of what our expectations are.

The commissioners were all pleased with the added area to the footprint and the added "community partners." They felt this gave a lot of positive attention to Village entities, and the groups were pleased to attend. Chairman Fromm said he plans to reach out to these partners to get their feedback and see whether they would be interested in participating again.

Kudos also for adding high-boys to the event area. They were all used and used often.

Some commissioners thought that the kids' area should have a large sign – but it was decided this was not necessary since the large "inflatable games" serve as a sign and the some of the kids' activities are spread out throughout the footprint.

Some people still did request information on where a booth was, etc. Marshalls should be provided with a layout sheet that they can hand out. However, the one the Commission receives is not professionally laid out and is a working document so someone would need to create and copy flyers close to the event. It was also mentioned that the area is so small and is very walkable so people should quickly find the booth they are looking for.

It was discussed that the Commission could add some type of activity/game at their booth such as a "spin the wheel" or roll the dice. Giveaways such as glow necklaces/bracelets or something else small are easy to obtain in large quantities and any activity is a draw to the booth.

It was mentioned that the Village needs to pay close attention again to taking down all Commission banners that night so no banners are left hanging or are placed up when the Chamber comes in to set up for the Taste event.

It was mentioned that the new float banner, that includes all logos of the events planned by the Commission could be hung from the Commission's tent.

Everyone agreed the event was well-run and well-organized. The music and sound was great, the crowd and the enthusiasm of the crowd was wonderful. It seemed that everyone was enjoying themselves, which was great to see.

It was discussed that the fencing was more secure this year than in the past.

There was discussion that maybe the inflatable games could be ready even earlier since people were arriving early due to the nice weather.

Chairman Fromm said there is also a need to discuss and walk through a layout of the event – maybe mark booth spaces – since there were some spacing concerns that could have been addressed earlier. He said there definitely was a problem on Campbell heading towards Dunton. He said some space was left next to vendors, creating tight space for Community Partners at the end of Dunton/Campbell.

Commissioners did like where the Jumbotron was placed this year over prior years.

Autumn Harvest, Saturday October 3

Chairman Fromm said that Commissioner Kevin Seifert and Colleen Engle will co-chair Autumn Harvest.

Commissioner Claudia Starck will obtain the rentals needed (tables, chairs) and she will also do, as she has in the past, pumpkins and hay. Commissioner Starck will also look into food vendors. Commissioner Engle will discuss the possibility of getting in Food Trucks this year with Commissioner Starck. Commissioner Starck also gets the Kettle Korn vendor as well, which is always popular for Autumn Harvest.

There was discussion on whether to have a Petting Zoo or a horse wheel. It was mentioned that the Commission tends to switch off every once in a while. Due to the success of the last petting zoo, the Commission decided to try that again this year.

Commission Kevin Seifert will make arrangements with Jeff Gould for the hayride and petting zoo. Commissioner Katie Newport will also check into a vendor for the Petting Zoo that the Commission has used in the past and compare prices, etc.

Commissioners Engle and Amy Mazurowksi reported that their supplies are very low for the kids craft area. They discussed what was needed. Chairman Fromm said he would work with Liaison Nancy Kluz to determine how much of the budget for the event could be used on the craft area.

Chairman Fromm will handle the organization of the Scarecrow-building contest. There will be 48 scarecrows and the spaces are marked off by the Park District. Chairman Fromm will get a crew of commissioners together to help build the T-squares for the scarecrows.

Commissioner Musolino is in charge of gathering clothing and items that can be used for the scare-building contest.

Commissioner Neil Scheufler is happy to Emcee again. He will also coordinate the High School volunteers for the event. Everyone said the kids that participated last year were a great help. Everyone provided him numbers of volunteers that they would need for their areas.

Commissioner Seifert said he would get the piñatas again since they were very popular – he will get 3 or 4 of them.

Chairman Fromm said he would reach out to the Historical Society and Library again to see if they are interested in attending the event as they have done in the past.

Facepainters will be handled by the volunteers. Commissioner Newport is organizing the entertainment and getting balloon twisters.

It was discussed that the pop-up tent for the Commission should be there as well as a banner – maybe the one that shows all of the events.

Hearts of Gold

Commissioner Musolino and Starck are co-chairs this year. At this time they are still waiting pricing from European Crystal to see what venue will work best for the event.

Having no further business to discuss, the meeting was adjourned at 8:35 p.m.