Agenda
Village of Arlington Heights
Special Events Commission
Virtual Meeting

August 19, 2020
7:00 PM

I. CALL TO ORDER

A. In response to the COVID-19 pandemic, this meeting is closed to in-person, public attendance. The meeting is being held virtually, which permits the public to fully participate via their computers or using their phones.

To participate in the virtual meeting, please follow these instructions: **https://bit.ly/33OE5V7**

Individuals who wish to comment or ask a question on an item on the Agenda may either participate virtually or send an email to the Village at nkluz@vah.com. Please limit emails to 200 words or less. To be shared at the meeting, the email must be received by 3:00 p.m. on August 19, 2020.

II. ROLL CALL

III. APPROVAL OF MINUTES

A. Approval of minutes from the July 8, 2020 meeting.

IV. REPORTS

V. OLD BUSINESS

A. Response from Arts Commission regarding Artwalk proposal
B. Update on proposal regarding a "virtual Mane Event."
C. Discussion of 2020 Premium Sponsors

VI. NEW BUSINESS

A. Autumn Harvest Event Cancellation
B. Discussion of ideas for a "new version" for the 2021 Hearts of Gold event

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.

Special Events Commission
8/19/2020

Item: Approval of Minutes

Department: Village Manager's Office

ATTACHMENTS:

Description	**Type**
Minutes SEC July 2020	Minutes

Minutes of the virtual Special Events Commission meeting held on July 8, 2020.

Attending: **Laurie Mitchell, Steve Fromm, Scott Rowader, Keri Stanley, Dave Jaffe, Mike Prost, Diane Jamieson, Chris Fahnoe**

Absent: **Kevin Seifert, Joe Musoloni and Nancy Forch**

Also Attending: **Melissa Cayer, Joseph Preissing**

Commissioner Scott Rowader moved, seconded by Commissioner Dave Jaffe to approve the minutes of the March 11, 2020 meeting. The minutes were approved unanimously.

Review of Canceled Events

Liaison Nancy Kluz wanted to make sure that commissioners stay in contact with key vendors the group may wish to use for Spring Sweep and Mane Event in 2021.

Commissioner Steve Fromm asked if the Racetrack can be booked for 2021 for Spring Sweep. Commissioner Mike Prost said he has not discussed that with them yet.

Sponsorships for 2020

Due to the COVID-19 Pandemic, some of the Commission's events have not been held due to health concerns pertaining to the pandemic. At the beginning of each year the Commission seeks sponsors for all of its events. This year the Commission has 4 sponsors and has held only one event.

Chairman Laurie Mitchell said she met with two other commissioners to discuss what to do regarding sponsorships for 2020, especially if no further events can be safely held this year. According to the Phase 4 of Restore Illinois Plan, outdoor activities can include group sizes of up to 50. Larger gatherings are not permitted until Phase 5 and that is when a vaccine or highly effective treatment is widely available or there is an elimination of any new cases over a sustained period.

Commissioner Diane Jamieson asked how this affects the Hearts of Gold event and asked if it would be held next February. Chairman Mitchell said about $5,000 of sponsorship dollars will be used to off-set the cost of the 2020 Hearts of Gold event. However, next year's expense for Hearts of Gold would be much lower if it was a virtual event, or if honorees are recognized at a Board meeting with a reception. This would significantly cut down any need for sponsorship funds to be used towards a 2021 Hearts of Gold.

Some commissioners thought this was a great idea for the Hearts of Gold given the February timing and not knowing if we will be moving into Phase 5 of Restore Illinois by then. It was added that many people may be leery of attending an event in-person even if we are able to resume large indoor events.

Commissioner Chris Fahnoe said changing the Hearts of Gold event into a virtual one gives the Commission a great opportunity to say more about the award winners via a video. Chairman Mitchell also added that Rolling Green has not been reserved yet for next year.

Given that the Hearts of Gold had an overage of $5,000, Commissioner Steve Fromm said the Commission could consider canceling the Hearts of Gold for 2021 given health concerns with the pandemic. A cancellation of the event would help with the sponsorship dollars that could be used for 2021 events. He also agrees that having the Hearts of Gold as a non-banquet event in 2021 would solve the commission's budget concerns and sponsorship concerns for 2021.

Commissioner David Jaffe asked if there was any event money in the current-year Commission budget that could cover the Hearts of Gold overage. Liaison Nancy Kluz said she would inquire on that, but believes any money left from events not held will go towards helping with a significant deficit expected in the A&E fund, which is the fund used to fund the Commission's events. She said the Village is working very hard at controlling costs right now given the anticipated economic picture for the 2021 budget.

Commissioner Steve Fromm and Chairman Laurie Mitchell mentioned another option regarding sponsors is to ask for a lesser amount from them in 2021, which would maintain the same sponsorship level and allow the Commission to add any extra activities/events to their existing events.

The Commission was supportive of rolling over the sponsorships into 2021.

Artwalk proposal
Commissioner Diane Jamieson has proposed an artwalk idea for this year that would be done with the Arts Commission. She said she is still waiting for a response from the Arts Commission.

Commissioner Scott Rowader said he likes the event if the Arts Commission is involved and it really would take their involvement. Commissioner Jaffe agrees that the event would need collaboration to be successful.

The proposed event cost is $5,000 to possibly assist with getting the artwork up and/or to get event insurance.

Other Business
Commissioner Rowader said that the Special Events Commission is taxed more now than ever to think outside the box and come up with an event for residents to enjoy this year. He understands we face budget concerns and COVID restrictions, but he was wondering if there could be an interest in partnering with the Park District and host movies in the parks or in some parking lots where people stay in their cars.

He said if a large parking lot was needed, the two entities could work with Arlington Park, or even Olympic Pool. He'd like to start thinking about it. He added that he sees how popular Arlington Alfresco is and it would be nice to do some other type of event.

Liaison Kluz said that the Park District had a movie in the park program for several years and she believes that is not occurring because of health-related concerns during the pandemic. She said that the Village is closely following the requirements that are set up in Restore Illinois and it does make any event difficult to manage and also does raise a concern that an event could lead to someone getting the virus. She also said there would be an expense involved and the Village is looking at saving what it can right now for an anticipated deficit in its 2021 budget.

Commissioner Rowader said he understands the concerns but on the other hand he believes it's important for the Commission to try and have some type of safe event.

Commissioner Fahnoe said that it seems there is an interest among some commissioners to come up with an event that can be held while following the protocols in place. He suggested that maybe some look at what could be accomplished during the period of now until the end of the year. He suggested that there could be some types of online events that people would enjoy that would support a local artist, etc. He said there could be virtual events planned that capture the essence of the types of events the Commission hosts.

An idea was discussed about having a virtual concert with the headliner band that was to perform for Mane Event. It was suggested that a performance could be done on the Metropolis stage and then shown via social media, etc.

Chairman Mitchell said a small group of commissioners could look into a virtual event using Metropolis and share that plan with the Village Manager. The idea was not to do the event live, but to tape the "arts of Arlington Heights" – and maybe intermingle views of Arlington Alfresco - and then have that video available for viewing through a variety of platforms.

A small group will discuss and send their plans to the Village for review. A response will be sent to the Commission promptly to allow ample time for planning.

Having no further business to discuss, the meeting was adjourned at 8:10 p.m.