



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room, Village Hall
33 S. Arlington Heights Road, Arlington Heights, IL 60005
August 10, 2016
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the July 13, 2016 Meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Recap of Mane Event, 2016
- B. Discussion of New Event

VI. NEW BUSINESS

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Approval of Minutes from the July 13, 2016 Meeting

Department: Village Manager

ATTACHMENTS:

Description	Type
Special Events Commission Minutes from July, 2016	Minutes

Minutes from the July 13, 2016 meeting of the Special Events held at 7 p.m. in the Commissions Room, located on the second level of the Village Hall, 33 S. Arlington Heights Road.

Attending: Chairman Joe Musolino, Kevin Seifert, Amy Mazurowski, Colleen Engle, Matt Ottaviano, Joe Skibbie, Mike Prost, Laurie Mitchell

Absent: Chris Fahnoe, Neil Scheufler, Katie Newport and Steve Fromm

Plans for Mane Event, 2016

The Village's Community Events Staff Committee planned to review the set-ups for the Mane Event and the Taste of Arlington Heights on Thursday, July 14.

There was discussion on where the kids' entertainment items would be placed in the newly extended footprint on the southern portion of Vail. The bookmobile will be in that area as well as any displays by Public Works and possibly the Police Dept. The bands unloading and parking will also be discussed as well as a plan for the entrance of Blooze Mobile (which is a part of the band's act.)

Commissioner Matt Ottaviano said he is working on getting marshalls for the Mane Event and currently has a concern with the late shift since we hope to keep people there until 11:30 p.m. He is trying to fill 14 spots for each shift and he asked Commissioners to please help in finding marshalls. At the time of the meeting, Commissioner Ottaviano had the first shift filled and only 2 for the second shift from 8:30 – 11:30 p.m. The group also discussed possibly participating in helping out during the "close" of the event to thank people for attending and to ask them to not leave with alcohol.

The Commission also talked about making sure marshalls were paired up and that commissioners visit the marshalls to see if they needed a break, etc. The Commission believes that giving them a break will be great PR for them coming back the next year.

Commissioner Kevin Seifert said he will have the food and drink coupons for marshalls. He also ordered all of the rentals of tables, chairs and high-boys, adding more high-boys this year than in the past. Everyone agreed the high-boys were a good thing to have.

The Commission discussed booth activities with the goal of getting people to know more about who we are and the events the Commission organizes for the community. There will be a spin-the-wheel game at the tent as well as commissioners who walk around with glow-necklaces, etc. handing them out if someone in the crowd can show them that they posted a picture of Mane Event on social media and gave it a hashtag (yet to be decided.) Also, the group was planning on bringing out a large frame and doing special pictures in the booth with the crowd.

Commissioner Joe Skibbie plans to have a survey for a new event the Commission would like to explore, has created a special backdrop and sides banners for the tent that will help brand our space. He is also planning to work with Commissioner Chris Fahnoe in regards to trying "Facebook Live" at the event.

At this time, the Commission was not sure about when the Racetrack officials may appear at the event and hope to speak. The group was also not sure whether the Therapy ponies were arriving this year. The group was planning on the jumbotron again and it would go in the northernmost entrance of the Vail Garage.

New Event Idea

Commissioner Skibbie hopes to gain some insights at Mane Event on whether people would like to attend a Family Field Day type of expo/event. He will prepare a survey that can be shared through our Commission tent. He hopes the added information will help direct the Commission on what may be a viable new event.

New Shirts for Commission

With new commissioners on board, the Commission agreed that more of the new shirts need to be ordered. Commissioner Engle said she would take care of ordering 5 more or so.

Recap 4th of July

Chairman Musolino said he is thankful to have had help in setting up the float that we re-designed last year. He said some commissioners went to set it up but were unable to figure it out. Now there are more commissioners aware of what is involved in the set-up.

Distributing candy is much cheaper and easy for the commission to do during the parade. The candy ran out again, but it seems to every year. It was discussed that next year it would be fun to add some "bubble guns" or other similar party devices that could bring attention to the float and by having some people use those items, the Commission would probably give out less candy and be able to make it through the entire parade.

Chairman Musolino completed the meeting by saying most commissioners should be at Mane Event by 4 or 4:30 p.m. The event begins at 5 p.m.

The meeting was adjourned at 8:45 p.m.