



Agenda
Village of Arlington Heights
Special Events Commission
Siegel Room, 3rd Floor

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
August 13, 2014
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the July 9, 2014 meeting

IV. REPORTS

- A. Review of plan for Shredding Vendor for Spring Sweep event

V. OLD BUSINESS

- A. Recap of Mane Event held August 8, 2104

VI. NEW BUSINESS

- A. Hearts of Gold Timeline & Tasks for 2015

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.

Minutes of the Special Events Commission meeting held on Wednesday, July 9, 2014, in the Commissions Room located on the second floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Steve Fromm, Kevin Seifert, Laura Oberg, Mike Prost, Joe Musolino, Amy Mazurowski, Colleen Engle.

Absent: Matt Ottaviano, Neil Scheufler, Claudia Starck, Chris Fahnoe, Colin Gilbert

Approval of Minutes

Minutes from the previous meeting were approved.

Fourth of July Participation

The newly designed float worked well. The banners on the float can be used for the events held throughout the year.

It was discussed that it would be nice to add some red, white and blue bunting added to the trailer/float next year to make it more patriotic for the Fourth of July.

11,500 pencils that included the dates of upcoming events were all handed out during the one-mile parade. The Commission said that the crowds seem to love the pencils and it is a unique thing that is handed out.

The Commission gives special thanks and a lot of praise to the Public Works Department for helping with the float and pulling the float with their vehicles. Their efforts lead to a successful event.

Update on Mane Event

Chairman Fromm reported that he and Nancy Kluz, Liaison with Special Events Commission, met with Jon Ridler, Executive Director of the Chamber and Jim Bertucci, Chamber President, to discuss recognition of sponsors, Commission tent placement, tables needed, etc.

One of the topics covered was the creation of flyers that promote both the Mane and Taste events. We plan to do about 2,000 – 2,500 of these flyers – some that will go into Downtown businesses just a week or so before the two events and some that can be handed out the night of the event that will have a map on the back showing locations of vendors, restaurants, etc.

Ads were also discussed. It was decided that the Village's Discover marketing program will pay for advertising of both events in the Daily Herald. These ads will run 7-10 days before the events.

The placement of the Special Events Commission tent and need for tables was also discussed.

Decisions were also made in regards to ensuring that banners of the Commission's Premium sponsors are on display during the Mane Event without there being any banners of the Taste's sponsors. It was agreed that the Mane Event would be the night for the Commission to promote

its events and its sponsors. The Taste will have up banners on their night promoting their sponsors.

Each group will use vertical space available on the “wings” of the large stage to place banners. The Commission will also place sponsor banners on the trellises (next to Carlos and Carlos) to promote their Premium sponsors.

Chairman Fromm said he will send out an email to all commissioners reminding them of assignments for the evening of Mane Event.

The Commission went through a quick checklist of duties at the meeting for the Commission’s booth set-up, kids’ entertainment and promotion of Premium Sponsors. Everyone is aware of certain tasks that need to be completed prior to the event.

Commissioner Laura Oberg went through her line-up of kid’s entertainment which includes balloon artists, face painter, horse wheel and inflatable obstacle course. Forbici’s will be donating a jumpy house for Mane and Taste events.

Chairman Fromm said this event presents a better opportunity to showcase all of our Premium Sponsors and upcoming Commission events, one of the goals the Commission spoke about last year. The goal is to get the word out on what the Commission does and to recognize the generosity of the Premium Sponsors. To accomplish this, the Commission will purchase more banners for the stage and will improve the appearance of the Commission tent with signage, handouts and a table cloth that includes a logo. Commissioner Fahnoe is preparing additional signs/banners for the large stage.

Hearts of Gold 2015

It was discussed by the Commission that this should be a focus of the next meeting. We have always discussed trying to start the process earlier in the hopes of collecting even more nominations, etc. The same is true regarding gathering sponsorships for this community event.

Having no further business to discuss, the meeting was adjourned at 7:50 p.m.