



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room, Village Hall
33 S. Arlington Heights Road, Arlington Heights, IL 60005
July 13, 2016
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the June 8, 2016 meeting

IV. REPORTS

V. OLD BUSINESS

- A. Discussion of Mane Event 2016
- B. Recap of July Fourth Parade

VI. NEW BUSINESS

- A. Discussion of New Event

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Minutes from the meeting held on June 8, 2016

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes of the June 8, 2016 Meeting	Minutes

Minutes of the Special Events Meeting held on June 8, 2016 in the Commissions Room of Village Hall, 33 S. Arlington Heights Road

Attendance: Chairman Joe Musolino, Steven Fromm, Kevin Seifert, Neil Scheufler, Katie Newport, Matt Ottaviano, Mike Prost, Chris Fahnoe, Joe Musolino, Amy Mazurowski, Joseph Skibbie, Colleen Engle, Laurie Mitchell

Parade

Commissioner Kevin Seifert said he would find out if the Commission's float materials are ready to be used for the same design this year. He asked who would be able to participate in helping create the float and he would communicate with them. He said he is out of town right before the Fourth of July but will be able to let the commissioners know if everything is intact.

He is also purchasing candy for giveaways and the Commission will get about \$1,500 worth of candy to hand out. He also hopes to find aprons that were used in the past that make it easier for handing out candy during the parade.

Mane Event

The Commission went through various details of the event. It was decided that the footprint would be extended again for the event and that the Commission will extend an invitation to other governmental agencies to participate. The extended area is from the northern most garage entrance on Vail (close to Metropolis Ballroom) south to Sigwalt St. The difficulty will be planning for the arrival of the Blooze Brothers Blooze Mobile.

Also to be worked out is where the bands will arrive for staging if the footprint on Vail is extended.

Commissioner Neil Scheufler has contracted two bands, Pamela Rose at 6 p.m. and the Blooze Brothers at 8:30 p.m. Arlington Park Racetrack will take the stage at 7:30 p.m., which is when the Mayor should be invited to attend and greet the crowd. The Racetrack also plans to bring out its Jumbotron and the Village will need contacts for that to ensure the driver knows where to set it up, etc. The plan is to place the Jumbotron on the east side of Vail, near the northernmost entrance to the Vail Garage.

Commissioner Katie Newport discussed the activities she will line up for the kids' entertainment. She plans to two bouncy houses, three face painters and two balloonists if possible. Commissioner Colleen Engle will work with Katie on the kids' entertainment area. The activities will run from 5-8 p.m.

Commissioner Seifert said he would look into some low-priced giveaways that the Commission could give away at its Mane Event tent. The group has discussed ways to provide more activity/information/fun at the Special Events Commission tent. One of the ideas discussed was to order a "spin-the-wheel" game. There was also discussion of setting up a way for people to take forms or fill out forms for Hearts of Gold, and possibly even have a Google Form ready for them on the computer. Another plan is to have a computer monitor setup that will show pictures of our events and timeline of our planned events.

The Mane Event setup will need to be reviewed by the Village's Community Event Staff and plans are to do that on July 14. One key need is to ensure we have enough Marshalls and that they stay until the end of the event and are not afraid to ask people to not leave with drinks.

It was mentioned that we should make sure to have chairs set at the “entrances” for all the marshalls. Also, large garbage cans should be located near the exits/entrances of Mane Event and that the fences the marshalls stand at are strong – two years ago were not secured well.

Commissioners Mike Prost and Laurie Mitchell will work on strolling through the event to ensure exits are monitored by the marshalls.

Commissioner Fromm said he will make sure to have the banners ready to hang in Harmony Park from First Midwest Bank and Wells Fargo.

Commissioner Amy Mazurowski will work on setting up the Commission’s booth. She will check on making sure the table cloth is clean and ready to be used.

Commissioner Seifert said he will make food coupons for the marshalls.

New Event Idea Discussion

Commissioner Joe Skibbie said that the subcommittee working on a new event believes there are too many challenges in having a competitive “cross fit” event as previous discussed. It would be very difficult to distinguish ourselves as an event since the market is very flooded with these types of activities.

The idea has now turned into more of an “Expo” that includes several sections such as a Food Truck area, a competition area where various vendors can come in and do activities, jumbo bounce houses that would be visible, and possibly a food/health education, demos and exhibits.

Commissioner Skibbie said the subcommittee could develop an overall theme for the event and then work with vendors in the four areas to create activities for the public that fits with the theme. He added that there are so many fitness places and healthy lifestyle vendors that we could reach out to and partner with.

Commissioner Scheufler said that reaching out to the Northwest Community Hospital may be a good idea too for an educational component.

Another suggestion made was to make sure that the event had more “interactive” components and that it sections of the event did not just become an exhibit.

Commissioner Seifert wondered if the Commission could do some type of feedback from the public and suggested this could be done at the Mane Event. A giveaway could be offered to people who will take a quick survey on what type of event they would enjoy. He added that the market research done could help in the Commission’s possible request for funding for an additional event. Someone else added that they could have several iPads at the event with a form on them. The group also agreed that the survey should express very specific choices so the Commission ends up with detailed information.

The other suggestion is that the survey could be placed on the website or social media for the Village.

Other Business

Commissioner Scheufler said he has organized a Thank You Pizza Party for the Hersey High School Football Team for their assistance at the Spring Sweep event. He invited commissioners to please attend.

Having no further business to discuss the meeting was adjourned at 8:45 p.m.