



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
Village Hall
July 11, 2018
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the June 13, 2018 meeting

IV. REPORTS

V. OLD BUSINESS

- A. **Update Program Guide for Mane Event**

Status report on Mane Event Task List:

Chairman of event – (invite Mayor to stage) Chairman Joe Musolino

Event Marshals – Commissioner Diane Jamieson
(Commissioners Nancy O'Donnell and Scott Rowader said they could help marshal for a shift)

Beverages for the Commission's Tent and First Aid kit –
Commissioner Steve Fromm

SEC booth – Commissioners Colleen Engle and Nancy O'Donnell

Food and beverages for the band and a "green room space." – Commissioner Chris Fahnoe

Entertainment for kids – Commissioner Edmondson

Equipment rental (including hi-boys, zip ties and plastic coverings)
– Commissioner Kevin Seifert

Giveaways – Commissioner Kevin Seifert

Food coupons for Marshals – Commissioner Kevin Seifert

Marshal Vests - ??

Morning Event Setup – Commissioner Scott Rowader and
Liaison Kluz

Racetrack contact – Therapy ponies

Bathrooms and two dumpsters – Public Works and Liaison

Kluz

Promotion of event – Liaison Kluz and marketing by Planning & Community Development Department

Communication with Bands, guidance with setup –

Commissioner Chris Fahnoe and Chairman Joe Musolino. Liaison Kluz to assist.

Sound, Stage & Lights – Chairman Musolino and Commissioner Fahnoe

- B. Spring Sweep Recap - Feedback meeting with Racetrack Update Program Management Guide
- C. 2108 Hearts of Gold Discussion

Program Management Guide Update

VI. NEW BUSINESS

- A. Autumn Harvest Discussion
Update Program Management Guide
- B. Tree Lighting Discussion
Update Program Management Guide

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.



Item: Approval of Minutes from the June 13, 2018 meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes of the June, 2018 meeting	Minutes

Minutes of the Special Events Commission Meeting of June 13, 2018

Held in the Commissions Room located on the second floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Chairman Joe Musolino, Kevin Seifert, Steve Fromm, Joe Skibbie, Nancy O'Donnell, Scott Rowader, Mike Prost, Diane Jamieson

Absent: Laurie Mitchell, Emma Edmondson, Colleen Engle, Chris Fahnoe

The May, 2018 minutes were unanimously approved.

Since Chairman Joe Musolino was arriving late, Commissioner Kevin Seifert chaired the meeting.

Autumn Harvest

The petting zoo, hay wagon and the straw for the scarecrows is secured for the event.

The group asked that Commissioner Collen Engle contact the person who can deliver the mini pumpkins and to order as many as she have been ordered in the past. They will also find out if Commissioner Engle along with Commissioner Laurie Mitchell would work together again on the Children's craft area. The activities and supplies for those activities will be have to be planned and ordered.

Commissioner Steven Fromm asked who the chair for the event is. The Commission agrees that it works well to have one chair of each event to oversee the plans. The Commission asked Commissioner Fromm if he would serve as the chair of Autumn Harvest since he is handling the scarecrow contest, which is a big element of the event.

Commissioner Emma Edmondson will be handling the line-up of entertainment and food trucks for the event.

Commissioner Fromm said that the scarecrows are being moved to Eastman instead of being placed in the park's property. He said this change was requested by the Park District because of the mess it creates and the possible damage done to the grass.

Liaison Nancy Kluz said she will find out if the Fire Department plans to host its Open House again at the Autumn Harvest.

Commissioner Seifert asked if we are crowding the event too much with the scarecrow placement, food trucks and the possibility of the Fire Department. It was agreed that there should be enough space with careful planning and some components of the Fire Department Open House could use part of the lawn space where available from the scarecrow move.

Commissioner Scott Rowader said he is in contact with a pumpkin carver who will attend the event. He demonstrates his carving work. He said he could go up into the newly open area as well.

It was added that a balloon twister or facepainter in the open area is also a possibility since the lines are always long for those activities.

The Commission said they will need to continue to think of an additional activity that could work in the new space. Commissioner Rowader said a small hay maze would be fun. Liaison Kluz said they use to have one several years ago that was created from bales of straw. The maze had created a mess in regards to clean-up and it also took quite a bit of time to take down (sometimes the Commission sold the bales at the end of the event to recoup some cost). Another concern from the Park District was that the repetitive movement of kids through the maze was damaging the grass. Given those concerns, the Commission was asked to discontinue the maze.

Commissioner Mike Prost asked about the popcorn vendor for the event. He had found a new one last year that everyone enjoyed. It was believed that Commissioner Edmondson would reach out to the vendor.

The event is 11-3 p.m. in North School Park on Saturday, October 6.

Parade

Commissioner Seifert asked if the Commission is participating in the Fourth of July parade since this would be their last chance to get into the parade. The history was shared with the Commission regarding the float that was used with banners of the events and the Commissioners walked along giving out pencils that had each event marked on it. The cost of the pencils was nearly \$5,000.

For the last two times the Commission was in the parade they purchased candy and handed that out.

Last year the parade was discussed and the Commission believed that for the effort and coordination of the activity, they did not receive a great pay-off in terms of additional people attending their events. They didn't believe participating in the parade was necessary any longer and it became an added expense. They also believe that the Commission did not receive any additional publicity for being in the parade.

Chairman Musolino joined the meeting and was brief on the status of topics discussed.

Mane Event

Chairman Musolino reported that the Arlington Heights Chamber of Commerce, the Village Manager and the Mayor were all informed of the Commission's decision to not entertain the two-day sponsorship opportunity proposed by the Chamber this year.

Commissioner Siefert asked if the Commission wants giveaways this year at Mane Event. He has a resource that provides a good cost for the giveaways.

The group agreed to go move ahead for Mane Event giveaways for a cost in the range of \$2,000 for 5,000 giveaways.

Commissioner Joe Skibbie said he has noticed an activity at events where a company comes out with heat presses and does custom t-shirts for an event while people wait. He said you can create a specific design or several different designs for people to choose from, or you could provide different colors of t-shirts for people to choose from. He said the process is fast and people also like to gather to watch it being done. The Commission thought it was a very interesting concept.

He said there are costs for the machines, a person to run the machines and the t-shirts. The t-shirts are given to the people for free. There was a concern expressed about the expense since there are so many people at Mane Event and how many t-shirts would you need to make an impression. Commissioner Skibbie said you can just have a set number of t-shirts you would make and give away in some manner.

Commissioner Fromm said this is a possible idea for Autumn Harvest as well.

The Commission liked the idea but thought that the Mane Event may be too crowded to accommodate this. Commissioners Diane Jamieson and Nancy O'Donnell thought it would be great for Autumn Harvest since you could tailor the shirt to the fall/Halloween season and make them only for children. There would be space available in the park where the scarecrows used to be located. It was also said that it's possible you could have enough t-shirts to last the event and no one would be disappointed in not getting one.

Commissioner Skibbie said he would look into costs for 500 t-shirts with a pre-screen on the back for Autumn Harvest. Commissioner Seifert said there could even be a contest that is held where people could enter their design. Once the cost estimate comes in, the Commission will study the budget to see if it's possible to fit in the t-shirt activity.

The Commission was informed that a local business was looking to get a booth at Mane Event but was told they could not have a booth because they were not a member of the Chamber. He could sign up to be a sponsor at a \$1,000 and get a booth, but otherwise he can't sign up for a booth and needs to check back in mid-June to see if any booths are available. He was also told that most of the booths sold out to Chamber members and there may not be any booths left.

The Commission acknowledged that it must set up meetings early on with the Chamber to learn how they will handle the Business Expo and how businesses will be able to participate. There needs to be a Chamber Liaison assigned for the Mane Event.

The Commission said that one concern they have always had was that members of the Chamber and non-members are provided the same opportunity for a Business Expo booth since the Mane Event is a Village-sponsored event. The concern that a non-member is not able to obtain a booth in the same manner as a

member is a concern that needs to be further addressed between the Chamber and the Commission. A follow-up meeting will be set up to discuss this matter between some members of the Commission, the Village Manager and the Chamber.

Commissioner Fromm provided some history regarding the Business Expo saying that in the beginning years of Mane Event, the Special Events Commission handled all aspects of the Mane Event. After several years, the Chamber was invited to oversee the Business Expo. One year there was a problem where a local business, who was not a member of the Chamber, complained to Village leadership that they were asked to pay more for a booth than a Chamber member. Discussions on this concern resulted in the Commission, with the support of the Mayor at that time, to offer equal opportunity to participate in the Business Expo of Mane Event.

Chairman Musolino said that he believes the Chamber's view is that they are representing their members at the Business Expo, and that their members are their foremost concern. He added that they will not say no to a non-member, but their membership is their concern. Commissioner Skibbie said this is something that needs to be further looked into by the commissioner who serves as the Chamber liaison for Mane Event. The Commission agreed that the non-member should not have been told "no" regarding a booth space.

Chairman Musolino said that at the next meeting the Commission should assign specific tasks for Mane Event. Also, the Chairman should reach out to our "community partners" to see if they wish to participate in the event and the Commission would pay for their setup at the event. These groups are typically place on the south end of Vail.

Commissioner O'Donnell said she will not be attending the Commission's next meeting but she will be available for Mane Event, all day. She asked to just get an assignment from the group and she will handle it.

Commissioner Jamieson is overseeing the event marshals. It was mentioned that they will need to stay in place until at least 15 minutes after the event closes at 11 p.m. to prevent people from walking out of the area with open alcohol. She said she may create three different shifts. She was told that there should be two volunteers at each marshal location

Commissioner Fromm said that some of the commissioners may end up needing to help at the very end of the event.

The Commission will also need to assign at least two commissioners to the SEC booth. It was noted that Commissioner Engle has done this in the past and will be asked if she can handle it again since it was done well.

Mane Event Task List

- **Chairman of event** – Chairman Joe Musolino
- **Event Marshals** – Commissioner Diane Jamieson (Commissioners Nancy O'Donnell and Scott Rowader said they could help marshal for a shift)

- **Beverages for the Commission's Tent and First Aid kit** – Commissioner Steve Fromm
- **SEC booth** – Commissioners Colleen Engle and Nancy O'Donnell
- **Food and beverages for the band and a "green room space."** – Commissioner Chris Fahnoe
- **Entertainment for kids** – Commissioner Edmondson
- **Equipment rental** (including hi-boys, zip ties and plastic coverings) – Commissioner Kevin Seifert
- **Giveaways** – Commissioner Kevin Seifert
- **Food coupons for Marshals** – Commissioner Kevin Seifert
- **Marshal Vests** - ??
- **Morning Event Setup** – Commissioner Scott Rowader and Liaison Kluz
- **Racetrack contact** – could find out if the Therapy ponies are coming so we can accommodate them with parking
- **Bathrooms and two dumpsters** – Public Works and Liaison Kluz
- **Promotion of event** – Liaison Kluz and marketing by Planning & Community Development Department
- **Communication with Bands, guidance with setup** – Commissioner Chris Fahnoe and Commissioner Joe Musolino. Liaison Kluz to assist.

Commissioner Seifert said that there are commission shirts that need to be distributed to the new commissioners. Commissioner Fromm took down the information of those needing shirts and he planned to reach out to Commissioner Engle who had placed an earlier order.

Liaison Kluz said there needs to be help an hour (at least) before the event. Everything needs to be in place because of needing to cover the hi-boys, etc., as well as

It was discussed whether anything should be placed on the tables. Feedback in the past was that the cards with dates, general info were not used and anything placed on the tables gets thrown out.

The info booth should have a map available of the business expo and layout. It was decided that a small stack of informational cards at the booth regarding the events would be helpful if people request them.

Commissioners are expected to arrive for Mane Event at 3:30 p.m. or 4 p.m.

Having no further business to discuss, the meeting was adjourned at 8:25 p.m.

