



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Hts. Rd., AH IL 60005
July 10, 2019
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the May, 2019 meeting.
- B. Approval of minutes from the June, 2019 meeting

IV. REPORTS

V. OLD BUSINESS

- A. Discussion of Shared Sponsorship Agreement on Mane - Taste events

VI. NEW BUSINESS

- A. Plans for Mane Event, August 2
- B. Upcoming Events
 - Autumn Harvest Update
 - Tree Lighting Update

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
7/10/2019

Item: Approval of May, 2019 Minutes

Department: Village Manager

ATTACHMENTS:

Description

Minutes of May, 2019

Type

Minutes

Special Events Commission Minutes

Minutes from the Special Events Commission meeting held at 7 p.m., May 8, 2019 in the Siegel Room of Village Hall.

Attending: Joe Musolino, Laurie Mitchell, Mike Prost, Steve Fromm, Emma Edmondson, Kevin Seifert, Scott Rowader, Nancy Forch, David Jaffe

Absent: Chris Fahnoe and Diane Jamieson

Spring Sweep Recap

The weather for the event was cold, rainy followed by snow. Despite the weather, the event was very popular as it was in the past.

The parking lot location worked well and having Police on hand at the intersection of Wilke and Northwest Hwy. was appreciated since people were entering the lot early and cars were lined up onto the road.

The signage worked great. It was helpful to use Public Works' LED trailers that helped direct people.

Liaison Nancy Kluz added that signs at the entrance should include the hours for the event so it serves as one extra reminder of the event start time. People were there nearly an hour early and were already lining up.

The Commission discussed whether an additional shredding truck was needed (which would bring the number to five trucks).

Commissioner Scott Rowader said that having additional totes on site, which were brought over by Public Works, helped in keeping up with the volume of shredding. He added that even with the help of totes to keep the shredding moving, all trucks were filled to capacity.

Commissioner Steve Fromm wonders if having another truck or two from a competitor on site would help the vendors stay "on their toes." He said each year the Commission fills the trucks and if they had two companies on site, it may entice each to do what they can to ensure the trucks do not reach capacity.

Commissioner Kevin Seifert said he recalls the first year that it was done, the shredding company brought a semi-sized truck on site and it seemed to have more capacity than two of the smaller trucks we now use. He wonders if changing to a larger truck(s) would work better for Spring Sweep.

Commissioner Rowader said more thought will be given to the layout of the event, including a considering having a "shred line only."

Having a tent on site for the volunteers was a great idea and should be done moving forward. People can go there to take check-in, take a break, etc. It was nice to have shelter from the weather.

Commissioner Mike Prost said the volunteers that attended were phenomenal and he will be sending them thank you cards, including the Racetrack for use of their lot. He said the Racetrack worked closely with them in the setup of the event.

Liaison Kluz said she has sent a \$300 thank you stipend to the Hersey Football team for helping out again at the Spring Sweep.

Mane –Taste Update on Agreement

Chairman Joe Musolino said that progress is continuing on creating an agreement between the Village and Chamber regarding shared sponsorship(s) opportunities with the Mane and Taste.

He asked if anyone had questions.

He said that the agreement would be for 2020 and that nothing changes for this year's plans.

Commissioner Fromm said that having communications with the Chamber while the two events are planned is key. He said there have been problems with surprises and stage presence of sponsors in the past. He added that it is important that the Commission's sponsors be showcased at Mane Event.

Chairman Musolino said a draft agreement should be ready soon for the Commission to review and discuss. He said the agreement should address concerns about how sponsorships would be recognized and how any shared sponsorships would be split.

It was also mentioned that the Commission should begin detail discussions on Mane Event at its next meeting. It was added that event Chairs and tasks should be set up for all of the upcoming events since it helps make things run smoothly.

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



Special Events Commission
7/10/2019

Item: Approval of June, 2019 Minutes

Department: Village Manager

ATTACHMENTS:

Description

Minutes of June, 2019

Type

Minutes

**Special Events Commission meeting held on Wednesday, June 12, 2019 in the
Commissions Room of Village Hall, 33 S. Arlington Heights Road**

Attending: Chairman Laurie Mitchell, Joe Musolino, Steve Fromm, Scott Rowader, Nancy Forch and Diane Jamieson

Absent: David Jaffe, Emma Edmondson, Mike Prost, Chris Fahnoe and Kevin Seifert

Also Attending: Robin Ward, In-House Counsel

The Commission met in absence of a quorum. Having no quorum, only discussion took place on various topics.

Mane –Taste Agreement

Robin Ward, In-House Counsel for the Village, was in attendance to answer any questions the commissioners had regarding the draft agreement.

In finding shared sponsors for both the Mane Event and Taste of Arlington Heights, the idea is to create some type of letter requesting sponsorships that is signed by both the Commission and the Chamber. The letter will be sent out to possible sponsors. Also, both parties review and agree to a list of businesses that will receive the shared sponsorship request.

It was clarified that the Commission could continue to seek its Premium Sponsors, who provide \$2,500 to be a sponsor at all of the Commission's events.

Ms. Ward said that the agreement is intended for only one year and will be in effect in 2020. There will be two shared-sponsor levels, one for \$10,000 or more and one for \$5,000 - \$9,999. The draft agreement stipulates what those shared sponsors would be offered if they agreed to the sponsorship program.

The Commission discussed what is offered for each shared sponsorship level. A concern was mentioned on what would occur if there were two sponsors providing over \$10,000 each. Ms. Ward added that the enticements listed for shared sponsors would need to be discussed between the Commission and Chamber and the enticements listed in the agreement could be tweaked as long as both parties are in agreement to any changes/additions.

There were some concerns about the language regarding the location of the Special Events Commission tent. Commissioner Steve Fromm said the Commission has long worked to have activities in its tent location and to use it as a place where its Premium Sponsors can participate in the event as well. The tent served as a way to market the events the Commission does.

Ms. Ward said it is very difficult to justify the Commission having a prime location for their tent if there is a sponsor who is willing to donate \$10,000 as a shared sponsor. She does not find it an unreasonable request. Commissioner Fromm asked what is defined as a premium space and he questions why it is necessary that the Commission's tent be the location for the \$10,000 shared sponsor.

Liaison Nancy Kluz said there are other options to consider. It's very busy on Vail by food vendors or near the stage area. She added that the Commission could also look into purchasing a branded tent.

Commissioner Joe Musolino said that if the Commission had to relocate, it does not impact the quality of the work the group does or the quality of the Mane Event. He added that the space could be worth \$5,000 additional dollars for the Commission's budget.

Commissioner Fromm said giving up the tent location is something that is important to him but he understands the majority of the Commission may disagree with him.

Chairman Laurie Mitchell said she is concerned that if the Commission loses its location, she fears they will be moved to a very undesirable location.

Ms. Ward understood the concern and said she would change the language stating that if a shared sponsor is found for \$10,000, the Commission will agree to a different location after discussion with the Chamber.

Commissioner Scott Rowader wanted to share that he believes the Commission can make anything work at Mane Event.

In discussing how the funds would be deposited and used, it would be managed in a similar fashion to how Premium Sponsorships are available to the Commission. The money is deposited into a revenue account and cannot be carried over into the next year. Any shared-sponsorship money could be used to offset events that exceed their budgets, such as the Hearts of Gold.

After discussion, those who were in attendance did agree to the draft agreement. A final vote on the agreement will be taken at the July 10, 2019 meeting.

Mane Event, August 2

Commissioner Nancy Forch said she may not be able to attend and Chairman Mitchell is not sure when she will be able to arrive.

The Commission created a task list for Mane Event

- Joe Musolino will chair the event
- Joe Musolino will emcee
- Joe and Commissioner Chris Fahnoe will handle stage, sound and bands
- Commissioner Diane Jamieson will oversee Marshals
- Commissioner Kevin Seifert will work on food coupons for marshals
- Commissioner Emma Edmondson manages children's activities
- Commissioners Steve Fromm and Kevin Seifert manage the booth and giveaways
- Commissioner Kevin Seifert will manage the rental order for tents, cocktail tables, tables, chairs
- Chairman Laurie Mitchell will serve as liaison with the Premium Sponsors
- Commissioner Dave Jaffe will be the Chamber liaison and get map information for marshals to handout at Mane Event

Having no further business to discuss, the meeting was adjourned at 8:20 p.m.



Special Events Commission
7/10/2019

Item: Discussion of Mane - Taste Sponsorship Agreement

Department: Village Manager

ATTACHMENTS:

Description

Sponsorship Agreement

Type

Agreement

AGREEMENT

THIS AGREEMENT is made and entered into the ____ day of_____, 2019 by and between the Village of Arlington Heights, a municipal corporation, ("Village") and the Arlington Heights Chamber of Commerce ("AHCC"), collectively referred to as the Parties.

WHEREAS, the Village puts on an annual event called the Mane Event ("Mane") and the AHCC puts on an annual event called the Taste of Arlington ("Taste") and these events are held on successive days; and

WHEREAS, during the Mane, the AHCC organizes a Business Expo ("Expo"); and

WHEREAS, the Village and AHCC each obtain sponsors to cover some of the costs of these events;

WHEREAS, the Village and AHCC believe there is a benefit to the Village and the AHCC to pursue some sponsors for both events together;

NOW THEREFORE, in consideration of the foregoing premises, the mutual covenants and promises herein contained, and for other good and valuable consideration, the sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

SECTION ONE: This Agreement sets forth the parameters for obtaining joint sponsors for the 2020 Mane and Taste events and for determining participation in the Expo.

SECTION TWO: AHCC will organize and run the Expo. Opportunities to participate in the Expo will be offered as follows:

1. First wave registration will be offered only to those vendors, restaurants and sponsors who participated in the Expo the previous year. AHCC will notify all of the previous year's participants. The first wave registration period will last two weeks.
2. After the first wave registration period has expired, a second wave registration will be open to all businesses in the Village. AHCC will send out information to its database. The same information will also be sent to the Village's Communication Coordinator, who will send out the information through the Village's channels. Acceptance will be on a first come-first serve basis, based on the date and time of the electronic submission.
3. In order to ensure that the information is sent out for the second wave through both channels at approximately the same time, the information will be provided to the Village's Communication Coordinator at least one business day before the information is to be disseminated. It is expected that AHCC and the Village will send out the information in the morning of the day the second wave registration period begins.
4. Depending on the layout, there will be a specific number of spots designated for vendors, for restaurants, and for sponsors. The number of available spots in

each category will be communicated weekly, through the AHCC database and the Village's Communication Coordinator, until all available spots have been filled.

SECTION THREE: The Village, through the Village's Special Events Commission (SPEV), and AHCC will work together to see if there is a company or individual willing to serve as a shared sponsor(s) for both events. Prior to any communication on behalf of both parties being sent to potential shared sponsors, the AHCC and SPEV will agree on the list of potential shared sponsors. Both parties must agree for a sponsor to be treated as a shared sponsor. All formal contacts with potential shared sponsors shall be signed by the Chair of SPEV and a representative of the AHCC.

SECTION FOUR: In pursuing a shared sponsor, the following shall be offered to entice a shared sponsor:

1. For a shared sponsor willing to donate a minimum of \$10,000:
 - * 10 x 20 Pop up tent, 4 Tables, 4 Chairs
 - * Onstage recognition with Emcee
 - * Stage time for giveaways
 - * Logo on all printed, electronic and media advertising
 - * Logo Signs displayed at the events
 - * Passes to the Sponsorship Hospitality Tent
 - * Introduction of the Headliner Band
2. For a shared sponsor willing to donate a minimum of \$5,000 up to \$9,999:
 - * 10 x 10 Pop up tent, 4 Tables, 4 Chairs
 - * Stage time for giveaways
 - * Logo on all printed advertising
 - * Logo Sign displayed at the events
 - * Passes to the Sponsorship Hospitality Tent
 - * Introduction of the Opening Band

Final determination as to the enticements for each shared sponsor must be agreed to by both parties.

SECTION FIVE: Should a shared sponsor(s) be found, all sponsorship dollars from any shared sponsor(s) shall be divided evenly between the Village and the AHCC.

SECTION SIX: Historically, SPEV uses a tent at a location considered to be a Premier Vendor Tent Placement. Should a shared sponsor at the \$10,000 level desire that location, the SPEV will agree to use a tent at a different location approved by SPEV **after discussion with AHCC**. If no shared sponsor at the \$10,000 level desires to use that location, SPEV will remain at that location.

SECTION SEVEN: The Village will continue to cover Police and Fire costs for both events. The AHCC will continue to pay 30% of Public Works' costs for the Taste. Neither of these costs will be used as set-offs against money from a shared sponsor.

SECTION EIGHT: After the 2020 Mane and Taste, the parties will meet to determine if pursuit of/use of shared sponsors will be utilized for 2021.

