



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room 2nd Floor

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
July 8, 2015
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the June 10, 2015 meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Recap of the Fourth of July Float, Parade Participation

VI. NEW BUSINESS

- A. Discussion of Mane Event 2015
- Tasks
 - Public Partners participation
 - Childrens' Entertainment
 - Musical Performers
 - Marshals
 - Information Booth
 - Rentals

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Approval of Minutes from the June 10, 2015 meeting

Department: Village Manager's Office

ATTACHMENTS:

Description

Minutes June 10, 2015

Type

Minutes

**Minutes of the Special Events Meeting held on June, 10, 2015 in the Commissions Room of
Village Hall, 33 S. Arlington Heights Road**

Attendance: Chairman Steven Fromm, Neil Scheufler, Colin Gilbert, Amy Mazurowksi, Colleen Engle, Matt Ottaviano, Kevin Seifert, Mike Prost, Katie Newport

Absent: Chris Fahnoe, Claudia Starck, Joe Musolino

Mane Event

Chairman Fromm went through the commissioners' tasks for Mane Event.

Co-Chairs: Neil Scheufler and Chris Fahnoe

Entertainment: Neil Scheufler (groups are Meteors; Mike & Joe)

Kids' Entertainment: Katie Newport and Colleen Engle

AHCC Liaison: Chris Fahnoe and Neil Scheufler

Equipment Rental: Claudia Starck

Info Booth Set-up and Beverages: Amy Mazurowski

Street Layout: Commission Liaison with the Chamber

Bathrooms: Commission Liaison

High Top Tables: Claudia Starck

Marshalls: Matt Ottaviano

In discussing Mane Event, Commissioner Newport asked what she should try to secure for the kids' entertainment area. It was decided to go with two facepainters; two balloon artists. She will also look into obtaining two "bouncy house" types of items.

Chairman Fromm said that the Commission is planning to expand the footprint area of the event to allow "public partners" to participate. His hope is that facepainters and activities with our "public partners" on the ends of the streets will help spread out the attendees. Public Partners are the Library, Park District, Fire Department, Police and Public Works.

Commissioner Neil Scheufler said he is still awaiting word from the Racetrack on what they would like to specifically do at the event, and whether they would consider being a sponsor of the Mane Event. It was noted that they do want to bring out the jumbotron again, but that information regarding its set-up, etc. needs to be worked out.

Chairman Fromm said there is a Chamber event meeting set up soon regarding the Mane Event and that Commissioner Fahnoe or Scheufler will be attending. Commissioner Scheufler said he would be on vacation and he is hoping that Commissioner Fahnoe is able to attend.

Fourth of July Parade

Commissioner Colin Gilbert has agreed to re-design this year's float. His plan is to have a horizontal banner on the float that hangs above the trailer so it is more visible as the float travels the parade route. He described his ideas and showed layouts to the Commission.

A decision was made to create a banner that would include logos of the events the Commission hosts along with the Commission name. A group that includes Commissioners Gilbert, Matt Ottaviano, Kevin Seifert and Mike Prost will gather at Public Works to create a hanger for the banner. They will also secure other vertical banners on the trailer.

Discussion was held on handouts for the parade. This year, the Commission has decided to go with purchasing candy for giving to parade attendees. In the past, pencils with the dates of upcoming events were handed out but it was thought of as being too expensive. Some commissioners were concerned that the pencils may not even get looked at and therefore any marketing potential would be lost.

Chairman Fromm said he will pick up candy and deliver it to the float.

Chairman Fromm also asked who would be participating in the parade. Commissioners were encouraged to ask their family members to join along. The more people with the Commission, the more impact the overall parade entry will have along the parade route.

Having no further business to discuss, the meeting was adjourned at 7:35 p.m.