



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights Rd., Arlington Heights, IL 60005
June 14, 2017
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the April 12, 2017 Meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Report of the Commission's Subcommittee for Mane Event
- B. Assignment of Mane Event Tasks

VI. NEW BUSINESS

- A. Discussion of adding activities to Tree Lighting event.

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: June 14 Meeting of the Special Events Commission

Department: Village Manager's Office

ATTACHMENTS:

Description

April 12, 2017 Minutes

Type

Minutes

Minutes from the Special Events Commission Meeting held on April 12, 2017, at 7 p.m. in the Commissions' Room located on the second floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Joe Musolino, Matt Ottaviano, Kevin Seifert, Joe Skibbie, Chris Fahnoe, Katie Newport, Colleen Engle, Amy Mazurowski, Laurie Mitchell.

Absent: Steve Fromm, Neil Scheufler, Mike Prost

Minutes of the March 8, 2017 meeting were approved unanimously by the Commission.

Spring Sweep Event

Commissioners Mike Prost and Matt Ottaviano met with members of the Arlington Racetrack regarding the setup of the April 29 Spring Sweep that will be held in the Racetrack parking lot.

Commissioner Ottaviano said there will be a double lane this year through the staging area and then lines of traffic will be split between lanes for shredding, electronics and both shredding & electronics. He said the biggest role for commissioners is to direct traffic and if there are enough commissioners attending, it would be great to work in shifts.

He also said there are enough directional signs and event signs from last year that will be re-used. He added that Hersey High School Football team will be assisting the Commission. It was mentioned that it would be nice to provide them with a pizza lunch thank you and to have donuts and water available for them. Commissioner Seifert said he would bring bottles of water to the event.

Restrooms will be available at the Racetrack.

Liaison Nancy Kluz said there will be three ads running in the Daily Herald prior to the event and it will be promoted on social media.

A Public Works crew will be out to assist with cones, barricades and helping with electronics and shredding.

Ideas for Add-ons to Tree Lighting Event

Commissioner Ottaviano said the Museum would open their doors to a craft activity if the Commission would want to host that in conjunction with Tree Lighting. The Commission liked the idea as a possible stop for the Holly Trolley.

Commissioner Engle said her family made a few suggestions:

- Reindeer Races/Silly Races
- Carry tree through town or a sleigh
- Encourage people to decorate their homes/ help elderly with decorations for the holidays
- Set up several trees in the park and decorate them (similar to what's done for the scarecrow building contest at Autumn Harvest.)
- Have decorated trees set up that the kids could code and setup to light with music

- Scavenger Hunt in Downtown – get a passport at the Tree Lighting and go to different destinations on the trolley to get a stamp. At each station there would be something that you could take a picture with like an elf cut-out, etc.

Commissioner Seifert said the picture idea is similar to an idea he had for “Selfie with an Elfie” which involves

- Candy Hunt like an Egg Hunt, or a Candy Cane Maze.
- Mailbox for Santa so kids could create letters at the event and mail them
- Heritage stories about Christmas – go to the Museum and hear a story about how holidays are celebrated in Greece or Italy, etc. Or have stories told by elderly people about how they celebrated the holiday. Commissioner Engle said she’s worried that may be too religious-oriented and may not be a good idea

The Commission liked the list that Commissioner Engle presented and thought the ideas were all doable, especially if we can tap into the open space at the Museum.

Commissioner Chris Fahnoe said he loves the idea of creating having kids work on a way to code lights (synchronized) to go off to certain beats of holiday music, but he said it’s a very time consuming project. Commissioners Fahnoe and Seifert said this is the type of thing that students love to do. One thought is that the Commission could work out a program like this before Tree Lighting and then showcase the lights at the event. Commissioner Engle said maybe things could be coordinated with the Library and kids could register and have workshops for this there.

Commissioner Fahnoe said there should be a way to see what’s available for the Commission to purchase/contract and have ready as an entertainment component for the Tree Lighting event. He said the more elaborate it is, the harder it is to do.

Commissioner Laurie Mitchell said she likes the idea, and wonders if there could be several small displays like this that different groups could do and then be recognized for their efforts at the various locations where these displays would be placed.

Commissioner Seifert said he likes the idea of having a project like this done ahead of the event and then show it off on the night of Tree Lighting.

The Commission also discussed using the lights at Harmony Park for a synchronized show. Liaison Nancy Kluz said the trees around there are all lit, she did add that the following weekend the Village will again host its Holiday Happenings in that park. Holiday Happenings includes reindeer, petting zoo, horse carriage rides and caroling.

Another thought regarding synchronized lights was to have a display at the corner park across from the Community Events Sign. They liked the idea of different locations with synchronized lights and then taking the trolley past those areas.

The Commission also said they really liked the Heritage stories. Commissioner Ottaviano said if the group is interested in pursuing that they should really look into getting professional “story tellers.”

Commissioner Katie Newport said if the group goes with having a craft station, she has a lot of ideas for things that the Park District has done in the past if anyone wants more information on what she has done in the past that was successful.

The Commission also said they need to check into getting two trolleys for the event.

Commissioners Seifert and Fahnoe said it's a good idea to grow this event a little each year. It was mentioned that it was such a big event when the Commission did the ChriskindlMarkt in the past and since then things have reverted back to just a tree lighting. They favor adding to this event and making it more memorable for residents. Commissioner Fahnoe said it would be great to also bring in the businesses with some of the ideas discussed.

Commissioner Newport said the Commission had also talked about adding food options to the event by using food trucks, etc. Commissioner Joe Skibbie said if food is added, the Commission needs to make sure it doesn't step on the toes of business organizations that may be planning a holiday night out type of event, etc. He also said the food component is very weather dependent.

Commissioner Newport said she can check with a Food Truck she uses often at the Park District and see what their thoughts are and whether they could bring out two food trucks. There is no cost in adding food trucks.

Mane Event Update

The two bands are booked. Commissioner Newport said she needs to place the order for bouncies and other kid activities like balloon twisters and facepainters. She will look at records from last year and place orders for Mane Event.

Having no further business to report, the meeting adjourned at 9 p.m.