



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
Village Hall
June 13, 2018
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of minutes from the May 9, 2018 meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Plans for Autumn Harvest, October 6
B. Event Round-up
 - Any update regarding the Commission's events:
 - Mane Event, Autumn Harvest, Tree Lighting, Hearts of Gold, Spring Sweep.

VI. NEW BUSINESS

- A. Any updates from Commissioners for the Project Guides for events?

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Minutes of the May 9, 2018 Meeting

Department: Village Manager's Office

ATTACHMENTS:

Description

Minutes of the May 9, 2018 meeting
Sponsorship Options Proposal

Type

Minutes
Correspondence

**Minutes of the Special Events Commission Meeting held on Wednesday, May 9, 2018 held in the
Commissions Room of Village Hall.**

DRAFT MINUTES

Attending: Chairman Joe Musolino, Emma Edmondson, Steve Fromm, Laurie Mitchell, Diane Jamieson, Scott Rowader, Nancy O'Donnell, Joe Skibbie.

Absent: Colleen Engle, Kevin Seifert, Chris Fahnoe, Michael Prost

Other: Keith Moens

Meeting Minutes

The minutes of the April 2018 meeting were unanimously approved.

Spring Sweep Recap

Commissioner Scott Rowader, co-chair of Spring Sweep, reported that the team that planned this year's event will soon have a re-cap meeting with Public Works and the Racetrack to discuss plans for 2019. He said the biggest concern is to focus on traffic queuing. The racetrack looks forward to hosting it again next year.

The event gates had to open early due to the line-up of cars.

The three shredding trucks filled to capacity before the event ended (around 12:10 and the event ended at 12:30 p.m.) The Commission suggested a fourth truck is needed for the event.

It was key to communicate on site with the shredding company as to how close-to-full the trucks were. This communication enabled the commissioners to communicate to the participants as to whether they were at a point where there would be no more shredding allowed due to the capacity of the trucks.

The Commission did have an added third truck on site this year. Last year there were only two trucks.

High School football team did not stay until the end of the event. They believe they did stay until noon. It was said that they many have misunderstood and thought the event was ending at noon, as it did previously. The Commission recommended that the volunteers be called the day before the event and reminded of the start and end time of the event.

Commissioner Rowader said he believes all 4 lanes should be electronics & shredding so commissioners will not have to spend all of their time directing traffic. As it was planned, one lane was dedicate to shred only and one lane was electronics only. He said even adding a fifth lane of traffic, if possible, for both electronics and shredding would help.

The layout will be further discussed, but some commissioners believed that some separate lanes are still a good idea since the electronics drop-off goes so fast and the shredding tends to go slow. The overall goal with any new layout is to improve the traffic flow and get people in/out faster.

There were complaints that people were in line too long. However, because of the set-up and the early arrival of many people, vehicles were routed around the perimeter when the four lanes started filling up causing a bit of a traffic jam. This was primarily due to the event being set up in a new parking lot for the first time (Euclid side of the Racetrack).

Commissioner Rowader said it will take a lot more equipment to properly mark off lanes and it needs to be done the night before.

He also added that the used bike vendor should not be there since he receives very little. Some commissioners said as long as he is happy with what he gets we might as well let him there.

He also added a suggestion of food and drink for participants and the commission worried

A suggestion was made that we advertise to "expect delays." However, many commissioners said it may cause people to get in line even earlier. It was mentioned that many cars were queued up on Euclid long quite a while before the event started.

We still need more signage or a person at the Wilke entrance (old parking lot used for the event) and direct them to Euclid entrance. It was estimated that 200 vehicles were entering through Wilke, which also added to the traffic flow problems early in the morning.

Autumn Harvest, October 6, 2018

Chairman Joe Musolino asked to change the agenda order to bring up the Autumn Harvest event.

Liaison Kluz said everything looks well planned for the event and that entertainment and kids' crafts are the areas still needing to be planned. She reminded everyone that the scarecrow building contest will be on Eastman, where the Fire Department held its Open House last year.

Commissioner Scott Rowader said he has connected with a new pumpkin carver who will be a new addition to the event that kids should enjoy.

Commissioner Steve Fromm said that the scarecrow-building will be held on Eastman Street.

There was a discussion of hours of the event, which are 11-3 p.m. In a recap of the event last year, it was mentioned whether the hours of the event should change since the crowd seems to dwindle a lot near the end. The thought was to cut the event by one hour and end at 2 p.m.

The Commission discussed the timeframe and agreed to keep it 11- 3 p.m. They said there is a need to make sure the event plans include more activity during the last hour. Last year the craft supplies and pumpkins were down to a minimal amount, which did not help in keeping crowds there later.

Mane Event

Chairman Musolino moved discussion of Mane Event and the Chamber's sponsorship proposal to the end of the agenda.

Chairman Musolino said that everyone should try to be there one hour earlier for setup. He added that several people may be needed to arrive even earlier to help set up the tables and covers, set up the information booth, etc.

Chamber's "New Sponsorship Options for Mane Event and Taste of Arlington Heights"

Chairman Musolino asked if everyone had a chance to review the proposal presented to the Commission by the Chamber of Commerce. He indicated that the proposal was also discussed at last month's meeting.

The Chairman re-iterated that he received a call from Mayor Hayes regarding the proposal, saying that the Mayor and Village would like to know what we think regarding the Chamber's sponsorship proposal.

Chairman Musolino said he was asked last month if the Mayor and/or Village Manager had a specific position on this matter. Chairman said he learned that the Mayor was not looking for anything specific and just wanted the Commission to consider the proposal that is before them

He said the question is whether the Commission wants to allow the Chamber to take over the sponsorships for our Mane Event evening. The concern expressed by the Commission last month was that doing so could be the start of a slippery slope regarding the Commission's role with Mane Event.

Commissioner Laurie Mitchell said that the Commission has its own sponsors that have certain expectations of what will be provided when they agreed to being a Premium Sponsor of the Special Events Commission. She said our Premium Sponsors are expecting to be recognized at Mane Event from the stage and to have a presence there as well as banners on display.

She explained that the Chamber now runs the Business Expo, which the Commission used to coordinate quite a few years ago. She said fees are charged for the Business Expo booths, so the Chamber is receiving funding from that even though they may be paying for some setup for the Expo. She asked if the Chamber has any other sponsorship on Friday night (Mane Event).

Chairman Musolino said there is no other Chamber sponsors prominently recognized from the stage at Mane Event and the Chamber does not sell Mane Event sponsorships, only sponsorships for the Taste of Arlington Heights.

Commissioner Steve Fromm said the only Chamber sponsors recognized on Friday night are those businesses/restaurants at Mane Event that have larger flags/pennants attached to their tents identifying them as a Chamber sponsor. He said he is not certain what level of sponsorship the booth banners represent.

The Commission discussed that because of the booths sold by the Chamber for the Business Expo, it seems that they do have sponsors at Mane Event. The consensus is that because of the banners/pennants representing key Chamber sponsors, the Chamber is – in theory – "selling sponsorships" already at Mane Event.

Commissioner Joe Skibbie said at last month's meeting there were some commissioners who believe that partnering with the Chamber to sell two-day sponsorships for both Mane and Taste is difficult since the goals of both groups are very different. He added that several commissioners feel strongly that the roles of the two groups are very different. In referencing last month's conversation, Commissioner Skibbie said the goal of the Commission is to plan events that are free, fun family/community-gathering events. He said there are commissioners who believe the Chamber's event is more focused on business recognition and collection of sponsorships.

Commissioner Rowader said he is ok with the first three bullet points of Option 1 of the proposal, but in the fourth point where a split of 60-40 is mentioned, he believes the Village should receive more revenue than 40 percent. Based on what he has seen throughout the years for attendance at the events, Commissioner Rowader thinks the Village should get 45% of sponsorship funds. He further said he's ok with bringing in more possible revenue for the Village.

Commissioner Fromm said if the Commission agrees with the proposal, then they are diminishing what our current sponsors would get from the Mane Event, which is the largest-scale event done by the Commission. Commissioner Rowader said he would be ok with giving up part of the stage for a new, 2-day sponsor banner since there are numerous spaces a stage banner could be placed.

Commissioner Fromm said he does not believe the Commission should give up anything on the stage. He further said he's concerned that recognition of the Commission's sponsors would be diluted if they were recognized along with a 2-day sponsor.

Commissioner Diane Jamieson questioned whether a two-day sponsorship secured by the Chamber makes the two events look like one event instead of keeping them as separate events. It was mentioned that the public is not really aware of which organization is hosting which event, and that they tend to look at the weekend as one event. It was stated that it's been important to the Commission to keep the Mane and Taste as two separate events.

Several years ago, through a past Commission Chairman, the Chamber was invited to put the Business Expo together and to secure the restaurants. In the early years of the Mane Event the Commission took on those roles. The Chamber charges for booth spaces. After several years of being involved in the Mane Event, the Chamber added their Taste of Arlington Heights on the second night (Saturday) after asking the Commission if they would consider doing a second night for the Mane Event.

Commissioner Steve Fromm said that if the Village did wish to pursue a share of revenue via a two-night sponsorship, he believes there should be a sharing of all the revenues made by the Chamber from Mane Event Business Expo and restaurant booth sales as well as a two-night sponsorship.

Chairman Musolino said he would like to talk further with the Village Manager to see what his perspective is on the proposal. And to learn if there is a budget concern for the Mane Event. Liaison Kluz said that she believes the Village wants the Commission to review the proposal from the Chamber to see if there is a mutual benefit/value in it for the Commission and Village. She added that revenues are flattening, which is an overall concern.

Chairman Musolino said it appears there is a fairly strong consensus regarding the sponsorship options.

Commissioner Joe Skibbie said the appropriate time to approach this topic again would be at the start of budget planning for 2019.

Commissioner Laurie Mitchell said that mid-year is not the time to make a change like this regarding the current Premium Sponsors the Commission has. She said it's not fair to those sponsors, especially when the Mane Event is the Commission's biggest event of the year that can bring a lot of recognition.

Commissioner Nancy O'Donnell said if the Commission wants to look into this offer, it should be looked into for 2019.

The Commission agreed with Commissioner Mitchell's concern that now is not the time to pursue either sponsorship option proposed by the Chamber. She suggested that the Commission learn if this is a matter the Village Manager or Mayor would like to have the Commission pursue, or if there is a particular financial reason to do so.

If so, the Commission will go back to the Chamber and explain that now is not the time to move forward on this proposal, but the Commission and Chamber can work together on this matter for 2019. It was suggested that the time to do that would be when the Village begins its budget planning process. This timing would then allow the Commission to approach its sponsors with any changes that may occur regarding recognition at Mane Event.

The Commission agreed with Commissioner Mitchell's proposal.

Chairman Musolino said an email regarding the Commission's consensus on this matter will be sent to the Village Manager and the Mayor on the morning following the meeting.

With no further business to discuss, the meeting was adjourned at 8:12 p.m.



New Sponsorship options for the Mane Event and Taste of Arlington Heights

Option #1

Secure a vendor sponsor for both days

- New Vendor banner would be placed on top of the stage for both days
- Logo would be on all marketing material
- Vendor sponsor would be recognized from the stage
- Net Sponsorship dollars would be divided 60% to the AHCC – 40% to the VAH
- AAA current sponsorship with the chamber would be recognized on Friday from the stage and on side banner but would not be involved in revenue shared agreement.
- All other AHCC Taste of Arlington Heights sponsors would not be recognized on Friday and would not be involved in revenue shared agreement

Option #2

Secure a vendor sponsor for both days

Secure a corporate sponsor for both days

- New Vendor banner would be placed on top of the stage for both days
- New Corporate sponsor banner would be placed on the stage side for both days
- Logo would be on all marketing material
- New sponsors would be recognized from the stage
- Net Sponsorship dollars would be divided 60% to the AHCC – 40% to the VAH
- AAA current sponsorship with the chamber would be recognized on Friday from the stage and on side banner but would not be involved in revenue shared agreement.
- All other AHCC Taste of Arlington Heights sponsors would not be recognized on Friday and would not be involved in revenue shared agreement