



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
June 8, 2016
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the May 2016 Meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Discussion of adding a New Event
- B. Plans for Mane Event - August 5, 2016

VI. NEW BUSINESS

- A. Parade Participation & Float Responsibilities

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 April 2016 Meeting

Department: Village Manager's Office

ATTACHMENTS:

Description

minutes

Type

Minutes

Minutes of the Special Events Meeting held on May 11, 2016 in the Commissions Room of Village Hall, 33 S. Arlington Heights Road

Attendance: Chairman Joe Musolino, Steven Fromm, Neil Scheufler, Mike Prost, Chris Fahnoe, Colleen Engle, Joseph Skibbie, Laurie Mitchell.

Absent: Amy Mazurowski, Katie Newport, Kevin Seifert and Matt Ottaviano

New Chairman, New Commissioner

The Commission welcomed Laurie Mitchell as a new member of the Special Events Commission. She brings 15 years of event planning experience to the Commission.

Steve Fromm's chairmanship term has ended and Joe Musolino has been appointed the new chairman of the Special Events Commission.

Spring Sweep Recap, Held April 30, 2015

Commissioner Mike Prost reported that 55,000 pounds of electronics was taken on site. 820 cars were at the event. Commissioner Prost said he was not given numbers for shredding as the company does not retain records like that.

The event was deemed a great success by the Commission. The Racetrack has agreed that their lot can be used again next year, which seemed to be a wonderful set-up. In organizing the event next year, the group has suggested some tweaks to the lineup of entering vehicles but other than that things went very smoothly.

The Commission greatly appreciates the help of the Racetrack security, the step-up of SWANCC members this year, and the volunteers from the Hersey High School Football team – all were absolutely awesome and very much needed.

There was a little frustration expressed that the shredding vendor would not start until exactly the start time of the event and would not work a minute longer than the event. The Commission inquired if the shredding vendor would ever consider adding more time to handle early arrivals and also handle the boxes that are brought in. Commissioner Prost said he would talk to them, but believes it is standard practice that they will not shred or take away the cardboard boxes used for hauling documents.

Commissioner Neil Scheufler suggested doing something to thank the Hersey High School football team. He suggested a pizza lunch that the commissioners serve to them. Everyone thought that was a great idea. He will move forward in planning it and working with the Commission to participate.

Commissioner Cris Fahnoe suggests that it would be nice to put out information after the event to show its success. It did not appear as a news story in any local papers this year. Liaison Nancy Kluz said that is doable once the #s come in from the vendors. The information about the success of the program can be immediately posted on the Village's social media platforms and website, and can also be used in promoting the next year's event, according to Liaison Nancy Kluz.

The Commission had conversation on whether the Spring Sweep was an event they should continue to do since it is more fitting to have the Environmental Commission do. The Special Events Commission tries to

focus on family-friendly fun events that are not costly or are free to the public. While Spring Sweep is a great community service event, it doesn't really fit with the scope of the Commission's mission.

Commissioner Steve Fromm gave the background of the event stating that it was a new event added just several years ago by former Commissioner Paula Ulreich. At that time, the event had many stations for giveaways and also informational/demonstration areas but it never took off. It was quickly learned that people arrived at the event to either shred their documents or recycle electronics and then they left right away. Commissioner Colleen Engle wondered if something could be added to the event to make it fun, or more of a family event. The Commission said it would be hard to add more since it is a "drive-through, drop-off event" and would be hard to change that dynamic given the focus of the event.

Commissioner Laurie Mitchell and others agree it is a good-will event and fills a need; serves a purpose. The Commission agreed it should stay as their event – it was also noted that it is pretty simple to plan and now having a secure location that functions well will make it even easier.

New Event Idea Discussion

Commissioner Joe Skibbie updated the Commission in regards to a subcommittee group of the Commission that is discussing a new event idea. He said the group is focusing on a fitness activity followed with some type food festival.

The group is reaching out to fitness groups in the Village that may lead exercise/competitions at the event. The day of activity would follow with outdoor food vendors.

Commissioner Engle said she likes the idea of tying in another activity through another Commission like having a bike ride to the event organized by the Village's Bicycle and Pedestrian Commission. Commissioners supported the idea.

Commissioner Neil Scheufler said if the event is held in the parking lot of the Racetrack, they would like to have the event on a day the Racetrack is operating. He also added that having food truck vendors, if so desired would not be a problem.

The subcommittee will continue to meet and will focus on the basics of a new event and further discuss the plan with the entire Commission.

Other Business

Chairman Musolino said that as the Commission is planning out their annual events, he wonders whether Hearts of Gold should continue. It has an unbelievable impact on the people who receive an award and those who nominate them, but it's not a community-wide event that is recognizable and that is celebrated by the entire community.

It was acknowledged that every year the Hearts of Gold is an event that only affects 200+ people in the community and it is not a popular community-wide event like the other events planned by the Commission. Chairman Musolino said his concern is that the event takes a lot of work and effort, but it does not reach out to the masses. The event is exclusive, and is there another way to make the event have a more broad appeal?

There was discussion that the event could include different awards or, for example, should the event just focus on volunteers or just on "good neighbors" and make it a different type of celebration – maybe even do the event at a different time of the year?

Some of the commissioners felt the Hearts of Gold is very special to a different segment of the public each year and they are comfortable that it's an event that does not appeal to the masses. The overall sense was that the event is a "feel-good" event but is there a way to kick it up a couple of notches?

Discussion was that maybe it should be filmed next year and shown on cable, etc. Maybe the honorees should be highlighted at other events than just the Hearts of Gold (ride on the float or come up on stage during Mane Event,)

Discussions will continue before next year's event site is booked.

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