



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
Village Hall
May 9, 2018
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of minutes from the April 11, 2018 meeting

IV. REPORTS

- A. Commission event updates for project management guides.

V. OLD BUSINESS

- A. Discussion of proposal of new sponsorship options for Mane & Taste

VI. NEW BUSINESS

- A. Recap of Spring Sweep event, 2018
- B. Discussion of Mane Event, August 3, 2018
- C. Discussion of Autumn Harvest 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: Approval of the April 11, 2018 Minutes

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
April 11, 2018 minutes of Special Events Commission	Minutes

Minutes of the Special Events Commission Meeting held on Wednesday, April 11, 2018 held in the
Commissions Room of Village Hall.

Attending: Joe Musolino, Steven Fromm, Kevin Seifert, Laurie Mitchell, Chris Fahnoe, Mike Prost, Emma Edmondson, Diane Jamieson, Scott Rowader, Nancy O'Donnell, Joe Skibbie, Colleen Engle

Meeting Minutes

The minutes of the March meeting were unanimously approved.

Discussion of Spring Sweep, April 28, 2018

The event will be held at the Racetrack, in the parking lot off of Euclid Avenue. Commissioner Mike Prost has met with the Racetrack security and the public works staff.

He shared a map of the parking lot with a layout for the event. The layout includes enough space to stack cars in the parking lot. The layout also shows shredders on the outside lanes and electronics are in the middle with a total of three lanes. Public Works will provide their LED trailer on Euclid to mark the entrance for the event.

This year the Commission ordered three shredder trucks this year. Commissioner Scott Rowader recommended that the layout include three shredding lanes. Commissioner Prost added that a volunteer or two will need to be on the northern end of the lot to direct people who may come in via Wilke Road (last year's entrance.)

Liaison Nancy Kluz said that Police emphasized sending participants out via Rohlwing Road to eliminate turning east on Euclid Avenue. There will be no Police assistance for the event.

The Commission ordered a 20 cubic yard dumpster this year and a washroom facility for volunteers.

The Commission is also placing ads in the Daily Herald to run consecutively for three days prior to the event. Commissioner Prost said he will make flyers and place them out in businesses.

The sponsor banners are to be brought out by Public Works and secured to a nearby fence. The sponsors and Racetrack are also recognized in the ads and publicity. Commissioner Steve Fromm suggested that the Racetrack post their own banner on the fences in recognition of their in-kind contribution.

Mane Event, August 3, 2018

Chairman Joe Musolino explained to the Commission that the Arlington Heights Chamber of Commerce has spoken with Mayor Hayes regarding a possible sponsorship opportunity pertaining to Mane Event and Taste of Arlington Heights. The

He explained to the newer members of the commission that the Mane Event is done by the Special Events commission in conjunction with the Chamber. The Chamber coordinates the Business Expo component and secures the food and beverage vendors for Mane Event. The Commission's premium sponsors are

recognized at Mane Event as well. The Taste of Arlington Heights event is a Chamber-run event which includes many of the same food/beverage vendors as the ones at Mane Event.

The sponsorship options conveyed to the Village provides an opportunity for a sponsor(s) to host for both the Mane and Taste events. The Chamber's proposal regarding a two-day sponsorship program provides a 60-40 split of net dollars.

Commissioners who have been aware of previous sponsorship discussions between the Chamber and the Commission commented on the proposal idea. Commissioner Colleen Engle said that the events are very separate and each has a "different feel." She believes the Mane Event is much more family- focused which is what the Commission is proud to host.

Concerns were expressed on whether the duties/responsibilities regarding Mane Event would change between the Chamber and the Commission as part of the two-day sponsorship proposal.

Chairman Musolino said he commented to the Mayor that if any sponsorship plan moves forward, he believes the Commission would want to see the Commission's Premium Sponsors also be recognized as much as the Chamber's two-day sponsors.

Commissioner Kevin Seifert said that this discussion has re-occurred often. If the Village Board is willing to support the Commission for \$20-\$30,000 for a new, large-scale event then he would be the last person to be "territorial" about the Chamber's involvement in running the Mane-Taste event. However, he added that if the Board agrees to a plan where the Chamber can have full control of Mane Event while the Village pays for the event, he will demand transparency on financials from the Chamber. Overall, Commissioner Seifert said he has a concern of an organization reaping profits without paying a fair share towards an event the Village funds.

Commissioner Joe Skibbie said he does not believe the Mane Event gives the Commission any exposure or recognition throughout the community for what the group does. He said if the Commission could keep the funding level for Mane Event, it could be used to fund 3-4 other new events. He said whether the funding for Mane Event could be used towards funding other new events should be further discussed.

While there was some discussion about the Commission keeping the dollars for the Mane Event in their budget but doing an entirely different event with that money, Commissioners did caution each other that they should give much more thought before mentioning not doing Mane Event any longer and hoping to keep the funds for another event.

Commissioner Engle said there is a philosophical difference between the Chamber's role and the Commission's role for an event. The Special Events Commission's role is to think of events from a perspective of not-for-profit, family-focused and free. They do not have a goal to make money. She added that she will be very concerned if the sponsorship proposal means that the Commission loses more control over Mane Event. She also commented that none of the events sponsored by the Commission are for the purpose of promoting the Commission.

Chairman Musolino said he will keep the Commission updated on the proposal.

Commissioner Scott Rowader said he is aware that the Chamber has proposed different arrangements regarding the Mane and Taste events in the past. He asked if the Chamber would ever consider adding on

an event for the Sunday of the Mane/Taste weekend. He said that offers revenue opportunity for sponsors and the Chamber.

Chairman Musolino said he believes the Commission has discussed the proposal idea more than necessary given that the proposal is not in front of them yet. The Commission has been asked to review the proposal and respond as to whether a new sponsorship opportunity can benefit both groups.

Project Management Guide Discussion

Commissioner Joe Skibbie asked everyone to log into their Google Drive to review the project guides that they were sent a link to review. He discussed how these project guides will provide details about the events the Commission holds so they are able to better plan for future years.

The guides include historical information, budget information, contact information, ideas of how to improve, etc. There is a guide created for each event the Commission does. The hope is that the guides can be updated routinely by information provided by the commissioners running specific events.

The guides will be listed as a meeting agenda topic each month.

Having no further business to report, the meeting was adjourned at 9:20 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