



Agenda  
Village of Arlington Heights  
Special Events Commission  
Siegel Room

May 8, 2019  
7:00 PM

**I. CALL TO ORDER**

**II. ROLL CALL**

**III. APPROVAL OF MINUTES**

- A. Approval of the April 10, 2019 Minutes

**IV. REPORTS**

**V. OLD BUSINESS**

- A. Discussion of Mane - Taste Proposed Agreement

**VI. NEW BUSINESS**

- A. Review of Spring Sweep Event held April 27, 2019.
- B. Discussion of Mane Event, August 2

**VII. OTHER BUSINESS**

- A. Discussion of Updates for: Autumn Harvest, Tree Lighting, Hearts of Gold or Spring Sweep.

**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.



**Special Events Commission  
5/8/2019**

**Item:** Approval of the April 10, 2019 Minutes

**Department:** Village Manager

**ATTACHMENTS:**

| <b>Description</b>                    | <b>Type</b> |
|---------------------------------------|-------------|
| Minutes of the April 10, 2019 meeting | Minutes     |

## **Minutes from the Special Events Commission from April 10, 2019, held in the Siegel Room of Village Hall, 33 S. Arlington Heights Road**

**Attending:** Chairman Joe Musolino, Laurie Mitchell, Kevin Seifert, Diane Jamieson, Scott Rowader, Chris Fahnoe, Nancy Forch, Emma Edmondson.

**Absent:** Steven Fromm, Mike Prost

**Also Attending:** Robin Ward, In-House Counsel, Melissa Cayer, Arlington Heights resident

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The Commission unanimously approved the minutes of the March, 2019 meeting.

The Commission was informed that Commissioner Colleen Engle resigned earlier in April. Her dedicated service to the commission will be greatly missed!

Chairman Joe Musolino said Robin Ward, the Village's In-House Counsel, is attending the Commission meeting to discuss the Mane Event and Taste of Arlington Heights agreement being worked on by Commission representatives and Chamber representatives. The goal of an agreement is to outline each group's responsibilities regarding the Mane Event and Taste of Arlington Heights events.

For background, Ms. Ward explained that the Village has Village-run events, like Mane, and then public events that other organizations manage in the Village, such as the Promenade of Art. She said the Business Expo component of the Mane Event is run similar to events planned in the Village by an outside group. The committee meeting on the Mane-Taste agreement is trying to establish each group's role as it pertains to the Business Expo of Mane Event and the other Mane Event and Taste roles for the Chamber and the Special Events Commission.

Ms. Ward said that the Arts & Entertainment fund in the budget spells out what events the Village pays for and supports. Events are broken down into three different categories. The first category includes Village events, like Mane Event or Sounds of Summer, where the Village pays all costs. Included in this category are events coordinated with another governmental entity, like the Park District, where the Village provides resources at no cost.

The second category of events includes events planned by a private organization which is responsible for all costs pertaining to the event.

The third category includes events like the Promenade of Art and Taste of Arlington Heights where the Village covers Police and Fire costs while the group hosting the event is responsible for 30% of Public Works costs. The Business Expo component of the Mane Event, which is managed by a separate entity, is much like the events hosted by an outside group that is responsible for 30% of Public Works costs.

With the last category of events, where outside groups pay 30% of Public Works costs, the event organizer makes money from the event. These types of events are treated the same way and making money on their event is part of the groups' business plans.

In the agreement being created, Ms. Ward said one goal is to make sure everyone is treated fairly in terms of getting into the business expo. She added that she knows the Commission has had some concerns with how businesses can obtain a booth at the Business Expo and whether all businesses have the same opportunity to get a booth.

Commissioner Kevin Seifert commented that he philosophically has no issue with the position of the Village in creating an agreement. He said his concern was regarding the perception the Village may have had after the Commission met to discuss a possible sponsorship proposal with the Chamber regarding Mane and Taste events. From his view, he said he didn't think there was a true proposal that the Commission could respond to that evening. He said the proposal was very ambiguous.

Ms. Ward explained that the agreement would spell out how a two-day sponsorship proposal would work for both Mane and Taste events. The goal is to have a written agreement that addresses all matters regarding each event and each group's role, as well as how a two-event sponsorship would be obtained and split. Ms. Ward said a written agreement will help solidify what each group handles regarding the events. Once the agreement is completed and reviewed by both parties, Ms. Ward said it will be evaluated after a year and changes would be made if needed. The plan is to have the agreement in place for 2020.

Commissioner Seifert said putting matters into an agreement brings a much-needed and reasonable structure to the Mane and Taste. Commissioner Chris Fahnoe said he fully understands leaving the past in the past, but the history is also important in forming the agreement. Ms. Ward indicated that problems encountered in the past are being brought forward by the committee members so it can be addressed in the agreement.

Commissioner Nancy Forch said it's critical that the agreement address roles and responsibilities as well as communication regarding the plans for the events. Ms. Ward agreed that it is key to have those items in the agreement.

In regards to financial transparency, Commissioner Seifert added that it's important that the agreement address issues of last-minute bills or requests to share costs on something. He said it has occurred in the past and the response was that the Chamber makes no money on the event. Ms. Ward said that with an agreement there is a need to be very clear on shared costs.

Having no other questions on the proposed agreement, Ms. Ward was thanked for her time on working on the agreement.

## **Event Updates**

### **Hearts of Gold**

Commissioner Laurie Mitchell said she has put the Commission's concerns about the Heart of Gold in writing to Rolling Green and has asked them to "pencil in" a date for next year. She has looked into other spaces and said she's not seeing any other venue that would be outstanding in comparison to Rolling Green.

## Spring Sweep

Event will be held in the north lot at the Racetrack, Commissioner Scott Rowader reported. He said he and Commissioner Mike Prost will be discussing setup logistics with the Racetrack. He added that the Hersey High School football team volunteers are needed, as are as many commissioners as possible. He also asked that a 20 cubic yard dumpster be delivered to the Racetrack on Friday.

Commissioner Rowader added that the Police Department will help with directing traffic and the Public Works Department will be on site with LED signboard, cones and other signage. Public Works will also have a front-end loader to load pallets of electronics.

He also asked that snacks, healthy food and water be provided for the volunteers. Commissioner Forch said that Commissioner Fromm had indicated he would get the food items.

Commissioner Rowader said the Commission should consider that an Emergency Action Plan be put together for these large outside events if some bad weather comes in. He said it could be as simple as moving people into their cars and the Racetrack. The Commission agreed it's a good idea to have some idea of what to do in the case of a bad storm coming through during an outdoor event.