



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
April 13, 2016
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the March 9, 2016 Meeting

IV. REPORTS

V. OLD BUSINESS

- A. Discussion of a New Event
B. Update on Spring Sweep Event, April 30

VI. NEW BUSINESS

- A. Updates on Other Events:
- July 4th Parade
 - Mane Event, August 5

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 March 9, 2016 Meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Special Events Minutes from March 9, 2016	Minutes

Minutes of the Special Events Meeting held at 7 p.m., March 9, 2016 in the Commissions Room of Village Hall, 33 S. Arlington Heights Road

Attendance: Chairman Steven Fromm, Kevin Seifert, Claudia Starck, Neil Scheufler, Matt Ottaviano, Chris Fahnoe, Joe Musolino, Amy Mazurowski, Joe Skibbe

Absent: Michael Prost, Katie Newport and Colleen Engle

New Commissioner Needed

Chairman Steve Fromm introduced new Commissioner Joseph Skibbe. Commissioner Skibbe relocated to Arlington Heights several years ago and has two young children. He has experience in several local organizations including the Chamber of Commerce and Arlington Rotary.

Commissioner Claudia Starck Resigns

After 16 years of dedicated service on the Special Events Commission, Claudia Starck has decided to step down. The March, 2016 meeting was her last meeting. She was thanked by commissioners for all she has done throughout the years and for her institutional knowledge that she shared with the Commission regarding contacts and the planning needs for each event. She said she now plans to spend more time traveling and visiting her grandchild.

Recap of the Hearts of Gold

256 attended the event held at Rolling Green Country Club.

Commissioner Kevin Seifert commented on the excellent service and said he believed Rolling Green bent over backwards to make up for service that was not the best last year. It was noted that service at last year's event was not as good as it could have been because of a recent turnover that occurred and new kitchen staff that were working together for the first time. Commissioner Joe Musolino agreed.

Commissioner Claudia Starck felt that service was too lengthy between courses. She also commented that the space was comfortable for this group and that Rolling Green really couldn't handle a larger number.

In thinking about next year, the group discussed whether a new venue should be chosen. Ditka's was mentioned as well as European Crystal. The concern with European Crystal is a need to guarantee higher number of guests in order to get an entire ballroom space. Historically, it has been a concern to reach the higher required number of guests. DoubleTree was used in the past and could be used again, but it was a very crowded venue and did not meet all of the needs for an event like the Hearts of Gold.

It was also mentioned that getting a price from an event location for \$50 per person is very tough to do.

The Commission also said they liked the centerpieces, which were balloons instead of flowers. Commissioner Starck suggested the Commission book their next HOG event by August. She was asked by the Commission if she would ask Rolling Green to "pencil in" February 18, 2017 as the next Hearts of Gold. She said she would and added that other venues may be difficult to price things at the same level as we received from Rolling Green.

Commissioner Starck also said there was one couple confused about the informational letter they received regarding their nomination for an award. They were nominated, but did not win. The letter encouraged them

to still come out to the celebration, but they thought they could attend at no cost. They also indicated that they did not receive a mailed invitation, as the letter stated they would. While it was awkward, it was handled correctly and the wording of the letter will be reviewed more carefully next year. It was stated that everyone who was nominated for an award receives a letter and also an invitation.

Spring Sweep

The Commission still needs to secure a parking lot for the April 30 Spring Sweep event.

Commissioner Neil Scheufler said he would reach out to Tony at the Racetrack to see if their lot could be used for the Spring Sweep event. Other sites looked at will not work and Commissioner Fahnoe has not received a response from D214 for the use of the Forest View parking lot.

The group agreed that Commissioner Scheufler will try to secure the Racetrack parking lot and if he is unable, Commissioner Fahnoe will move further on trying to secure the parking lot at Forest View.

At the last Commission meeting, the Village's Environmental Commission agreed to help with the document shredding and electronic collection. There will also be two personnel assigned to work the event from the Public Works Department, which brings out barricades and cones and offers assistance wherever possible.

The Environmental Commission also said they would like to display rain barrels and promote that program. The Special Events Commission said they would accommodate that display as it's very fitting with the environmental theme of the event.

Event Co-chairs Commissioner Mike Prost and Matt Ottaviano have the shredding trucks lined up and they have coordinated the electronic recycling with SWANCC.

Fourth of July

Commissioners have agreed to participate in the 4th of July parade again this year. They will also purchase candy again instead of the pencils that included dates of upcoming events. It was cheaper to go with candy as handouts and it seems to be as appreciated as the pencils were.

It was discussed that in the Commission host a brainstorming session later this spring to see if there is a new vent they would like to explore.

Mane Event

Commissioner Neil Scheufler said he has booked the Blooze Brothers Band for Mane Event. He said there will need to be discussion on whether they could still arrive in their Blooze Mobile. He added that the opening act will be Pamela Rose.

The Commission decided to keep their "extended footprint" plan and logistics will need to be worked regarding the Blooze Brothers arrival with the Blooze Mobile.

Event Ideas

At its last meeting, the Commission agreed to start some brainstorming on new events to explore. It was stated that if an event was decided upon that would require more funding; the Commission would need to go before the Village Board to request additional funds. The Commission also said they could try to add an event that dovetails onto an existing event. The group was focused on spending between \$5-6,000 for an added event.

The Commission said they could also consider dropping a current event and using that funding towards a newly created event. One event the group considered ending and passing onto another Commission was the Spring Sweep event.

Some of the ideas expressed included:

- One-night Oktoberfest (could be added to Autumn Harvest)
- A Craft Beer Night
- Pancake Breakfast in conjunction with the 4th of July or another event.
- Mini Jazz or Blues event
- Fun Run
- Movies in the Park (Park District already plans one each summer month)
- Tailgate Party/BBQ Event
- Wine event with Blues or Jazz Music Night (similar to Barrington's "Uncorked" event)
- Multi-cultural event
- Family Field Day

The Commission decided to have a smaller sub-committee, an Event Exploratory Committee, focus on event ideas. That subcommittee will bring back an idea list to discuss with the entire Commission.

Having no further business to discuss the meeting was adjourned at 8:15 p.m.