



Agenda
Village of Arlington Heights
Special Events Commission
Siegel Room, 3rd Floor

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
April 8, 2015
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes from the March 11, 2015 Special Events Commission Meeting

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Discussion of Spring Sweep Event, April 25
- B. Update on Mane Event, August 7
- Discussion of increasing footprint of event area
 - Update on Racetrack's participation

VII. OTHER BUSINESS

- A.
- Fourth of July Float Update
 - Festival of Wreaths Update

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 11, 2015 Meeting

Department: Village Manager's Office

Minutes from the March 11, 2105 Special Events Commission Meeting

ATTACHMENTS:

Description	Type
Minutes of the February 11, 2015 Meeting	Minutes

Minutes of the Special Events Meeting held on March 11, 2015 in the Commissions Room of Village Hall, 33 S. Arlington Heights Road

Attendance: Chairman Steven Fromm, Claudia Starck, Neil Scheufler, Matt Ottaviano, Mike Prost, Chris Fahnoe, Joe Musolino, Colin Gilbert, Katie Newport, Amy Mazurowski

Absent: Kevin Seifert and Colleen Engle

Hearts of Gold 2015 Recap

Chairman Fromm asked for feedback from the commissioners regarding this year's Hearts of Gold event which was held at the Rolling Green Country Club for the first time.

It was stated that there was a new owner that took over the banquet operations just before our event was held. Due to the changeover, there was confusion among the chef and wait staff and many of the workers were doing this for the first time at Rolling Green. We also believe that the HOG was the first event the new management firm handled.

Commissioner Neil Scheufler said when he and Commissioner Claudia Starck first talked about the HOG dinner, the chef was willing to be creative and customize the menu with suggestions that were made. After the new company took over, only standard banquet choices were provided.

It was reporting that many of the filets were raw and had to be re-fired. The small dessert was embarrassing (it looked like a chocolate mini muffin.) The service was much slower than anticipated.

Commissioner Scheufler said he had thought the Country Club would have wanted to make a better impression, and that they would have had more staffing, etc. on hand.

Most of the problems were due to the new staff and new protocol. The Commission believes that despite the problems we were worried about, the honorees seemed to have a wonderful time which is what is most important.

Commissioner Chris Fahnoe asked if there was a better way to handle the drink tickets. He said it was cumbersome to sell them – many people did not have the right change, etc. It was explained that the bartenders do not handle cash and that it is our responsibility to sell the tickets – or all of the drinks would have to be charged to a member of the Country Club. For the 2016 Hearts of Gold, the chairs of the even, Commissioners Claudia Starck and Joe Musolino will check whether a staff person could be hired to sell the bar tickets – regardless of where the event is held.

Commissioner Fahnoe also said that Rolling Green is an expensive site, but do we believe it was worth it? The Commission felt it was a great choice and that many attendees expressed interest in attending because it was located there and they had never been to that venue. It was also added that it was nice to not have to pay for Coat Check or Valet Parking.

Recycling Event

Chairman Fromm asked Commissioner Mike Prost to update the group on his discussions regarding the recycling event planned for Saturday, April 25, held in the parking lots of Nokia Siemens Networks at Dundee and Kennicott.

Commissioner Prost said he has secured SWANCC the (Solid Waste Agency of Northern Cook County) to do the electronic recycling at the event. He said he would check with SWANCC to see if the vendor they bring out could provide more help in getting items out of vehicles.

He also booked two shredding trucks to be one site. In the past, there was only one shredder and this should be a great help for the on-site traffic. Also, the shredder will take care of any boxes or bags that are holding the shredding materials.

He plans to share a layout of the event with the Commission. With a second shredding truck, two lines could now be formed on site.

Commissioner Claudia Starck said she will reach out to the bank to see if they are willing to sponsor a second truck for the event. Village Bank & Trust currently sponsors one shredding truck.

Commissioner Prost also said he would inventory the signs that he has for the event that help direct traffic on the lot.

Nancy Kluz will take care of promoting the event and getting porta potties. She will also coordinate with Public Works to have a person or small crew on site to assist. She said last year that 3 consecutive ads ran in the Daily Herald and the commission also did a \$100 ad on the Village's Facebook account. After randomly asking people where they heard about the event last year, many reported that they saw it in the Daily Herald.

Other Business

Mane Event: a request will be made to the Village's Community Events Staff Committee regarding expanding the footprint of the Mane Event to allow for "Village Partners" to be placed at the four major entrances. If approved, this would include more space for vendors on Vail. The Committee will also look into having bands enter the alley by Westgate Dental for set-up, therefore alleviating the need to block parking spaces on Vail.

A subcommittee of the Commission is also meeting with Arlington Park Racetrack to find out their level of interest in participating in the Mane Event.

Festival of Wreaths: Commissioner Amy Mazurowski said the Historical Society will keep us updated on this project so we can work with them on being a part of the Tree Lighting Ceremony.

4th of July Parade: Commissioner Colin Gilbert said he would like to change up the float a little bit to promote our activities. He is wondering whether the Commission should hand out a schedule of events instead of doing the pencils, which is always expensive – or he suggested doing less pencils and giving them to kids and doing some schedules (possibly on a magnet.) He will also look to do a different banner on the float once he learns the size of the trailer used.

Having no further business to discuss, the meeting was adjourned at 7:50 p.m.