



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room 2nd Floor

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
March 11, 2015
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the February 11, 2015 Commission Meeting

IV. REPORTS

V. OLD BUSINESS

- A. Recap of Hearts of Gold event held February 21 at Rolling Green Country Club

VI. NEW BUSINESS

- A. Discussion of Spring Sweep event held April 25, 9 am-Noon
- B. Discussion of Mane Event held August 7
- C. Premium Sponsorship Program for Commission

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 of the February 11, 2015 Meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes of the February 11, 2015 Meeting	Minutes

Minutes of the Special Events Commission meeting held on Wednesday, February 11 2015, 7 p.m. in the Commissions Room located on the second floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Steve Fromm, Kevin Seifert, Claudia Starck, Neil Scheufler, Matt Ottaviano, Colin Gilbert, Amy Mazurowski, Mike Prost, Katie Newport

Absent: Chris Fahnoe, Colleen Engle, Joe Musolino

Chairman Steve Fromm opened the meeting by asking everyone to review the co-chair assignments that have been created for the 2015 calendar of events.

UPDATES

Spring Sweep: Saturday April 25, 9-Noon.

Commissioner Mike Prost said that the two trucks for shredding have been contracted for the event. He added that due to State budget cuts, there is no final word yet on SWANCC's level of participation in this event. In the past, SWANCC has been handling the recycling of the electronics collected.

If the Commission needs to hire a company to handle the electronics, it would cost about \$3,500. He said last year we collected 13,000 pounds of electronics. If there is a need to hire a company to handle this, the Commission would seek sponsors or use some of the sponsorship money collected throughout the year.

Organizational Meeting on Mane Event. Mane Event will be Friday, August 7

Chairman Fromm reported that 3 people from the Commission and some Chamber members met to discuss how sponsors would be handled between the two days of Mane Event and the Taste of Arlington Heights.

As background, the Mane Event is the Commission's event with the Chamber handling the reservations, set-ups and cost for participants of the Food Vendors and the Business Expo. The Commission oversees the rest of the set-up, staging, music, family entertainment, etc. The Commission has Premium Sponsors to recognize that night and the Chamber has several key sponsors to recognize for their Taste event.

Following last year's event the Commission expressed an interest in only Special Events Commission sponsors having exposure and recognition at the Mane Event, the Commission's event. Besides the Commission's sponsors being recognized, a major sponsor for the Taste was also recognized on stage.

The Commission has requested to keep sponsorship recognition "separate" – where Mane Event sponsors are recognized on that evening, and the Chamber's sponsors for the Taste are recognized during the Taste of Arlington Heights, which is held the following evening.

There will be further meetings on this topic as well as set-up plans for the Mane Event. The small group from the Commission plans to meet with the Racetrack to confirm what they are interested in doing in conjunction with the Mane Event. The role of the Mane Event is to be a “kick off” event for the showcase event at the Racetrack, the Arlington Million – having a presence from the Racetrack at the Mane Event is a positive tie-in.

Hearts of Gold, February 21, 2015

Commissioner Neil Scheufler said there was a total of 263 attendees for the Rolling Green event.

The group discussed whether it was appropriate to allow any political materials to be placed out at the event (like on a table outside the dining area.) It was mentioned that many of the elected officials and those running for office would be in attendance. Also, this was allowed at a recent Chamber event and it worked well.

The Commission discussed the opportunity, but decided that the event is held to truly honor and recognize the Hearts of Gold honorees. Since the event historically never included campaign materials, the Commission decided to not allow campaign material to be brought to the event.

In discussing the menu, Commissioner Scheufler explained that with the recent change of ownership at Rolling Green, there is no more “customization” of the banquet menu. He said that they have catering menu now with choices and that is it. When the Commission first chose to work with Rolling Green as a new venue, there was excitement over a customized meal. There are concerns now that the banquet choices are quite limited and there is little creativity to customize anything.

He continued by saying they were given a choice of a chicken entrée that included 2 bottles of wine per table, or a 6 oz. fillet with no wine.

The Commission discussed the meal options. It was decided that the fillet would present something different since it is not a typical standard banquet/business meal that many people regularly attend. The Commission also asked that Commissioner Scheufler and Commissioner Claudia Starck negotiate having wine at the table, even though the fillet has been chosen as the entrée.

It was also mentioned that Commissioners would need to work the “drink tickets” that had to be purchased at a table outside of the bar. The bartenders are not set up to handle cash sales and instead tickets need to be sold for the beverages and then given to the bartender. It was also added that it would be worthwhile to communicate the “ticket system” when guests arrive.

Commissioner Starck said she has arranged for the flowers to come from Mariano’s as well as the corsages and boutonnieres for the winners.

Chairman Steve Fromm reminded everyone of the speaking times and the “how –to” of being ready to introduce your honoree, etc. The group also made plans as to when arrive at Rolling Green for set-up, etc.

Having no further business to discuss, the meeting was adjourned at 9:15 p.m.