



Agenda
Village of Arlington Heights
Special Events Commission
Virtual Meeting

March 10, 2021
7:00 PM

I. CALL TO ORDER

- A. In response to the COVID-19 pandemic, this meeting is being held virtually, which permits the public to fully participate via their computers or using their phones.

To participate in the virtual meeting, please follow these Instructions: <https://bit.ly/3rcz6pY>

Individuals who wish to comment or ask a question on an item on the Agenda may either participate virtually or send an email to nkluz@vah.com by 3 p.m. on the day of the meeting.

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of the February 10, 2021 minutes.

IV. REPORTS

V. OLD BUSINESS

- A. Discussion of new event ideas in place of Mane Event

VI. NEW BUSINESS

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.



Special Events Commission
3/10/2021

Item: Notice

Department: Village Clerk

ATTACHMENTS:

Description

Type

No Attachments Available



Special Events Commission
3/10/2021

Item: Approval of Minutes

Department: Village Manger's Office

ATTACHMENTS:

Description

February 10 minutes

Type

Minutes

Minutes of the Special Events Commission Virtual Meeting held At 7 p.m. February 10, 2021

Attending: Laurie Mitchell, Scot Rowader, Kevin Seifert, Steve Fromm, Colleen Gaughan, Keri Stanley, Steve Neill, Karen DeZellar, Dave Jaffe

Absent: Cris Fahnoe, Diane Jamieson, Mike Prost, Joe Musolino

Virtual Hearts of Gold Update

Chairman Laurie Mitchell said that the virtual Hearts of Gold is moving along great! The hope is that the video is ready to go onto social media, website and access channels in a few days. She thanked all of the commissioners for their time and effort on the project. Even though it was done virtually, she believes the honorees were very pleased to be honored and enjoyed the recognition.

Commissioner Scott Rowader asked how the recipients can learn about the video, etc. Chairman Mitchell said she will share a link to the video as soon as it is available. Liaison Nancy Kluz said she will email all honorees too with a link to the video and website article that is posted. She added that she is sure there will be coverage in the Daily Herald and possibly the Tribune.

Chairman Mitchell added that the video gave an overall “good feel” to the program since it incorporated a lot of added photos that showed more about the great deeds done by our honorees. She said it really enhances the stories of the winners.

Commissioner Kevin Seifert said given this year and the challenges presented to us in honoring the Hearts of Gold winners, he was very impressed with how the story of all honorees is presented in the video. He thanked those who led the project as he knows it was not easy to put all of the details together. He added that Kevin Corcoran, the Village’s contracted video producer, did an awesome job and is great to work with. He also said that Kevin Corcoran did a fantastic job with our Tree Lighting video too.

Other Events

Spring Sweep – this would be the Commission’s next event. She said that Commissioner Mike Prost checked with the Racetrack and he learned that it is not feasible for them to host the event this year.

Mane Event – Chairman Mitchell said the Commission needs to put together a plan of what they would like to possibly do this year and in the future regarding their established events. At a recent Committee of the Whole meeting the Village Board discussed finding ways to fund Arlington Alfresco for years to come, which means that all events traditionally held in the Alfresco zone and events funded through the Arts & Entertainment fund will be reviewed closely.

Liaison Kluz said it’s important for the Commission to share its thoughts on what they envision for a “new” Mane Event knowing that it cannot be held at the same time and in the same place as years past. She reminded the group that the Chamber is looking at a several-day event in the Downtown at the end of Alfresco. She said it’s important for the Commission to express whether they would like to be a part of that

in some fashion or if they would like to come up with something completely different at a different time. She also reminded the Commission that the Chairman had received an earlier email from the Chamber that seemed to express an interest in parting ways from a large event planned together.

Chairman Mitchell said she would be interested in continuing an event similar to Mane Event, similar to the one-night event done in the past. She said it would need to be held after Alfresco is over. She suggested working with a group to put down a quick outline of what a new event would entail that is organized by the Commission.

Commissioner Karen DeZellar asked that if a new event is held in September (or fall) is it possible that the Commission could offer a 2-day event incorporating both Mane Event and Autumn Harvest. Commissioner Seifert said that was a compelling idea. Such an event could be like an Oktoberfest or Septemberfest. Commissioner DeZellar believes that a reference to that was made at the meeting held with the Board. Chairman Mitchell said she has had the same idea.

Commissioner Dave Jaffe said that in listening to comments from the Chamber, said that while it sounds like the Chamber is potentially requesting to plan something separate he believes the Commission should reach out to the Chamber and ask what they are envisioning. He asked whether the Commission is envisioning hosting a Septemberfest/Oktoberfest near North School Park? He added that last year Alfresco was open into November.

Commissioner Seifert said envisioning a new event for the Commission does not have to be shared with the Chamber. He said creating a plan should not hinge on what the Chamber plans to do, etc. He added that the Commission is supportive of Alfresco and doesn't believe the group will plan anything that will negatively impact the program. He said he is supportive of a new event that can enhance or combine with Autumn Harvest for some time in the fall.

Chairman Mitchell asked if the Village is anticipating some event could be done this year? Liaison Kluz said it truly depends on the vaccination rate and COVID-19 stats. If vaccinations go up rapidly and the stats on infections keep going down, it may be possible to have something this year. The Village follows the State COVID-19 mitigation plan and currently groups of 50 are allowed to gather – the plan states that large events, festivals, etc. are not to be held until Phase 5 of the State's plan. Illinois is currently in Phase 4 of the Restore Illinois plan.

Chairman Mitchell said as of now she doesn't think a large-scale event is possible in the summer unless the landscape of COVID-19 drastically changes. If the state moves into Phase 5 early enough, there may be a possibility to plan a fall event – whether a Septemberfest/Oktoberfest or add-ons to Autumn Harvest, she added. As of now, she believes the Commission's focus should be what events to envision for 2022.

Other News

The Commission thanked Liaison Kluz for her service as she retires at the end of April, 2021. She said she is proud of all the Commission has accomplished during her tenure. The dedication of the commissioners has always been impressive and has been the key in the group's success.

Chairman Mitchell also said that Commissioner Mike Prost has resigned since he is moving out of Arlington Heights.

Having no further business to discuss, the meeting was adjourned at 7:40 p.m.

