



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
March 9, 2016
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the February 10, 2016 Meeting

IV. REPORTS

V. OLD BUSINESS

- A. Recap of Hearts of Gold Event

VI. NEW BUSINESS

- A. Spring Sweep Event - April 30
- Location
 - Layout
 - Equipment
 - Shredding Trucks
 - Electronic Recycling Truck
 - Working Bikes group
 - Promotion of Event
 - Tasks
 - Signage
 - Involvement of Environmental Commission
- B. Fourth of July Parade
- Participation
 - Float Entry
- C. Mane Event
- Discussion of layout
 - Community Partners' Involvement

- Event Ideas

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 February 10, 2016 Meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Special Events Commission Minutes from February 10, 2016	Minutes

Minutes of the Special Events Meeting held on February 10, 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, Mike Prost, Chris Fahnoe, Joe Musolino, Amy Mazurowski

Absent: Katie Newport and Colleen Engle

Also Attending: Jonathan Barry, Chairman of the Environmental Commission

New Commissioner Needed

Chairman Steve Fromm said he is aware that Mayor Hayes has several letters from residents interested in filling the vacant commissioner spot. He is expecting a decision to be made soon.

Commissioner Claudia Starck announced that she will be resigning from the Commission in April, with her last meeting being the March meeting. She plans to complete her role as co-chair of the Hearts of Gold and following that event she would like to end her more than 16 years of service on the Commission. She said she now plans to spend more time traveling and visiting her grandchild.

Commissioners all thanked her for her dedicated service and said someone of her caliber will be difficult to replace. Commissioner Starck has a lot of connections in the community and has stepped up for every task she has been given. She will be greatly missed.

Hearts of Gold Update

At the time of the meeting, there were 255 total reservations for the Hearts of Gold event held at Rolling Green Country Club.

The dinner plan includes a combo plate of both chicken and meat. The co-chairs, Commissioners Starck and Joe Musolino, have planned to replace flower centerpieces this year with balloon centerpieces. Flower corsages and boutonnieres will still be provided to the honorees.

Commissioner Starck said that Rolling Green was very upset with the quality of the food at last year's event. It was again stated that the club just changed ownership and the Hearts of Gold was the first event for a new chef and kitchen staff.

The cash bar situation has also changed where the commissioners will no longer need to sell tickets for drinks.

The Commissioners discussed tasks for set-up and also reviewed their plans for announcing the awards. The honorees each received their letters regarding speeches and all should have a clear understanding of how the awards are presented.

Spring Sweep

Jonathan Barry, Chairman of the Environmental Commission, attended the meeting to speak about the Spring Sweep activity planned by the Special Events Commission. He said the Environmental Commission was on board to help out anyway that they could.

The event will be held on April 30, and at this point the Commission is struggling to find a suitable location. Jonathan Barry said he would ask one of his commissioners to see if they could contact the Racetrack to see if the event could be held in the Racetrack parking lot.

Another location being looked at is Forest View and an application has been filed for that parking lot. The Commission looked at using Hersey High School but there is another event there that weekend. Commissioner Seifert said the section of the Nokia site that has been used in the past may be available but it's dependent upon construction schedules for the new business that is locating to that campus.

Commissioners Mike Prost and Matt Ottaviano, co-chairs of the event, explained the activities that are handled at the Spring Sweep. There is the document shredding trucks and electronics drop-off, organized through SWANCC. It was also explained that used bicycles are collected by a company that repairs them and gets them to children in other countries who are unable to afford a bike.

It was explained that commissioners of the Environmental Commission could assist with the event by volunteering to assist with traffic control on site and help residents get their items out for shredding, etc. Assistance is also needed in breaking down boxes that hold the documents for shredding. It was mentioned that 8-10 volunteers could be used for electronic collection and several more could be used for document shredding. There is also assistance from the Public Works Department, which brings out barricades and cones and offers assistance wherever possible.

Jonathon Barry asked if his Commission could do any display with rain barrels and to 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.

Co-chairs Prost and Ottaviano will get back with Jonathon Barry to further discuss plans for the event.

Sponsorships

Liaison Nancy Kluz said she reached out to the Commission's past Premium Sponsors to "re-up" at the \$2,500 level they did last year. The request went out when it was learned that Peoples' Bank was changing ownership and they reached the Commission stating that they would like to provide another \$2,500 sponsorship as First Midwest Bank. It appears that Wells Fargo Advisors will also participate at the \$2,500 level. Communication was provided to Lavelle Law but there seems to be no interest.

The Commission decided to send a request for sponsorship to its list of possible business donors which amounts to 150-180 businesses. The letter will outline three levels of sponsorship. \$2,500 for Special Events Ambassador, \$1,200 for Special Events Partner and \$500 (per event) for the Special Event Supporter (the Commission's events are outlined in the letter.)

It was mentioned that Sponsorship Chair could be an active role for a commissioner. It was also mentioned it would be a good role for a newer commissioners who would be willing to look for new sponsorships. The Commission looks for additional business sponsorships to either augment the activities they routinely plan or to add a new event. Chairman Fromm said that if the Commission would like to plan a new event, the Board would be open to considering the funding of an additional event.

It was discussed that in the Commission host a brainstorming session later this spring to see if there is a new event 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.

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