



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights Rd., Arlington Heights, IL 60005
March 8, 2017
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes of the February 8, 2017 Meeting of the Special Events Commission

IV. REPORTS

V. OLD BUSINESS

- A. Review of the 2017 Hearts of Gold event
- B. Discussion of Spring Sweep Event - Saturday, April 29
 - Set up for Traffic Flow
 - Tasks for Commissioners
 - Added Volunteers to assist
 - Promoting the event

VI. NEW BUSINESS

- A. Discussion of New Event
 - Defining the event
 - Adjunct to existing event, or new stand alone event
 - Tasks
- B. Discussion of Mane Event - August 4
 - Update on Meeting with Chamber

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: Minutes of the February 8, 2017 meeting of the Special Events Commission

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes from the February 8, 2017 meeting	Minutes

Minutes from the Special Events Commission Meeting held on February 8, 2017, at 7 p.m. in the Commissions' Room located on the second floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Joe Musolino, Laurie Mitchell, Joe Skibbie, Kevin Seifert, Katie Newport, Matt Ottaviano, Mike Prost

Absent: Chris Fahnoe, Colleen Engle, Amy Mazurowski

2017 Hearts of Gold Update

Commissioner Laurie Mitchell said she was a little concerned about the number of reservations so far for the event. She had 150 reservations and the event will be held 10 days later.

Commissioners agreed it sounded low at this point, but that many more reservations tend to come in close to the event. They also said that given two of the award winners were not able to attend; this would cause an unusual drop in the reservations. For the last several years the Hearts of Gold banquet has run from 210-225.

It was reiterated that using the Rolling Green Country Club is a great venue for this event since there is no need to guarantee a specific number of guests. In the past, the event was held where a certain number of attendees had to be guaranteed or the event was moved into a smaller banquet space.

She added that so far the Commission has pre-paid for \$200 guests. Commissioner Mitchell added that she owes a final number to Rolling Green the next week. She asked that commissioners check with people they know usually attend just to make sure they got their reservation in.

Commissioner Steve Fromm said the awards will be ready next week.

Commissioner Colleen Engle is handling the gold balloon centerpieces and flowers for the honorees (corsages and boutonnieres.)

In talking about the evening, Commissioner Mitchell asked who would be attending. Commissioners were also reminded of the presenting order and to call their honorees to remind them of a 2-minute limit for acceptance speeches as a way to keep the program moving. Liaison Nancy Kluz said she also sent a letter to all honorees reminding them who their presenter was, that the presenter will do a brief, one-minute introduction and the recipient has a 2-minute limit for an acceptance speech.

The order of the presentations will follow the order in the program booklet. Chairman Joe Musolino will be emcee; each presenter will introduce the commissioner who follows them. Commissioners were all reminded that when the honoree before their presentation is on stage, the Commissioner who is up next should get their honoree and walk towards the stage so they are ready to go.

Discussion of adding a Hearts of Gold Award Category/Changing an Award

Per the Mayor's request, Liaison Kluz asked the Commission to consider changing a current award or creating a new award that would honor past commissioner Wayne Arden. Wayne Arden recently passed.

Commissioner Kevin Seifert said that naming an award after someone begins to be a slippery slope, regardless of who the individual was and what they have accomplished. He added that he's a bit uncomfortable in doing this because it sets a precedent for the Commission to possibly change other awards in the future. He also added that it could make other people in the community feel excluded if they had also wanted some Village award named after a loved one who passed.

Commissioner Seifert added that if the family or Village wishes to honor Wayne in some special way, something else should be explored. He added that there are so many deserving recognitions that it's very difficult to consider selecting just one individual to name an award after.

Commissioner Steve Fromm said just looking at the Commission, there are past commissioners who are worthy of a recognition like that such as Paula Ulreich who also spent years on the commission and has since passed away. He added that it's important to note that both Wayne Arden and Paula Ulreich were recognized by receiving a Hearts of Gold award once they had resigned from the Commission. He believed that was a great way to honor their volunteer efforts.

Chairman Joe Musolino said he agreed with the opinion of Commissioners Seifert and Fromm.

Commissioner Matt Ottaviano said that when he worked at New Trier High School they got into naming rooms and buildings after people who had passed and it got to a point where everything was named after someone and they eventually passed a policy to not do that any longer. He totally understands where families are coming from who want this type of honor for a loved one who was a dedicated public servant, but it's not realistic for any group or entity to be able to fairly handle everyone's request that comes forward.

The rest of the Commission concurred that they do not want to add an award or change an existing award in honor of Wayne Arden or another individual. There are two existing awards already named after public servants, and they said they are very proud that Wayne was able to receive a Heart of Gold from the group once he had resigned.

Liaison Kluz said she would follow up with Mayor Hayes regarding the group's decision.

Possible New Event

The Commission discussed whether to move forward with a new event. This year's budget does include \$3,000 for a new Family Field Day event. The Commission had discussed adding such an event last year and money was approved for it in the 2017 budget.

Commissioner Seifert said that if the Commission was given \$3,000 by the Village Board for a new event, they need to give it their all to make the new event successful. He said there needs to be a plan in place as to what the Commission is hoping to accomplish with this new event. He believes the Commission can add a new event, but the group needs to commit on what the event is and what it will accomplish.

He added that he questions how much appetite there is with the Commission to do another event and/or to do the event talked about last year – the Family Field Day. He said if no commissioner has a strong passion to drive an idea forward; the new event will not meet expectations.

Commissioner Joe Skibbie said he did a proposal after a small subcommittee met and the idea was discussed several times, but it died on the vine. He said he is not sure where the group is at – if they want to re-start the Family Field Day or discuss another option. He agreed that because there was no one really passionate about it, the event didn't go anywhere.

Commissioner Seifert said he believes success can come by creating a new event that piggy backs onto an existing event. For example, he said that in the past the Commission has talked about adding something on to Autumn Harvest or adding something on to Tree Lighting. He said by dovetailing a new event onto an existing one, you already have the infrastructure in place and the attendance. He said it can be overwhelming to start a new event from scratch and hope it receives a positive reaction from the public.

Commissioner Skibbie said maybe success for a new event can come from working collaboratively with another group that has an existing event that is successful. He gave the example of the SALUTE Run. He also said the Commission could work with a CrossFit business, another commission, etc. He added that even this will require appetite by the Commission to do the outreach and to meet with other groups.

In regards to adding a new event to an existing event, Commissioner Neil Scheufler said he believes Arlington Cares is planning a 5K to occur before Autumn Harvest. Liaison Kluz said that run is being reviewed and the group is planning to move forward with it.

Commissioner Seifert said that's the type of new event he would like to see. He said the Commission is great on executing an event but doesn't necessarily have the time or appetite to create a new event from scratch and hope it works well.

The impetus for creating a new event came from feedback the Commission received from some Board members that their events are always the same and would they consider adding something new since the community seems to positively respond to events.

Commissioner Steve Fromm suggested that they further pursue adding a component to Mane Event and seeing if the empty Norwood lot could be used for an activity. He and Commissioner Ottaviano added that there could be a "pilot program" idea for Family Field Day that is launched/tagged onto Mane Event. They said the community could be polled at the "pilot program" and asked if they would attend such an event if it was held during a different time of the year.

Commissioner Fromm said he could envision a family/teen component added to Mane Event where there already is a crowd.

Commissioner Mitchell asked if Special Events could hold a new event on before the Taste, since all of the infrastructure is in place. The Commission said that the Chamber begins planning activities at Noon on that Saturday.

Liaison Kluz added that all commissioners are already involved in Mane Event and the Commission should consider whether they believe they have time to run an additional activity at the event. They felt there were

enough people on the commission who could be dedicated to a new activity and run it successfully while running Mane Event.

It was also added that if an activity is added to Mane Event, it would have to be reviewed by the Legal staff to see if it's something that the Commission even should be doing. Liaison Kluz said that the Village is not insured for recreational activity. There are always concerns about climbing walls or bungee type of blow-up.

Liaison Kluz will seek general feedback from Legal.

Chairman Musolino said this was a good discussion and he believes there is a chance a new idea can be added. He said to table the idea for now and it will be further discussed at the next meeting.

Spring Sweep

Commissioners Ottaviano and Mike Prost said the stage is set for Spring Sweep on April 29 at the Racetrack. They will work with Racetrack staff to design a traffic pattern in the parking lot to accommodate those who come to the electronic recycling and document shredding event.

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