



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

February 13, 2019
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of minutes from the January 2019 meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Discussion of sponsorship-sharing proposal.
B. Hearts of Gold Update

VI. NEW BUSINESS

- A.
 - Update on event plans
 - Reach out to Arlington Racetrack for agreement
 - Reach out to Hersey High School Football Team for volunteers
- B. Mane Event - Friday, August 2
 - Secure bands
 - Stage, lighting, etc.
 - Commissioner Responsibilities
- C. Autumn Harvest - Saturday, October 5
 - Commissioner Responsibilities
- D. Tree Lighting - Friday, November 29
 - Commissioner Responsibilities

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 the January 2019 minutes

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes of January 2019 meeting	Minutes

Minutes of the Special Events Commission meeting held on Wednesday, January 9, 2019 in the Commissions Room of Village Hall.

Attending: Joe Musolino, Nancy Forch, Scott Rowader, Laurie Mitchell, Diane Jamieson, Steven Fromm, Emma Edmondson, David Jaffe, Kevin Seifert, Colleen Engle, Mike Prost,

Absent: Chris Fahnoe

Also Attending: Randy Recklaus, Village Manager, Jon Ridler, Executive Director of the Arlington Heights Chamber of Commerce and Melissa Cayer, Arlington Heights resident.

Commissioner David Jaffe moved and Commissioner Scott Rowader seconded to approve the minutes from the December 2018 Special Events Commission meeting. The minutes were unanimously approved.

The Commission reviewed plans for upcoming events.

The Spring Sweep will be held in the same parking lot of the Arlington Park Racetrack as it was last year. The event is the last Saturday in April, April 27. Commissioner Mike Prost said he has already lined up three shredding trucks for the event.

The Mane Event will be held on Friday, August 2 and the Taste of Arlington Heights is on August 3. The event dates are based on the Arlington Million, which is a week after on August 10. The role of the two events is to "kick off" Million Week for the Arlington Million event;

Autumn Harvest in North School Park will be held on Saturday, October 5.

The Tree Lighting event, which was held the Saturday after Thanksgiving, went well. The ice carver in Harmony Park was popular as were the trolleys. Commissioner Kevin Seifert said it started to rain near the end of the event and it was cold which caused the crowd to clear quickly.

The Commission agreed that next year they might want to reconsider the length of time for the trolley and events that follow the Tree Lighting. All who worked the event said there was little activity from 6-8 p.m., which was possibly due to weather.

Commissioner Rowader said the museum was fairly crowded with the wishing tree activity the first two hours. Commissioner Laurie Mitchell reported the same at the Metropolis trolley stop where people could get off to see the ice carver. Commissioner Rowader and Mitchell both said they had to hold back the line to board the trolley several times, but that only occurred in the first two hours. Commissioners who worked the second two-hour shift at Tree Lighting said there were not many people. To order another trolley to accommodate the crowds early on would be overkill, according to Commissioner Seifert.

Hearts of Gold invitations come in and Village staff were working to mail it out. Commissioner Mitchell said that all bios of the honorees are in and now being proofed for the booklet. The pictures of the award winners were also completed and will be edited for the program booklet.

Commissioner Mitchell also said that each honoree would be provided a corsage/boutonniere. Commissioner Chris Fahnoe will prepare a slide show for the event. She asked if the Commission would want to have bottles of wine at each table again. The Commission agreed to have one bottle of red and one of white wine at each table for the event.

Commissioner Nancy Forch, Commissioner Engle and Commissioner Mitchell will coordinate the centerpieces for the event. Commissioner Forch said she would assemble the centerpieces and help set them up on the day of the event.

Commissioner Steven Fromm will order the awards for the honorees.

Village Manager Randy Recklaus was introduced to the Commission. He explained that he is meeting with all of the Village's commissions to learn more about their role in the Village, etc. He said that the Special Events Commission is a big reason of what makes Arlington Heights great. He further explained that the Commission is a working group that accomplishes a lot each year.

Another reason for his appearance is to discuss a sponsorship-sharing proposal between the Arlington Heights Chamber of Commerce and the Special Events Commission. He explained that the Arts and Entertainment fund is starting to see some costs go over budget and one thing the Village Board has directed him to do is look at ways to reduce some costs in that fund while still maintaining the same quality level of events and activities.

He said that in looking at the Mane Event and Taste weekend, he is curious whether there are opportunities there to share in sponsorship opportunities to help offset costs of the events. One idea that Jon Ridler of the Chamber presented to both the Mayor and Village Manager that they thought had merit was to share in a sponsorship for the entire weekend. He said that the community views the Mane Event and Taste of Arlington Heights as "one" event – even though each are separate – and in viewing them as one event, there is value in that for a possible large sponsor. Mr. Recklaus explained that the thought is there may be a potential sponsor that would pay a premium to be a sponsor for both the Mane and Taste events.

Mr. Recklaus said one of the reasons for his attendance at the meeting was to learn from the Commission if they would be OK with Village Staff working out an agreement with the Chamber of Commerce for the Chamber to seek out one overall sponsor for both events and have the revenue from that event shared between the two entities. The details of how the sponsorship would be split and used would be spelled out in an agreement. He added that having one large sponsor for both events would not take away the individuality of each event.

Commissioner Seifert asked if there was a specific gap of funding that the Village is looking to make up in the Arts & Entertainment fund. Mr. Recklaus said that it's in the range of \$20,000. He said they are not looking for one sponsorship to fill the funding gap, adding that other costs are being analyzed and other funding opportunities are being reviewed.

Chamber Executive Director Jon Ridler said he anticipates looking for a sponsorship of \$10-15,000. Mr. Recklaus added this would be an entirely new sponsorship and would not affect any other funding the Chamber or Commission gets.

Commissioner Engle asked if the Chamber makes money on this event. Mr. Ridler said on the Taste of Arlington Heights, the Chamber does make money from the event. She asked why that profit could not be used towards the Arts and Entertainment shortfall and added why the Chamber would need more money if they were already making money.

Mr. Recklaus said it's common for a Chamber of Commerce to host events that are great for the community but also raise funds for the Chamber.

Commissioner Engle said that's a different philosophy than what the Commission has. She said the Special Events Commission does not "make money." She worries about committing to a large sponsor for bringing in more revenue. She added that a sponsorship could go away the next year, or could dramatically change the event because of additional activities that could be added. Her concern is what would happen if the large sponsorship went away.

Mr. Recklaus said the Village provides the budgeted amounts to the Commission for their events as another service the Village provides residents. The Village has chosen to fund those events through the Arts and Entertainment fund, which is financed through a portion of restaurant sales tax. He added that there are also some sponsorships received that help with the costs of events.

Mr. Recklaus added that the Village is now learning that the portion of restaurant tax going into the Arts & Entertainment (A&E) fund is not sufficient right now, causing some funding to have to come from the General Fund to pay for events. The General Fund is used for the day-to-day operations/services of the Village and the Village does not want to transfer money from that fund to help fill a gap. He added that costs have also gone up for the events because of their popularity as well as the need for more Village services and equipment.

It was also added that it's not uncommon for events, like Frontier Days as an example, to have sponsorships for the event. Large events can provide an excellent opportunity for a business to get name recognition, etc. He added that this sponsorship possibility is not set out to change the character of the event or grow the event's attendance.

Commissioner Seifert said that he cannot see where a possible additional amount of \$7,500 helps the budget that much. He asked if there was more driving this request. Mr. Recklaus said looking into this shared-sponsorship opportunity is part of the Village's due diligence in managing costs of the A & E fund. He said besides this sponsorship opportunity, Village staff is looking at other opportunities and operational savings.

He added that this proposal seems to offer a possible benefit for the Village with minimal risk. If the proposal moves forward, the Chamber will do the work in securing the sponsorship. Commissioner Seifert asked whether the Commission could seek a sponsor. Mr. Recklaus said that it is difficult to fund raise as a Village – and it would be less awkward for the Chamber to do so via their business connections and outreach in the business community.

Commissioner Fromm said historically the Commission's sponsors have gone to the Village asking to sponsor an event because they want to be affiliated with the Village's event. He added that some

businesses did not want to be affiliated with providing a sponsorship to the Chamber. He is concerned that the Commission could lose the sponsors they have had.

Village Manager Recklaus said everything would remain the same. If there are businesses that would like to sponsor a Village event and be affiliated only with the Village-run event that is Ok to pursue. He said that the proposal being considered entails seeing if a business may consider a large sponsorship that would cover both events in return for recognition both days. Each group can still continue getting their own individual sponsorships for their events.

Commissioner Fromm asked how much income the Taste makes. Mr. Ridler said the profit varies from year to year. He said the Chamber pays for the stage, the entertainment and 30% of the Public Works costs on the day of the event. He said the registration fees for the vendors covers the expenses affiliated with their setup at the event. The revenue the Chamber gets for the event is from sponsorships, Mr. Ridler added. Mr. Ridler did not have the amount the Chamber has made on the Taste.

Commissioner Fromm said that it's difficult for him to see the Village provide "seed money" to the Chamber for their fundraising event. Mr. Recklaus said historically this has been the model for the Mane Event and Taste. He added that the Chamber is putting in the work to participate in Mane Event and host the Taste, and it adds to the service provided to the public. In addition, due to the 30%, as the Village's costs increase for the Taste event, the Chamber's portion increases. He added that the making revenue from their participating is how the Chamber supports itself as an organization.

Based on past circumstances, Commissioner Seifert said there needs to be more transparency and the Chamber needs to share more information with the Commission if this proposal moves forward? Mr. Recklaus said there would be a written agreement that would establish each group's demands as it pertains to the two events.

Commissioner Mitchell said there could be some risk to the Commission's sponsors if the Chamber seeks to secure one large sponsorship for the two events. Her concern is that the exposure to sponsors the Commission has had for several years in a row diminishes when another big sponsor comes aboard. She added that if a dedicated sponsor feels that way, they could be lost forever. She also would like to make sure that the Commission could go to their current sponsors and see if one of them may want to be this overall sponsor. She would like to give them a right of first refusal. Mr. Recklaus said that is something that could be considered as part of an agreement

Commissioner Seifert said you could ask the Chamber to provide the Village with \$100 revenue from each vendor booth sold and you would get more than the proposed \$7,500 split of a possible sponsorship.

Village Manager Recklaus said requesting more money from the Chamber is a possible strategy but he said the Board is not looking to do that now with someone we collaborate with for the Mane Event and Taste. He reiterated that the proposal is to look into the possibility of there being one sponsor who may want to be an overall sponsor at a level of \$15,000 or even more. He said he wonders if there is a win-win opportunity that can be done in regards to a large sponsorship that does not diminish the quality or change the Mane and Taste events.

Chairman Musolino said there obviously is some concern with looking into a sponsorship opportunity with the Chamber to help offset costs of events. He said he was approached by the Mayor and asked if the Commission would be willing to give the proposal its consideration. He added that he has never been swayed one way or another on a proposal and was simply asked if the group would consider it. His concern is that if the funding trend continues, he fears the Commission will be asked to make some cuts in the events they do. He said his main concern is that the Village and Commission are totally protected by an agreement if the proposal is pursued. He added that the Commission serves the Village and the Village could simply direct them to work with the Chamber on this new proposal. Mr. Recklaus said that the Village could do that but because of the Commission's commitment to their events and because of their hard work, the Village did not want to do that. Instead, he added, they wanted to come to the Commission and get their feedback and possible buy-in on the sponsorship-sharing concept.

He said if the Commission is not comfortable with pursuing the proposal for an overall sponsorship that is shared between the two groups, would they be OK with the Village work on something in writing and bring it back to the Commission to review for concerns. What would be created is a document that defines what this overall sponsorship is and how it would work out.

Chairman Musolino said it would need to be worked on quickly since the Commission plans to seek annual sponsorships soon. It is hoped that the sponsorship-sharing opportunity will be further discussed at next month's meeting. The Commission decided it's open to seeing a proposal without making a commitment. Mr. Recklaus said he, Chairman Musolino and Mr. Ridler will meet with staff in putting together a proposal that spells out details and concerns. He believes it is a worthwhile opportunity to go through this exercise so everyone is able to review a written proposal for feedback.

Commissioner Rowader said he thinks the Village is wise to look at funding opportunities. From his perspective, he sees it as having potential for a win-win. He said he wanted his fellow commissioners to know where he stood since he was hearing many opinions about it not being a sound idea.

Chairman Musolino said it would help the relationship between the two entities if the Chamber would consider being more open on the financial end of things. He said there are some assumptions made about how much money is made. A discussion of costs and income would help everyone get the full picture and better understand the Chamber's function. Mr. Ridler said he would be willing to have the conversation, but he would discuss the full picture – all costs to the Chamber as well as revenue made. He said the Chamber is dependent on sponsors and vendors; otherwise, they would be unable to host their event.

