



Agenda
Village of Arlington Heights
Special Events Commission
Virtual Meeting

February 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/3tzDqBs>

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 January, 2021 minutes.

IV. REPORTS

V. OLD BUSINESS

- A. Update on Virtual Hearts of Gold celebration
B. Updates of other events

VI. NEW BUSINESS

- A. Discussion of the future of Mane Event

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
2/10/2021

Item: Approval of Minutes

Department: Village Manger's Office

ATTACHMENTS:

Description

January 2021 minutes

Type

Minutes

Minutes of the virtual Special Events Commission meeting held on January 13, 2021.

Attendance: Laurie Mitchell, David Jaffe, Chris Fahnoe, Kevin Seifert, Steven Neill, Steven Fromm, Scott Rowader, Diane Jamieson, Mike Prost, Karen DeZellar, Kari Stanley, Colleen Gaughan, Joe Musolino

Also Attending: Village Manager Randy Recklaus, Keith Moens, Joe Preissing

Approval of the December, 2021 minutes was made by Commissioner Mike Prost and was seconded by Commissioner Diane Jamieson.

Discussion of Future Events

Village Manager Randy Recklaus thanked the Commission for the important work they do for our community. He said that this year and 2020 have been strange years due to the Coronavirus. One popular activity that came from last year was Arlington Alfresco and he said that there is a strong push to have Alfresco again in 2021 and future years. He said it was a big success for our business community and was embraced by residents.

He said pending on Village Board approval, we are planning to have another Arlington Alfresco this summer, which would start in spring. He added that the Village will be discussing whether Alfresco should be an ongoing program. He added that if Alfresco becomes a permanent program, the setup for it would be more “dressed up” and involve more permanent fixtures, etc.

The presence of Alfresco in the Downtown area makes it not possible to host large scale Downtown events within that same footprint of Vail and Campbell/ Harmony Park. He said there isn't space for both the Alfresco setup in Downtown and the Mane/Taste events. He added that there will also be conversations with the Chamber and Arlington Economic Alliance.

He said there are some options, such as Mane/Taste being held at the end of summer when Alfresco may be over. He said that Alfresco is very inviting for businesses because they are able to serve their customers directly in front of their business without having to rent a tent and equipment to place onto the street.

The Village Manager told the Commission that he would like to know what they think about Alfresco moving forward and what their thoughts are of what they envision for the future of Mane Event.

Chairman Laurie Mitchell said that the event is one the Commission would like to continue doing and they are happy to put together some thoughts of what could be done in the future if Alfresco remains an annual program for the Downtown. On behalf of the Commission, she said they want to work with the Village to ensure that Alfresco, a program that benefits the business community, and Mane event continue on.

Chairman Mitchell asked about the Alfresco setup so she can better understand why the Mane Event cannot be held at the same time.

Village Manager Recklaus said that during Alfresco there is a more “semi-permanent” set up that involves an investment of businesses of added tables, etc. He added that they are setup in the street far enough that there would not be adequate access for visitors to the Mane Event. He added that the ends of the zone

are also blocked off with large barriers that would need to be removed for the event, along with other signage and setup elements. He said it would take days for Public Works and the restaurants to take away their setups and days to re-install.

Commissioners inquired about what the Village is thinking in regards to 2021 events. Village Manager Recklaus said the Village closely followed the state's COVID-19 mitigation plan which indicates that no large events or festivals be held until the state is in Phase 5 of the Restore Illinois Plan. At this time, the guess is that the earliest we could be in Phase 5 is sometime in the fall. Phase 5 requires that 80% of the population is vaccinated.

Commissioner Kevin Seifert said he'd like to see the Commission be super supportive of what the businesses need. He doesn't believe the Commission wants to take away from something that is of great benefit to the business community during this time. He said he would be supportive of not having the event this year and would instead rally around the needs of the Downtown businesses. For the longer term, he said the Commission will need time to shape the course of what to do about the event – whether that is a different venue, smaller event or if there's a way to host Mane Event within the Downtown that doesn't cause all businesses to have to break down their setups.

Village Manager Recklaus added that there are opportunities for special events within the Alfresco framework that is new – such as concerts, theme nights with the involvement of businesses.

Commissioner Diane Jamieson asked if there's a possibility to expand the Alfresco footprint. Village Manager Recklaus said the concern with that is our life-safety responses for Police and Fire. He added that deliveries and residential parking are also concerns.

Commissioner Dave Jaffe said one option for a future Mane Event is to move it to the area of North School Park.

Village Manager Recklaus said the Chamber is also having conversations. He added that the Chamber has its Taste event, a fundraiser for them, which uses the Mane Event setup. He said whether the commission and chamber work together on a new event or go their separate ways all needs to be discussed. He said that in looking at the Village costs of funding Mane Event, it was always seen as an expense that benefited downtown by bringing people to the downtown, etc. He said the Village would need to look at the cost-benefit of having a Mane Event held on the north side of town.

Commissioner Chris Fahnoe said he would like to explore what could be done in the short term of what elements of their events could they bring to the Alfresco experience (concerts, community night, kids' activities, etc.). He said they could do small-in-scale activities in the Alfresco zone, which would show the Commission's support of Alfresco.

Commissioner Seifert said it would be difficult to do smaller events for 50 or so within the Alfresco zone when we are not in Phase 5. He said the Commission is great at hosting large-scale events and he's not sure how much value there would be in having activities that can only include a gathering of 50.

Commissioner Fahnoe added that he wasn't suggesting an event and keeping it under 50, he was thinking of taking advantage of the people who are outside at Alfresco already and thinking of what could be done to add to that atmosphere that is already going on.

Commissioner Steve Neill said one thing the Park District has done successfully is host something that has “safe quadrants” for various groups of 50.

Liaison Nancy Kluz asked Village Manager Recklaus what he would like the Commission to do next or to bring to the upcoming discussion on future events.

Village Manager Recklaus said he was looking for first-level feedback and having a summary of what the Commission discussed would be a great add.

Commissioner Steve Fromm said that until the Commission knows what the Village Board decides to do about the permanency of Arlington Alfresco, it's difficult for the group to look at the long-term vision of Mane Event.

Commissioner Joe Musolino asked if it's been discussed by the Village whether the Commission could move forward on a new Mane event without the Chamber's involvement. He said it has not been discussed but he said this same issue of Mane/Taste has also been posed to the Chamber. He added that knowing the Mane/Taste is a fundraising event for the Chamber he doesn't imagine they would want to take it on their own because they wouldn't be as successful in raising funds.

Village Manager Recklaus suggested that the Commission begin to think of what Mane Event would be in the future based on the desire of many businesses to continue Alfresco into the future. He said he would welcome the Commission's ideas so the Village could properly plan funding for Alfresco and events. He said that given the landscape of this year because of Coronavirus, this is a great time and opportunity to rethink the event and see what it could be. He said the Village is doing this with other events it hosts as well.

Virtual Hearts of Gold update

Chairman Mitchell said she was at the first taping for the virtual Hearts of Gold celebration and she said it was great to see how much the award still meant to the recipient even though we are presenting the recognition in a virtual setting. She said a lot of time is being spent on the program and she believes it will be a great video.

Other commissioners said their recipients who have been filmed for the program were all very grateful.

Chairman Mitchell said that in addition to the award given, each recipient will receive a \$100 gift certificate to their favorite Arlington Heights restaurant. Commissioners agreed that was a great way to celebrate the honorees and to also benefit our restaurants.

Having no further business to discuss, the meeting was adjourned at 8:53 p.m.



Special Events Commission
2/10/2021

Item: Discussion on future of Mane Event

Department: Village Manger's Office

ATTACHMENTS:

Description

Type

No Attachments Available