



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
February 10, 2016
7:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the November 4, 2015 Meeting

IV. REPORTS

V. OLD BUSINESS

- A. Hearts of Gold Event, February 20, 2016
- Review Attendance
 - Review Agenda for Awards Presentation
 - Review Meal & Set-up
 - Review Costs, Reservations & Sponsorships

VI. NEW BUSINESS

- A. Spring Sweep Event
- Location
 - Securing trucks
- B. Sponsorship Program
- Plan
 - Update

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 November 4, 2015 Meeting

Department: Village Manager's Officer

ATTACHMENTS:

Description	Type
November 4, 2015 Minutes	Minutes

Special Events Commission
Minutes from the meeting of Wednesday, November 4, 2015 held at 7 p.m. in
the Health Conference Room of Village Hall, 33 S. Arlington Heights Road

Attendance: Chairman Steve Fromm, Neil Scheufler, Kevin Seifert, Colleen Engle, Matt Ottaviano, Mike Prost, Katie Newport, Claudia Starck, Chris Fahnoe, Amy Mazurowski, Joe Musolino

Premium Sponsors

Each year the Commission looks to supplement the funding provided by the Village for the events planned by the Commission. In return, businesses receive special recognition/promotion at every level of sponsorship. The Commission hopes to seek sponsorships at the beginning of 2016.

The Commission discussed Premium Sponsor options based on suggestions made by Commissioner Kevin Seifert. The thought was to go with a three-tiered system between “Ambassador Level” at \$2,000, “Partner Level” at \$1,200 and “Supporter Level” at \$500.

Different suggestions were made regarding the levels, with thoughts to increase the top tier level and to create effective marketing opportunities for sponsors at that level so more may consider it over the middle \$1200 level.

Final agreement on the levels was not determined by the end of the meeting.

Tree Lighting

Commissioner Neil Scheufler will serve as emcee for the event. Commissioner Amy Mazurowski will welcome the Mayor and other dignitaries. She will coordinate the speakers and performances for the event.

Commissioner Katie Newport has arranged for the dance troupe with the Park District to perform before the speeches, etc. Commissioner Scheufler arranged for the Dickens Singers from Hersey High School to participate.

Commissioner Mazurowski talked about having a Commission table at the event and using the table cloth with the logo. The Commission also agreed to hand out candy canes.

Commissioner Colleen Engle had certificates created that the Commission could give to residents during the Tree Lighting event. These certificates are to encourage residents to go around the community and look at decorated homes – giving the certificates to homes of people who did a great job decorating for the holidays. In lieu of a Holiday Decorating contest, the certificates serve as a way to acknowledge an individual/family’s effort in decorating their home.

The commissioners agreed to hand out the certificates and see if people may be interested in providing a “thank you” to others who have helped beautify the Village during this season.

Hearts of Gold

It's planned to have the Hearts of Gold nominations due by November 25 and the Commission will meet December 2 to discuss the honorees.

This year's even will be on Saturday, February 20 at Rolling Green Country Club. The venue works well in terms of capacity. For other venues, numbers had to be guaranteed and if the guaranteed number was not met the Commission had to pay more and/or had to give up the larger space and share the room.

The Commission believes that the meal should work much better this time since the new crew has been at Rolling Green for a year now. At last year's event the Club was under new management and the kitchen crew was new for the night of the event. The change-over did cause some complications with service and the meal served. It's now believed that those issues have been resolved.

To ensure costs are covered the Commission plans to charge \$60 per reservation. The Commission will also seek sponsors to help cover the cost of the event.

Having no further business to discuss, the meeting was adjourned at 7:50 p.m.