



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights Rd, Arlington Heights, IL 60005
January 12, 2022
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Special Events Commission Minutes Dec. 8, 2021

IV. REPORTS

V. OLD BUSINESS

- A. Hearts of Gold 2022
- B. Sponsorship Update 2022

VI. NEW BUSINESS

- A. New Event Discussion and Update

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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**Special Events Commission
1/12/2022**

Item: Special Events Commission Minutes Dec. 8, 2021

Department: Village Manager's Office

Special Events Commission Minutes Dec. 8, 2021

ATTACHMENTS:

Description	Type
Special Events Commission Minutes from December 8, 2021	Agreement

Special Events Commission Minutes from Dec. 8th

- Call to order at 7:05 p.m.
- Present: Kelly Barash, Karen DeZellar, Michelle Harris, Christopher Fahnoe, Dave Jaffe, Laurie Mitchell, Kevin Seifert, Keri Stanley
 - Also present: Village Liaison Avis Meade
- Absent: Steve Fromm, Colleen Gaughan, Diane Jamieson, Steve Neill
- Minutes from 11/10: Motion made by Laurie to approve minutes and seconded by Kevin Seifert.

Tree Lighting 2022 Recap

- Tree lighting was extremely well attended at Harmony Park and North School Park. Downtown looked very busy with visitors. Reindeer were a good attraction and should come back if next year's budget allows. The trolley route worked and should be pursued in future years. Trolley stop signage was a good improvement and stanchions worked well. Additional stanchions should be ordered for the ice carver and the photographer next year.
- Parking at Harmony Park on the east side of Vail works well for Harmony Park vendors. Metropolis actors were less involved this year. If they don't want to participate next year, possibly consider music instead.
- Next year with ice sculptures, ask if they can provide a festive display or table cloth so it looks a bit less industrial. Everyone loved the ice sculptors.
- Public Works will work on sound improvements for 2022 due to wireless connection issues. Hersey singers should arrive sooner to ensure that microphones are working properly.
- Two designated commissioners should be assigned at the North School Park trolley stop until the designated end time of the event.
- Glow sticks and light up items are a huge hit.

Hearts of Gold

- The bios should be to Laurie by the 15th. Bios will go in the program and introductions will need to be provided for the event. Commissioners speak for one minute. Winners may speak if they'd like to, up to two minutes maximum.
- Check with recipient to ensure that their names are correct.
- COVID protocols are a concern regarding crowds and potential restrictions.
- Invitations will go out approximately 6 weeks before.
- Photographer will be contacted for head shots

Sponsorship Update

- Laurie will create and distribute a sponsorship recap presentation for 2021 sponsors.
- Commission will offer sponsorship opportunities additional businesses

New Event Update

- In lieu of Autumn Harvest and the Spring Sweep Electronic Recycling event, the Commission is proposing a new family friendly event. Several options were discussed and commissioners will continue to research potential events.

Motion to end the meeting was made by Laurie Mitchell and seconded by Dave Jaffe.

Meeting was adjourned at 8:14 p.m.