



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room

January 9, 2019
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of the minutes from the November 14, 2018 meeting of the Special Events Commission.

IV. REPORTS

V. OLD BUSINESS

- A. Discussion of 2019 Arlington Heights Chamber Sponsorship Opportunities.
- B. Discussion of Hearts of Gold banquet, February 16, 2019.

VI. NEW BUSINESS

- A. Discussion of 2019 Events
 - Spring Sweep
 - Mane Event (Arlington Million is August 10)
 - Autumn Harvest
 - Tree Lighting
- B. Discussion of seeking Premium Sponsors for 2019.

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 November 14, 2018 Minutes

Department: Village Manager

ATTACHMENTS:

Description

Minutes of November, 2018

Type

Minutes

Minutes of the Special Events Commission meeting held on November 14, 2018 in the Commission Room of Village Hall, 33 S. Arlington Heights Road.

Attending: Joe Musolino, Laurie Mitchell, Scott Rowader, Chris Fahnoe, Colleen Engle, Diane Jamieson, Emma Edmondson, Kevin Seifert, Steve Fromm, David Jaffe

Absent: Nancy O'Donnell, Mike Prost

Voting for 2019 Hearts of Gold Honorees

The Commission met to review the 2019 Hearts of Gold nominations. After last year's nomination process, the Commission has decided to re-submit the previous year's nominations that were top considerations but were not awarded a Heart of Gold in a category. This change enables the Commission to have another opportunity to acknowledge deserving candidates. The Commission will continue this process for all Heart of Gold nomination processes.

Another change in the process is to begin accepting nominations in September. Starting the process earlier enables the Commission to make its selections prior to the holidays.

Votes were tallied for all Commissioners. Below is the list of the 2019 Hearts of Gold honorees:

Mentor – Beth Drost

Best Neighbor – Dawn Dalton

Educator – Jim Voyles

Young at Heart – Jack Muldoon

Heroic – Alex and Tom DeTonge

Young Champion – Katariena Leazer

Volunteer – Dave Flanagan

Community Spirit – Neil Scheufler

Business Leadership – Dianna Ehrenfried

Kenneth Bonder Beautification – Scout Troop 37

Pam Stocking – Allen and Laurel Katz

The Heart of Gold banquet will be held at Rolling Green Country Club on Saturday, February 16, 2019.



New Sponsorship options for the Mane Event and Taste of Arlington Heights

Option #1

Secure a vendor sponsor for both days

- New Vendor banner would be placed on top of the stage for both days
- Logo would be on all marketing material
- Vendor sponsor would be recognized from the stage
- Net Sponsorship dollars would be divided 60% to the AHCC – 40% to the VAH
- AAA current sponsorship with the chamber would be recognized on Friday from the stage and on side banner but would not be involved in revenue shared agreement.
- All other AHCC Taste of Arlington Heights sponsors would not be recognized on Friday and would not be involved in revenue shared agreement

Option #2

Secure a vendor sponsor for both days

Secure a corporate sponsor for both days

- New Vendor banner would be placed on top of the stage for both days
- New Corporate sponsor banner would be placed on the stage side for both days
- Logo would be on all marketing material
- New sponsors would be recognized from the stage
- Net Sponsorship dollars would be divided 60% to the AHCC – 40% to the VAH
- AAA current sponsorship with the chamber would be recognized on Friday from the stage and on side banner but would not be involved in revenue shared agreement.
- All other AHCC Taste of Arlington Heights sponsors would not be recognized on Friday and would not be involved in revenue shared agreement