



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights Rd., AH 60005
January 8, 2020
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the December 11, 2019 meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Hearts of Gold Updates
Review Tasks:
- Invitation
 - Program Booklet
 - Awards
 - Other items

VI. NEW BUSINESS

- A. Update on Spring Sweep, Saturday, April 25
B. Discussion of main act for 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
1/8/2020**

Item: Approval of Minutes

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
December 11, 2019 minutes	Minutes

**Minutes from the Special Events Commission meeting held on Wednesday, December 11, 2019 in
the Commissions Room of Village Hall**

Attending: Laurie Mitchell, Steven Fromm, Scott Rowader, Kevin Seifert, David Jaffe, Diane Jamieson, Joe Musolino

Absent: Emma Edmondson, Chris Fahnoe, Mike Prost, Keri Stanley, Nancy Forch

Minutes

Approval of the minutes of the November 2019 meeting was moved by Commissioner Scott Rowader and seconded by Commissioner Kevin Seifert. The motion passed unanimously.

Recap of Tree Lighting

Everyone thought the event was very popular and ran well.

Commissioner Steve Fromm suggested next year to start the trolleys at Metropolis so that the actors are on board with a commissioner before loading people from North School Park. He added that they ran out of candy canes and would need an additional box the next year.

Everyone thought the new trolleys used worked well. Commissioner Fromm said he will get them again next year and if he books early enough there is a discount.

Commissioner Diane Jamieson wonders if an additional trolley should be added. She said there were lines of people waiting for the first half hour or more to board a trolley.

Commissioner Scott Rowader said he was timing the trolleys during the busiest timeframe and there was a trolley that came by every 7-8 minutes so people did not have to wait long. He believes that two trolleys worked well.

Commissioner Rowader also said there was some discussion on having the trolley stop on Vail, heading north, in front of Harmony Park instead of stopping on Campbell. There's more room on Vail to get riders off, etc. He said since the actors on the trolley are talking about activities going on in Harmony Park it would be nice to have the view of Harmony Park coming up as the trolley approaches. Other commissioners thought the idea was a good one if they can make sure to do that stop without adding much time to the route. Another suggestion is to stop in front of the fountain on Campbell.

Chairman Laurie Mitchell shared a report submitted by Commissioner Emma Edmondson regarding the Museum trolley stop. 201 people got off at the Museum. Some of the thoughts the Park District conveyed was whether one of the activities at Harmony Park could be held at the Museum instead to draw more

people. She also asked if the route could be looped the other way so that it would start at North School Park, go to Harmony Park/Metropolis and then go to the Museum. It was also mentioned that lighting is needed for the steps to the Mueller house. Commissioner Rowader said the museum area is dark and more lighting/bling needs to be added to attract more people to the stop.

The Commission agreed that they should plan to have a conversation with the Museum prior to next year's event. The Commission did not favor placing their activities at the Museum instead of in Harmony Park. The Commission agreed that a visible activity that is seen from the trolley will make it more inviting for people to visit. They suggested inviting them to a meeting or reaching out to them in September or October to discuss what activities they would like to have at the Museum.

Commissioner Kevin Seifert said that the photographer worked out well in Harmony Park. He said that next year Public Works will need to have covers for electrical cords that are draped near the fountain, and they will need to find a way to have electricity available at the 4:30 p.m. start in Harmony Park. No one realized that electricity was not available until after the Tree Lighting was completed.

The commissioners thought that the photographer added a good activity that the crowds appreciated. For their first time, it was impressive that he took about 250 photos. They know that participation will only grow from there and everything will work better next year with electricity. Commissioner Seifert said he will book him again if he has an interest.

Hearts of Gold

Chairman Mitchell asked if everyone could get in their Hearts of Gold bios by the end of the week (December 15, 2019.)

There was discussion about whether pairs of award winners will each receive an award. The group decided that each individual should receive an award instead of share one. For example, two people are named as the Hero award winners and each one will receive their own award.

Commissioner David Jaffe is heading up the task of arranging for photos to be taken for the awards program. He said he should have one scheduled by the end of the week. He said he is receiving some push back from a photographer who is wondering if there is any compensation for their time. The Commission said they have always had someone take photos at no cost but their work is recognized in the booklet and the write-up that appears on the website. It was suggested that he work with photographers who are a part of the Arlington Camera Club.

The Commission discussed ways to get in more nominations. They would like to build an email base of possible nominators and collect those emails at some of the events they host. They also talked on making a push for nominations earlier.

Premium Sponsorships & Mane Event-Chamber Sponsorship

Chairman Mitchell said it's time seek Premium Sponsors for the Commission. After review of the draft sponsorship letter, it was decided that letters will go out to current Premium Sponsors to see if they are interested in sponsoring the Commission again.

The Premium Sponsors will also be informed about the Mane Event – Taste of Arlington Heights sponsorship opportunity in case they are interested in pursuing that. The fact sheet about the joint sponsorship will be added to the letter. The Mane Event –Taste sponsorship is for \$10,000 for a two-night sponsorship package and the money would be split between the Commission and the Chamber of Commerce.

Chairman Mitchell said she will share with the Chamber the businesses that she is reaching out to for sponsorship.

Other Business

Commissioner Joe Musolino said he was asked by Joe & Mike if we would like to have them back for the Mane Event. The Commission liked the idea since the group is such a draw, but the Commission asked that the date be penciled in and the Commission can decide at its January, 2020 meeting.

Having no other business to discuss, the meeting was adjourned at 8:10 p.m.



Special Events Commission
1/8/2020

Item: Update on Spring Sweep

Department: Village Manager's Office

ATTACHMENTS:

Description

Type

No Attachments Available