



AGENDA
Special Events Commission
Commissions Room
Arlington Heights Village Hall, 33 S. Arlington Heights Rd., AH 60005
January 8, 2025
7:00 PM

- I. CALL TO ORDER
- II. ROLL CALL OF MEMBERS
- III. APPROVAL OF MINUTES
 - A. Minutes for Special Events Commission December 11, 2024
- IV. REPORTS
- V. OLD BUSINESS
 - A. Hearts of Gold 2025
 - B. Swing into Spring 2025
 - C. Sponsorship 2025
- VI. NEW BUSINESS
- VII. OTHER BUSINESS
 - A. Announcements / Correspondence
- VIII. PUBLIC COMMENT

Anyone wishing to speak on a subject not on the Agenda may speak at this time. Please limit your comments to three minutes.

- IX. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact the Health & Human Services Department, at 33 S. Arlington Heights Road, Arlington Heights, IL 60005, healthmail@vah.com or 847/368-5760.

Minutes for Special Events Commission Meeting December 11, 2024

Meeting called to order by Diane Jamieson at 7:05 p.m. in the Commissions Room at Village Hall

- Present: Kelly Barash, Cari Boyle, Steve Fromm, Michelle Harris, Matt Fink, Diane Jamieson, Brad Katz, Kevin Seifert, Keri Stanley. Also Present: Avis Meade, Liaison
- Absent: Karen DeZellar, Jennifer Eichorn, Colleen Gaughan, Laurie Mitchell

APPROVAL OF MINUTES

A motion to approve minutes from Nov. 20, 2024 made by Kevin Seifert with a second by Brad Katz

OLD BUSINESS

- **Hearts of Gold 2025**
Hearts of Gold 2025 is on Sunday, Feb. 23, 12 p.m., at the DoubleTree Hilton in Arlington Heights. Tasks were assigned to commission members including awards, centerpieces, photography and other assignments. The invitation is being completed with additional details and will be shared with the public when it is completed. Bios of winners will be written by commissioners.
- **Tree Lighting 2024**
The commissioners shared feedback regarding Tree Lighting that took place on Friday, Nov. 29th. This event was very cold and Placer AI data showed 50% of the attendance vs. 2023. Despite less crowds, the trolley lines are long from 4:30 – 5:30 p.m. A third trolley was discussed however no direction to book a third trolley was concluded, due to cost and the limited time when it would be most beneficial. Commissioners considered how this year's budget was spent and how the next event could be improved within the 2025 budget. Next year, we need to make sure that there's lighting at St. James and Evergreen because it's dark and some people try to turn in. Volunteer staffing was adequate this year. The new angel wings at North School Park were a big success. The new stanchions purchased by the commission worked very well. The sponsor signage at North School Park and at Harmony Park worked out well. The reindeer remain a big draw at Harmony Park.
- **Swing into Spring 2025**
Swing into Spring 2025 will take place on Saturday, May 10, 11 a.m. – 2 p.m. The mind winder is for sale by the vendor and another ride will have to be considered. Additional details will be determined in coming meetings.

NEW BUSINESS: None

OTHER BUSINESS

- A 2024 sponsor recap will be sent out to 2024 sponsors. The 2025 sponsorship opportunities will be shared online in 2025 for all businesses to have an opportunity to participate on a first-come basis for up to 10 sponsors.

ADJOURNMENT

A motion to adjourn the meeting at 7:48 p.m. was made by Kelly Barash and seconded by Brad Katz.