



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights, Rd., Arlington Heights, IL 60005
December 13, 2017
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes of the November 8, 2017 meeting.

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Review of all nominations received for the 2017 Hearts of Gold awards program.

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Minutes of the November 8, 2017 meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes of the November 8, 2017 meeting	Minutes

Minutes from the Special Events Commission Meeting held on November 8, 2017, at 7 p.m. in the Commissions' Room located on the second floor of Village Hall, 33 S. Arlington Heights Road.

Attendance: Joe Musolino, Joe Skibbie, Chris Fahnoe, Colleen Engle, Kevin Seifert, Laurie Mitchell, Katie Waszak, Steve Fromm, Mike Prost, Colleen Engle

Absent:

The Commission had several potential commissioners visit the Commission to meet other commissioners and learn more about the Special Events Commission. The Commission has some vacancies and Chairman Joe Musolino invited several people to the meeting who expressed interest in becoming a new commissioner.

The minutes of the October, 2017 meeting were passed unanimously.

Tree Lighting

Food vendors will be at Tree Lighting and set up on Evergreen. Toasty Cheese and a BBQ truck will be there, and it's been requested that they serve hot chocolate. The Commission is working on securing a kettle popcorn vendor too.

The trolley will be going 4-8 p.m. and three stops are North School Park, Museum and near Metropolis. Commission Laurie Mitchell is trying to find some Metropolis helpers to ride on the trolley and describe what can be found at each stop. The Commission also set up having a commissioner at each stop, with each commissioner taking a two-hour shift.

Commissioner Kevin Seifert will be getting stantions through Arlington Rental for the Trolley line entrance at North School Park.

Commissioner Colleen Engle secured an ice carver for Harmony Park who will be in the park carving two statues from 4:30 – 7:30 p.m.

There was a request for the sidewalk signs to be placed out at each stop with the Holly Trolley poster. Public Works will bring those out on the day of Tree Lighting.

For the stop at the Museum, visitors will be asked to fill out "tags" of various colors to hang onto a Wishing Tree on the Museum property. The Commission suggested that 300 tags be purchased. The plan is for anyone who wishes to write out a wish on a card goes inside of the Museum to fill out the card. The Museum also has a holiday décor show going on as well. Commissioner Katie Waszak said she will email the Museum director to make sure the Museum can put a table near the entrance so that people can come into the Museum to write their wishes. It was also suggested that a small sign be placed on the table so visitors understand what the Commission is asking them to do.

Commissioner Waszak said that when the Mayor is close to flipping the switch, the Police will need to shut off the bright flood lights that are used for people crossing Arlington Heights Road.

The emcee of the event is Commissioner Engle. She will be given the agenda for the evening and will be provided a script of what can be said regarding the activities planned following the tree lighting.

The Commission discussed having a Santa next year at either the Museum or Harmony Park. Liaison Nancy Kluz said if they have a desire of the Commission they will need to seek a Santa early in the fall, and the candidate will need to be reviewed. She also added that if the Santa is at the Museum, they would be able to stay warm and sheltered. Harmony Park works well too, but if it is cold there is not a good way to provide heat for the Santa.

Hearts of Gold update

Liaison Kluz reported that she has only received 9 nominations so far. Publicity continues on social media, etc. and she has emailed all of the school leaders and some church leaders. She reported that she will continue to send personal email requests for people to consider nominating someone for a Heart of Gold.

All commissioners said they would do their part to reach out to people they know and to ask them to consider nominating someone. Commissioner Mitchell said she would help send out some of personalized emails on behalf of the Commission to church groups, etc.

In regards to Hearts of Gold, Commissioner Seifert asked if we had someone lined up for photos for the booklet. Commissioner Mitchell said that photos were taken by Bill Kruser last year, and he is with the Camera Club. She said she would reach out to him again to see if he is willing to do photos for the 2018 honorees.

The dinner is \$60 per person, which was recently raised by the Commission. The Commission agreed to keep the pricing the same. Commissioner Mitchell said that the complimentary bottles of wine that were set on the tables last year will not be included this year. The reason for the complimentary wine at last year's event was to compensate our group for problems with the meal that was served the year prior.

She said that we are obligated for an attendance of 200 at Rolling Green. It was also mentioned that the invitations will be the same design and will be done by Visual Edge. Commissioner Joe Skibbie will manage the booklet again as he did last year.

Commissioner Steve Fromm said he will handle ordering the awards for the Hearts of Gold once the Commission has decided on the honorees.

The Commission explained to new Commissioner Scott Rowader how the Hearts of Gold process works. Once the honorees are chosen, each Commissioner is "responsible" to reach out to the honoree, to write a short bio on them for the program booklet, and to instruct them about a photo time and place for the booklet. It was also explained that each award winner and their guest attend the event at no cost, and that the young champion is allowed to have both parents attend at no cost. The tables are filled by people who wish to attend the event because they know the honoree. Anyone attending reserves a seat at a table by paying \$60 and sending in a reservation card.

Regarding sponsorships for the event, it was explained that the Commission decided to no longer reach out to businesses to get small sponsorship donations. Instead, the goal is to increase the number of Premium

Sponsors at the beginning of the year and use some of that money to offset any costs of the Hearts of Gold.

Chairman Joe Musolino said he will reach out to Premium Sponsors now to see who would be interested in supporting the Special Events Commission.

The Chairman also reminded the commission that the next meeting will focus on the selection of the Hearts of Gold honorees.

Having no further business to discuss, the meeting ended at 8:20 p.m.