



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights Rd., Arlington Heights, IL 60005
November 8, 2017
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the October 11, 2017, meeting.

IV. REPORTS

V. OLD BUSINESS

- A. Review of Tree Lighting event

VI. NEW BUSINESS

- A. Discussion of 2018 Hearts of Gold Timeline & Tasks

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 Minutes from the October 11, 2017, meeting

Department: Village Manager's Office

ATTACHMENTS:

Description	Type
Minutes of the October 11, 2017 meeting	Minutes

**Minutes of the Special Events Commission Meeting held on Wednesday, October 11, 2017, in the
Commissions Room of Village Hall, 33 S. Arlington Heights Road.**

Attendance: Joe Musolino, Kevin Seifert, Scott Rowader, Chris Fahnoe, Colleen Engle, Katie Waszak, Joe Skibbie and Laurie Mitchell.

Absent: Steve Fromm, Mike Prost

Two commissioners have recently resigned, Commissioner Matt Ottaviano and Amy Mazurowski. They will both be missed for their input and assistance for all of the Commission's events.

Autumn Harvest re-cap

The Autumn Harvest event was successful despite the threat of rain storms. The rain held off until the very end of the event. This year, the Fire Department held its Open House in conjunction with Autumn Harvest due to the construction of the new Police Station. The following points should be taken into consideration by the Commission when planning next year's event:

There were 24 excess tables that were not used. The Commission is not certain why such a high number of tables were ordered.

Balloon twisters were a big hit and kids stood in line for 30-40 minutes. It was noted that even if more twisters were added, there would still be long lines since they are very popular.

We were short on volunteers for face painters and will need to focus on that more for next year. The Commission is not certain all of the volunteers showed up as planned. The Commission makes a request for a certain number of volunteers from local schools and enough volunteers did sign up, but it appeared they didn't attend the event. Also, there could have been a mix up in the communication.

One suggestion is that a commissioner overseeing a certain activity get their own volunteers. It was mentioned that volunteers could be found through civic groups and churches as well.

It was also said that volunteers seem to shy away from doing face painting and maybe an alternative activity is needed such as tattoos or an additional craft.

Another suggestion was that we request volunteers for specific activities so they know what they are signing up for from the start. It was also mentioned that volunteers would feel more responsible to attend the event if they had a specific assignment.

It was also suggested by the Park District that the event run only 3 hours instead of 4 hours since the event seems to have many less people after 2 p.m. Many Park District events are 2 hours or 2.5 hours and those who attend will typically come for the duration of the event. 3 hours would be plenty of time to accommodate everyone, and it could be easier timeframes for volunteers.

Shortening the event also will cut some cost of the event which is also a plus.

It was also mentioned that if the timing of the event was shortened, it may affect the timeframe for the scarecrow building and announcement of winners.

Commissioner Scott Rowader add that for next year's event he has secured a professional pumpkin carver which everyone thinks will be a wonderful addition.

Tree Lighting

Commissioners Kevin Seifert and Colleen Engle met to discuss some additional activities that could occur after the Tree Lighting ceremony. The goal of the commission is to make Tree Lighting more of a substantial event instead of it being only a lighting ceremony. The Commission has added two trolleys that will drive a route from North School Park to Harmony Park and make three stops for people to get out and do an activity or stroll through Downtown.

The stops are North School Park, the Museum and in front of Metropolis (near Harmony Park.) The stops are the same as last year. Commissioner Engle said she found an ice carver who can do an ice sculpture for \$900 - \$1,100 in Harmony Park. The Commission thought that was a great addition and decided to have him start around 4:30 p.m. since he works on the sculptures for 3 hours. He will work on two ice sculptures starting at 4:30 p.m., which will entertain people who will be Downtown instead of North School Park. The sculptor would also still be working on a sculpture after the lighting for those who come to Harmony Park via the trolley.

Another thought was to add small trees to Harmony Park that could be decorated by groups. Liaison Nancy Kluz said that the Village had a Take a Bough decorating program for a while in Harmony Park but due to the conduit in the ground, nothing can be staked in the park. Also, the Village hosts Holiday Happenings @ Harmony the following weekend. She said if even the trees were in stands and not staked, the electrical cords would pose a problem.

The two commissioners also suggested that there could be a letter-writing station at the Museum where kids could write letters to Santa and place in a special mailbox. In addition they could be read a holiday story. The Commission also talked about having a special mailbox placed at Harmony Park where kids drop off the letter they wrote at the Museum. A concern expressed was whether there would be an expectation to respond to letters.

There was discussion to have carolers at Harmony Park and to see if the group at North School Park could be shuttled to Harmony Park to sing there as well. Commissioner Katie Waszak said the carolers keep their clothes/costumes at North School Park administration center and they would need to travel with all of their gear to Harmony Park. The Commission decided that was too much of a concern since there is no place to keep their costumes/clothes at Harmony Park and it may be too much to haul on a trolley.

The Commission also discussed having a Santa at North School Park and at Harmony Park. However, there was concern that Harmony Park and/or North School Park may not be able to accommodate the crowds that would come out for both the Tree Lighting and a visit with Santa. Liaison Kluz also said that if one is hired, or if someone volunteers for that job there would be a need to do a background check. There may not be appropriate amount of time for that to be done. Commissioner Joe Skibbie also asked if people may complain that having Santa at the event is not providing equal rights to those of all beliefs, etc. the Commission said that was a very good point.

Chairman Joe Musolino said he preferred that the Santa idea be dropped this year due to time, concerns about crowds, whether it may be sensitive to some people if there is a Santa, plus cost and finding one willing to do the work on a holiday weekend and outside.

The Commission decided that they should keep the additional plans for Tree Lighting simple and see how it goes. They will just have an ice sculpture at Harmony Park and will set up a Holiday Wish Tree station at the Museum and see if the Museum has a tree that can be used.

Liaison Kluz said that someone will need to secure the caroling group from Hersey High School. Commissioner Seifert said he will reach out to the high school to set up the carolers.

Hearts of Gold

Liaison Kluz said the goal is to have information posted on Hearts of Gold and shared on social media, with the newspapers, by October 24. She will also email school leaders, civic groups, churches, etc. to draw more interest.

Chairman Musolino said it worked well to use the regular Commission meeting in December to choose the honorees. Liaison Kluz said that did work well if enough responses come in and the deadline to return nominations does not need to be extended. The deadline for nominations is set for 5 p.m. November 30.

Having no further business to discuss, the meeting concluded at 9:05 p.m.

Hearts of Gold February 18, 2017

Date of Event: 2/18/2017

Place: Rolling Green Country Club

Co-Chairs of Hearts of Gold:

Chairman Joe Musolino, Commissioner Laurie Mitchell

Hearts of Gold Tasks

Coordinating Nominations	Steven Fromm, Matt Ottaviano
Invitations	Joe Skibbie
Collection of Reservations	Laurie Mitchell
Correspondence to nominees, nominators, etc	Nancy Kluz
Photos of Winners & Arrangements	Joe Skibbie
Bios of Honorees	Commissioners each assigned honoree
Design & printing of Book/collect bios	Joe Skibbie
Request for Hearts of Gold sponsorships	Nancy Kluz
Centerpieces & Corsages/Boutonnieres	Colleen Engle
Ordering Awards	Steven Fromm
Nametags/Table Arrangements	Laurie Mitchell, Joe Musolino
Slideshow	Neil Scheufler, Chris Fahnoe
Invocation @ Banquet	Joe Musolino asks Mayor Hayes
Presentations @ Banquet	Everyone

Hearts of Gold Timeline

- **Publicity on Nominations & Event - October 24**
- **Deadline for Nominations – November 30**
- **Meeting to Choose Honorees – December 14, 6 p.m.**
- **Photos of Honorees Taken – first week of January**
- **Bios of Honorees Due – mid January**
- **Invitations printed & mailed – mid January**
- **Sponsorships due prior to program booklet being printed**
- **Program Booklet due just prior to event**

Hearts of Gold Budget

The event is to pay for itself through reservations and sponsorships – very difficult to achieve. The thought process for no funding is that the event is only for a small segment of the citizens and is not a large event open to all ages like Mane Event, etc. If we don't "break even" Village covers any extended costs but then we are considered to be "in the red" on that budget item

ITEM	VENDOR	2016 COST
Dinner	Rolling Green	\$60 per meal (reservation price) Total '15: \$13,900
Centerpieces (Balloons)	Balloons by Tommy contact@balloonsnytommy.com www.balloonsbytommy.com 14 Jumbo Foil Centerpieces 14 Bubble Centerpieces Delivery & Set-up (Elk Grove)	\$982 (total) • Jumbo Foil - \$490 • Bubble - \$462 • Delivery - \$30
Corsages/Boutonnieres	Mariano's	\$237
Awards	Great Lakes Awards heather@glawards.com www.glawards.com 847-549-0107 Heather Bennett	\$1,179,25
Invitations	Allegra Marketing Print & Mail 847-806-1160 Linda Buholte www.allegrampm.com # Ordered – 850 (less is needed)	\$355
Program Booklets	Allegra Marketing Print & Mail 847-806-1160 Linda Buholte www.allegrampm.com #Ordered – 260 (the number ordered has always worked well)	\$570
Name Tags	Office Depot	\$59.38

2016 HOG SPONSORSHIPS (last year)

Wells Fargo (Premium Sponsor) @ \$2,500
First Midwest Bank (Premium Sponsor) @ \$2,500
DKM&O - \$200
Palm Court - \$200

Hearts of Gold 2017 Budget

ITEM	VENDOR	2017 COST
Dinner	Rolling Green Katie Wegner, Member Relations Director 847.253.0400 x221 katie.wegner@clubcorp.com	Downpayment - \$500 Partial pay for 200- \$8,666.00 Final pay - \$1,634.83 Total: \$10,800.83
Centerpieces (Balloons)	Balloons by Tommy contact@balloonsnytommy.com www.balloonsbytommy.com 14 Jumbo Foil Centerpieces 14 Bubble Centerpieces Delivery & Set-up (Elk Grove)	
Corsages/Boutonnieres	Mariano's	\$220
Awards	Great Lakes Awards heather@glawards.com www.glawards.com 847-549-0107 Heather Bennett	\$2,008.25
Program Booklets		
Invitations	Visual Edge Dianna Ehrenfried 847-670-1993	\$695 (Creative and Printing)
Name Tags	Staples	\$65.98