



Agenda
Village of Arlington Heights
Special Events Commission
Commissions Room
33 S. Arlington Heights Rd., Arlington Heights, IL 60005
April 12, 2017
7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Approval of Minutes from the February, 2017 meeting.

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Spring Sweep Layout
- Porta Potty rental?
 - Advertising and Promoting
 - Timeline
- B. Adding Element to Existing Event:
- Focus on Tree Lighting?
 - Review Ideas
- C. Mane Event Update

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.

Minutes from the Special Events Commission Meeting held on March 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, Laurie Mitchell, Joe Skibbie, Kevin Seifert, Katie Newport, Matt Ottaviano, Amy Mazurowski, Neil Scheufler

Absent: Chris Fahnoe, Colleen Engle, Steve Fromm, Mike Prost

Minutes of the February, 2017 meeting was approved unanimously by the Commission.

2017 Hearts of Gold Recap

Chairman Joe Musolino asked the Commission to recap the Hearts of Gold event and to report what went well and what needs to be addressed for future events.

Comments included that the microphone did not work well and that needs to be addressed next year. It was also noted that the Commission will need to do a group "stand up" for all elected officials instead of trying to individually introduce them since it's easy to miss someone, which happened this year. The Commission discussed introducing the Village elected officials and then asking others to stand up for recognition. They agreed to come up with a different intro for officials for next year's event.

It was noted that some Hearts of Gold honorees spoke longer than the allotted time, but everyone agreed that is very hard to curtail.

Food service went much better this year, which enabled the program to get started earlier. It was noted that being able to start the presentation of the awards earlier is appreciated by all.

The group also agreed that the food and menu were great.

Liaison Nancy Kluz indicated that it may be nice to have someone at the event take nice photos of each honoree and the group. Those pictures could then be emailed to each winner after the event.

Commissioner Laurie Mitchell noticed that many people hung out at the event after it concluded. She said that was a sign to her that people enjoyed themselves and that the event did not run too long.

The group discussed whether Hearts of Gold should be held at Rolling Green again. Commissioner Neil Scheufler said that it is the only place that does not require a certain attendance in order to reserve the space. With other locations, the Commission was asked to meet a certain number in attendance or they would be asked to use a smaller room. A smaller room does not work well for the program.

Commissioner Mitchell said she will book Rolling Green again since the accommodations work well and there is no need to guarantee a number of participants.

Commissioner Mitchell had a budget of the event that she provided to Liaison Kluz. Liaison Kluz will compare it with the budget she has and what has been collected by the Finance Department. There will be

a future report on the complete budget for Hearts of Gold. It was added that the Commission needs to plan on using some of its sponsorship dollars towards balancing the cost of the event.

Spring Sweep, April 29

Commissioner Ottaviano, a co-chair of the event, said that everything is set with the Racetrack to use its parking lot for the event. He will schedule an on-site meeting with the Village to determine layout and needs for the event.

There was discussion about getting a porta potty. Liaison Kluz said that one was not needed at the Racetrack since there was a site where people could access a bathroom. Commissioner Ottaviano said he will check into the matter with the Racetrack to see if one needs to be rented.

Possible New Event

The Commission continued discussion on what new activity could be added to a current event. At last month's meeting the Commission felt there was no overwhelming excitement to plan an entirely new event. It was also difficult to find a time in the commission's calendar of events for a new event.

Commissioner Kevin Seifert said he brainstormed a few ideas of what could be added to current events. His thoughts were:

- 3x3 basketball tournament – added to Mane Event?
- Walk/Run/Bike – added to any event (don't know if Commission may want to add an existing run to a Special Events Commission event.)
- Kids craft stations at Tree Lighting
- STEM component to one of the existing events
- Tree Decorating contest for Tree Lighting (similar to scarecrow contest) Liaison Kluz noted that Harmony Park will be used the following weekend for the Holiday Happenings @ Harmony.
- Holiday Cookie Contest
- Selfie w/an Elfie scavenger hunt (find all hidden elf on a shelf elves in North School Park, take a selfie, post on social media.)

The Commission liked the ideas. It was agreed that it would be difficult to plan a new, successful event in 2017. There was also concern that the \$3,000 that was added for a new event is really not a lot of money to ensure the event can be well planned and successful.

Commissioner Seifert commented that many of the commissioners know that a lot of time can be used up in just brainstorming and researching a new event. He said the Commission is great at executing a planned event and that the difficulty comes in diving deep in planning a new event. It's very time consuming and adding a new element to an existing event can provide a positive outcome. If an added element seems to be very popular, it could always be spun off into a separate, stand-alone event.

Chairman Musolino said it appears that everyone is in agreement to try to add a new element to an existing event with the \$3,000 that has been added to the Commission's budget. Commissioner Seifert said he is happy to continue exploring something specific to add to another event.

Commissioner Amy Mazurowski commented that adding to an existing event sounds like the right thing to do. She said over the time she has been on the Commission she has noted that there are many other events that are planned by schools and organizations and it's very easy to select a time to do an event and then have it "compete" with some other larger event in the Village. She said the current event schedule works well and there is no competition with other events, which aids in having more people attend an event.

Chairman Musolino added that if there was a commissioner who was a champion for an innovative, new event and could take the time to plan it out well, it could work. The problem is that there is a time crunch for this year and it's hard for anyone to find the time it takes to put together something. Our biggest concern is to host an event that fails to be well attended.

Commissioner Scheufler agreed that an important component of a new event is finding a date that does not compete with other activities in the community.

Liaison Kluz said she discussed the Commission's interest in "adding onto an existing event" instead of planning a new event with the Village Manager. The input received was that it would be Ok for the Commission to spend the money allotted for a new event for a new element added onto an existing event. That would be preferred over using the funds for giveaways, banners, etc. She also cautioned the Commission that there are no guarantees the \$3,000 will be budgeted again the following year.

Commissioner Joe Skibbie said that the health, exercise, fitness event is still a good idea. The event was previously discussed as a new event. He said if it's something everyone is excited about, it could be easily done for \$3,000. He did add that while he likes the idea, he does not have the personal time this year to fully research and plan it.

Commissioner Skibbie talked about brainstorming at the next meeting. Commissioner Mitchell said there seems to be a lot of interest in adding something to Tree Lighting and her thought is that maybe the group should make that a focus. The group agreed to focus on adding to the Tree Lighting event.

Commissioner Ottaviano asked the Commission to remember that while the trolley rides were a successful addition to Tree Lighting, the one trolley stop will not be having the Wreath competition this year. He said consideration should be given to possibly having the Trolley stop change or doing an added activity on the Museum grounds since the Wreaths will not be done next year.

If Commissioners have more ideas for an element to add to Tree Lighting, they should bring them to the next meeting.

Mane Event Update, August 4

Chairman Musolino said he has a lead on a few good bands to book. He reached out to "Student Body," which is a high energy group. Commissioner Scheufler said they are an excellent, popular group. Commissioner Ottaviano agreed as he is familiar with them.

The other group that may be booked is "Libido Funk Circus," which the Commission had several years ago at Mane Event.

Chairman Musolino said he expects to receive contracts from both groups soon.

Liaison Kluz said she will be at a wedding in Montana and is unable to attend the Mane Event. She said it's critical that someone needs to be on site as of 3 p.m. to help direct setup of the jumpy house, the tables in the middle of Vail, the Commission's booth, the band arrivals, etc.

Having no further business to discuss, the meeting ended at 8:50 p.m.