

**EVENTS COMMITTEE MEETING
JUNE 21, 2011 – 5:00 P.M.**

Chairman Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Bill Clow, Mark Lancaster, Barb Rowe, Mike Vest and Jay Schulz. Members Wanda Marzahl and Darrell Perkins were absent. Also present was Karen Sutera.

AUDIENCE PARTICIPATION: NONE

MINUTES OF MAY 17, 2011 – APPROVED

Moved by Barb Rowe, seconded by Mike Vest to approve the Events Committee Meeting Minutes of May 17th, 2011, as presented. All ayes. Motion carried. Bill Clow abstained.

TREASURER'S REPORT

In lieu of the full Treasurer's Report, an expense/revenue report was submitted. Moved by Mike Vest, seconded by Bill Clow to approve the report as submitted. All ayes. Motion carried.

Scott related that future financial reports for the rodeo will reflect the balance still due Big Hat Rodeo and the dollar amount that the Chamber put in towards the prize money.

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- Scott reported that Terri Williams has offered to sell ads for the souvenir program with the revenue split 50/50. Moved by Bill Clow, seconded by Jay Schultz to approve a 50/50 split with Terri Williams for the ads sold for the souvenir program. All ayes. Motion carried.
- Moved by Bill Clow, seconded by Mike Vest to waive the vendor space fee of \$200 for Darrel Wagner, D & K Laser Enterprises in exchange for selling souvenir programs and t-shirts at their booth. Scott suggested that the Tri County Pro Rodeo logo be put on the mugs and marking the price up \$1 or \$2 to go to the rodeo. All ayes. Motion carried. Lori Moller abstained.
- The Committee discussed the proposed menu for M & M Concessions with the recommendation that they not be allowed to sell nachos or hot dogs; the other optional and breakfast menu items would be allowed.
- Mark and Scott reported on the grounds layout and bleachers. Mark is working with a Vicki to get two additional trailers that can hold bleachers which will allow more space for seating if needed. The south end of the arena will be standing room.
- The Special Event Liquor License will be on the next City Council agenda for approval.
- Mark and Scott met with Lenora and the only thing the arena needs is to be regraded.
- A flat bed trailer will be set up on the east side of the north end of the arena for the announcers and will be used for the band after the rodeo.
- Posters are ready for distribution.
- Moved by Bill Clow, seconded by Mark Lancaster to put in a ½ page ad in the July 1st issue of the Main Line in amount of \$351 (color for the price of black/white). The consensus was to have John design the ad. All ayes. Motion carried. Jay Schulz abstained. Lori will send Jay and Bill a list of the rodeo sponsors.
- The Committee reviewed the quote for the sticker type front page ad in the Northwest Herald at a cost of \$65/1,000. Moved by Bill Clow, seconded by Mike Vest to approve the ad in Zone 4 with a circulation 6,015 (Mchenry, Richmond, Ringwood, East Wonder Lake and Spring Grove) on Thursday, July 21st. All ayes. Motion carried.
- Mark reported on upcoming promotions for the rodeo:
 - Heritage Days Parade in Belvidere on Sun., June 26th, with County Line band playing on the float
 - Sharon Parade on July 4th
 - Possibly the Roscoe Parade on July 16th or 17th
 - County Line is playing this weekend at Boone Creek and will be pushing the rodeo
 - Chevy Open House/Rodeo Kickoff is July 23rd
 - Rodeo Kickoff at The Grove is also on July 23rd in the evening
- Bob Burkart and Dr. Crosby are working on parking. Scott thought we would be alright with the main parking lot and gravel area, but Lori will contact Mary Glossen to get permission to use the old potato factory as overflow. Volunteers will park in the back by the railroad tracks.

At 5:42 p.m., moved by Barb Rowe, seconded by Jay Schulz to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary