

**EVENTS COMMITTEE MEETING  
JOINT MEETING WITH CHAMBER OF COMMERCE  
JULY 5, 2011 – 5:00 P.M.**

Chairman Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Mark Lancaster, Barb Rowe and Jay Schulz. Members Wanda Marzahl, Bill Clow, Darrell Perkins and Mike Vest were absent. Also present were Crystal Musgrove, Vicki Schulz, Kim McFarlin, Sandy Nolan and Joe Miller.

**TRI COUNTY PRO RODEO JULY 30-31, 2011 - SUB-COMMITTEE REPORTS**

Treasurer (Vicki Schulz, Lori Moller)

Sponsors (Crystal Musgrove, Wanda Marzahl, Mark Lancaster)

Sponsorship levels:

Presenting Sponsor (1 @ \$5,000) – Harvard Chevy-Buick-GMC

Grand Champion (1 @ \$3,500) – Mercy Health System

Performance (2 @ \$2,500) – Behr Recycling

Event Partners (7 @ \$1,000) – Hometown Landscaping

Chute Gate (6 @ \$750) – Adams Collision, Harvard Ford, Logan Actuator, Sign Crafters, Brown Bear Daycare

Kids (2 @ \$500) – Wal Mart, The Grove, Lehde Insurance Agency and Saunders & McFarlin

Vendors (Lori Moller, Vicki Schulz, Sandy Nolan, Chuck Marzahl, Vicki Schulz, Scott Logan, Jay Schulz)

Kountry Kettle Corn

Twin Garden Farms

Avon

La Rosita Super Market

Richmond Don n Suds

Sunshine Farms (Pony rides)

D & K Laser Enterprises

3-T Mechanical Bulls

Chiro One Wellness Center

Rocky's Hot Dogs & More

A Touch of Bling

M & M Concession

Crystal and Lori are working on the vendor layout so Scott can put on the overall layout.

Advertising (Crystal Musgrove, Scott Logan, Mark Lancaster (Jay Schulz will help to coordinate)

- The yard type signs are done and available at City Hall.
- Advance ticket locations: Chamber, City Hall, Swimming Pool, Chevy, Ford, Sullivan's (Harvard & Belvidere), New Balance in Crystal Lake, Sign Crafters in Hebron, Kip & Debs in Sharon, Dogs n Suds in Richmond, The Grove in Poplar Grove and Behr Recycling in Woodstock.
- Mark will ask 98.5 about a proof of our paid ad.
- Crystal outlined her ideas for the Rodeo Countdown the week before the rodeo:
  - Harvard Chevy is not going to have their open house/rodeo kickoff on June 23<sup>rd</sup>
  - Mark will be at The Grove for a promotional rodeo kickoff in the evening with some ticket giveaways.
  - Big Hat Rodeo is coming out with cowboys/cowgirls on July 27<sup>th</sup> for a kids' program. Itinerary is 9:30 a.m. at Sharon Library, 10:30 a.m. at Trinity Lutheran Church, 11:30 a.m. at Harvard Library, 12:30 p.m. at Brown Bear Daycare, 1 p.m. lunch, and going to Harvard Ford, Harvard Chevy, Harvard Retirement Home and Mercy Harvard Home Care Center in the afternoon.
  - Put a cowboy hat on Harmilda and let people get their pictures taken.
- Scott and Mark are working on creating a new playlist with country western music to be played on Ayer St.
- Lori will contact Terri Williams to order 50 more posters.
- A copy of the Souvenir Program was passed around. Terri has sold 22 ads to date.
- Abi is calling businesses to sell the arena signs at a cost of \$100 ea; two have been sold so far.

Kids Program (Bill Clow, Scott Striegel, Kim McFarlin)

- Kid's Program Signs with Stick Horses to be placed at City Hall, Harvard Savings Bank (both locations), Castle Bank, Harvard Library, Sharon Public Library, Brown Bear Daycare. Crystal will ask Sullivan's and Harvard Chevy and Mark will ask the Grove if they want to display.

- True Value has donated 100 yard sticks for the Kids Program and Crystal is looking into the cost of ordering another 100 that we would purchase.

Liquor (Mayor Nolan, Darrel Perkins, Scott Logan, Andy Wells, Chief Kazy-Garey, Mark Lancaster, Greg Bontz)

- Everything is set for the beer tent; we will be selling beer, wine coolers and water.
- Crystal suggested having 2 people for the ID check and 4 people to actually sell beverages.
- Scott suggested a limit of 2 drinks per person at a time.

Grounds (Scott Logan-Chair, Darrell Perkins, Mark Lancaster, Mayor Nolan, Bob Burkart, Chief Kazy Garey)

- Discussed borrowing one of the big tents like we used at the Pig Roast for picnic tables. Also discussed setting up regular tables and chairs under the tent; Sandy will check with Fr. Paul.
- Scott related that he spoke with Chief Harter who clarified that the Fire Protection District will have two staffed ambulances on site and will provide their tanker to fill the water tanks for the animals and if needed, to wet down the arena before the rodeo. At Scott's suggestion, the consensus was that any member of the HFPD who came in uniform and didn't take a paying seat would get in free.
- Crystal related that if snow fence is needed in the back, we need to advise Supt. Burkart because it takes about a week to put up.
- In addition to the tables needed for the food area section, 10 picnic tables will be needed on the east end of the barn where the kids program is being staged for the various stations.
- Grounds set up Friday, July 29<sup>th</sup> at 8 a.m.
- There was discussion on whether volunteers would pay or get in free. Crystal suggested that after volunteers purchase a ticket, they can sit in the unused VIP seating in the reviewing stand as available.

Designer Team (Bill Clow, John Trione)

- The sticker type ad on the front page of the Northwest Herald is scheduled for July 21<sup>st</sup> in Zone 4 at a cost of \$65/1000 stickers. Crystal will forward the proof when it comes in.

Parking (Jim Olson, Joe Miller, Dr. Crosby, Crystal Musgrove, Bob Burkart)

- Lori will clarify with Bob that the AM Vets will handle the parking detail at both entrances. We have received verbal permission from Mary Glossen to use the potato factor for overflow parking as needed. Parking will cost \$3 with AM Vets to receive \$1 per paid parking. Volunteers will park in the vicinity of the dairy barn with a vendor/volunteer parking pass.
- The consensus was to not charge for parking for the kids program and start charging for parking Saturday at 4:30 p.m. and Sunday at 1:00 p.m.
- Crystal will ask the Chief about putting "No Parking Police Order" signs on Lawrence Rd.
- Joe will be available on horseback to help with parking for the kids program.

Dance (Mark Lancaster)

- Dance tickets are \$5 and will be sold at the ticket trailer after 8 p.m.

Miscellaneous

- Crystal and Lori to work on a volunteer sign-up sheet.
- A private autograph session with the riders will be set up with the sponsors immediately after the performance.
- Crystal suggested having volunteers go around during intermission with a survey; completed surveys to be turned in for a free dance ticket.
- We still need individuals to sing the national anthem. Suggestions were to contact Clarisse Iftner and the churches to see if anyone was interested. Mark reported that County Line would be willing to sing the anthem Saturday evening.
- The Committee discussed whether or not to sell t-shirts this year with the date and sponsors on the t-shirts. The estimate from First Place Promotions and Awards for the shirt and imprint is \$7 each for Youth and Adult S – XL and \$11 each for Adult XXL & XXXL plus a one-time screen for three colors (3 @ \$22); minimum order is 144 pieces. Moved by Jay Schulz, seconded by Scott Logan not to proceed with t-shirts this year and revisit next year with clarification in the partner contracts. All ayes. Motion carried.

The Committee also discussed whether or not to have staff t-shirts with "cow hand" on the back instead of staff. Moved by Scott Logan to purchase staff t-shirts from First Place Promotions and Awards per their submitted design that isn't date specific. There was additional discussion on whether or not volunteers should purchase their own t-shirts or if the committee would purchase them. Jay felt that volunteers shouldn't have to purchase their own shirts. Motion died for lack of a second. After further discussion, the consensus was to just use the Event Committee lanyards to identify volunteers.

The next meeting will be on July 12<sup>th</sup>, 2011 at 5 p.m. at City Hall.

At 6:18 p.m., moved by Jay Schulz, seconded by Lori Moller to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary