

**EVENTS COMMITTEE SPECIAL MEETING  
SEPTEMBER 18, 2012 – 5:00 P.M.**

Chairman Scott Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Wanda Marzahl, Amy Bittner, Bill Clow, Laura Evers, Stephanie Freimund, Tammy Herrera, Mark Lancaster and Jay Schulz. Member Barb Rowe was absent. Also present were June Vickery, Amy Stech, Katie Ostler and Michael Gomez.

**AUDIENCE PARTICIPATION: NONE**

**MINUTES OF AUGUST 21<sup>st</sup>, 2012 – APPROVED**

Moved by Bill Clow, seconded by Mark Lancaster to approve the Events Committee Meeting Minutes of August 21<sup>st</sup>, 2012, adding Stephanie Freimund to the attendance list. All ayes. Motion carried. Lori will double check to make sure Stephanie is on the distribution list.

**TREASURER'S REPORT - APPROVED**

Moved by Bill Clow, seconded by Jay Schulz to approve the Treasurer's Report as presented with a cash on hand balance of \$6,339.09. The actual invoice from the Northwest Herald for the stickers for the rodeo has not been received yet and there is outstanding revenue from Auto Villa in amount of \$90 and Walgreens in the amount of \$50 for ads in the Souvenir Program. All ayes. Motion carried. Mark Lancaster noted that he owes the Events Committee for 37 bottles of water that were in the cooler from the Mud Volleyball Tournament.

**PURCHASE OF ENVELOPES - APPROVED**

Chairman Logan brought up discussion on purchasing standard white envelopes with the City logo and Events Committee return address. Moved by Jay Schulz, seconded by Bill Clow to authorize the expenditure of up to \$100 for the purchase of 1,000 standard #10 envelopes. All ayes. Motion carried.

**MOVIE NIGHT**

Jay reported on upcoming Community Movie Night dates:

- September 29<sup>th</sup> movie is *The Avengers*. If Jay needs help, he will send an e-mail to be distributed.
- October 20<sup>th</sup> movie is *Madagascar 3*. Tammy inquired about a two-sided backpack flyer for movie night and Fall Fest which Jay will need printed and ready to go by October 9<sup>th</sup> for distribution.

Moved by Bill Clow, seconded by Wanda Marzahl to renew the annual site license with Movie Licensing USA when it comes due, at a cost of \$350- \$400. All ayes. Motion carried.

**FALL FAMILY FESTIVAL – SATURDAY, OCTOBER 27<sup>th</sup>, 2012**

Tammy updated the Committee on the Fall Family Festival will be held Saturday, October 27<sup>th</sup>, 2012, from 8 am – 3 pm, and passed around the flyer for the event.

- Sheila Henson, Brown Bear Daycare has agreed to be the event sponsor in the amount of \$1,000. 00 which will help cover expenses. Brown Bear's logo will be on any printed materials and noted on the community sign. Tammy also told Sheila she could park the Brown Bear bus at the event.
- Tammy inquired if the Events Committee would be interested in having a booth with information for various events and volunteer sign up. Katie Ostler volunteered to man the booth for at least part of the day.
- There are 8 confirmed booths so far. Amy Bittner indicated that the 4-H Club will have a booth.
- Lori noted that New Hope Community Church might also be interested in volunteering.
- Tammy is getting various donations and would like to have a raffle the day of the event with the proceeds split between the Food Pantry and the local PADS Shelter. Lori will work with Tammy to get the raffle application on the next City Council agenda. Tickets would be sold at the Events Committee tent.
- Lori related that the Mayor said the electric on the lights could be utilized for the day once the lights are turned on. Scott recommended that Tammy contact Steve Santeler, Comm. Development Dept. to check the power rating on the lights to make sure there is sufficient amperage.
- Tammy will send the volunteer letter to Bill Clow who will forward to the principals of each school to be disbursed to various organizations within the schools.
- Michael Gomez, HHS Community Service Club was given dates to take back to Mr. Wilhoit for volunteers.
- Tammy related that Suzie Hereley spoke with Mayor Nolan and received approval to use the sidewalks for the chalk art.

## CHRISTMAS IN HARVARD/VISIT WITH SANTA – DECEMBER 1<sup>st</sup>, 2012

Scott noted we will be using the Starline for all of the events. The main banquet room would be for Women for Harvard, Craft Show, kids crafts, snacks. The hallway and small room to the west of the banquet room will be used for the Gift Shoppe. The Gift Shoppe will be closed off at doorway from the banquet room (no parents beyond that point). The small room will be for the gift shoppe and the hallway for wrapping gifts. The event will use the entrance by the radio station with the west entrance not open to the public.

Laura suggested seeing if the artists studios would like to be open that day.

### Advertising & Marketing (Laura/Wanda/Jay)

Last year we used posters and tri-fold brochures.

The Committee discussed ways to let clubs and organizations know about the parade and other events. Jay will do a preview article in the October Main Line for parade participants, craft fair vendors, volunteers and sponsors. Also discussed doing a flyer insert in the November 2<sup>nd</sup> issue in place of an ad. The cost for insertion is \$240 plus printing which costs around \$200. The Main Line no longer does their own printing and pays someone else to do their printing. If we do the printing, Jay indicated the Main Line would need 6,000 copies. It was suggested that we design a flyer that could be used as both a backpack flyer and insert in the Main Line. Wanda will contact Roger Schneider at Northwest Printing to see if they would be willing to be a sponsor. The Advertising Committee was directed to work on it and report back to the Committee at the next meeting.

### Carriage Rides (Wanda)

Scott will let Wanda know if his source for the sleigh rides is still interested. If not, Wanda will contact Terry Leonard.

### Coloring Contest (Bill)

#### Craft Show (Tammy/Lori)

- Applications will be passed out during Fall Fest
- Craft show hours are from 10 am – 4 pm
- Tammy inquired about purchasing donuts and coffee for vendors. Lori suggested asking Swiss Maid Bakery or Harvard Donut if they would donate donuts which could be offered during set up.

#### Breakfast with Mrs. Claus (Wanda/Lori)

Wanda will contact Agija at Kelley's Restaurant to make sure we can use the restaurant after which Lori will contact Julie Zell to see if she was interested in being Mrs. Claus again this year.

#### Entertainment (Katie)

- Bill will contact the Madrigals to see if they would perform against his year and be on the float; also Corey for the band.
- Jay suggested contacting Tomphoolery to see if they would like to perform.
- Katie suggested having Katie Bendorf and her violin students perform.

#### HFPD Smokehouse (Wanda)

Wanda will contact Jeremy Adams to see about arrangements for the smokehouse.

#### McHenry Co Historical Society "The James" Bus (Wanda)

Tammy related that the county is having difficulties getting a driver for the bus.

#### Parade (Mark)

- The parade route will be the same as last year except it will end in front of Starline on Front St. (Diggin's to Page to Front).
- Moved by Bill Clow, seconded by Jay Schulz to approve \$225 for prizes for parade participants (\$75 for each of the three categories). All ayes. Motion carried.

#### Raffle (Lori/Tammy)

Will use the same design as last year.

#### Santa's Gift Shoppe (Amy Bittner)

- Hours will be from 10-noon and 1-4 (closed from noon-1)

- Set up will be the night before.
- Need to take inventory of existing decorations to determine what is still needed. Scott suggested looking at inexpensive free standing decorations from Oriental Trading.
- June indicated that Women for Harvard have a Christmas Tree as part of their set up, so another one may not be necessary.
- Lori was directed to request use of Milk Day's Sandwich boards for use day of the event.
- Discussed having our next meeting at Starline.
- Amy will sit down with Sandy Nolan about the Gift Shoppe and will ask Jeanine Creviston if she would like to coordinate the kid's crafts.

#### Sponsorship (Wanda)

Scott will update the logo on the sponsorship application.

#### Visit With Santa (Women For Harvard) 1-4 pm

The Events Committee will purchase the treats that are handed out and any proceeds will be split with Women For Harvard. Each child would get a ticket which would be good for one cookie and hot chocolate; anything beyond that would have to be paid for. A ticket could also be given to the crafters.

#### Window Decorating (Stephanie)

- Chairman Logan related that any business that faces Ayer St from Five-Points to Park St. or any business that faces the cross streets one block either way would automatically be in the Window Decorating Contest. Last year, the chairman had a letter that was hand delivered to businesses; Lori will get a copy to Stephanie. Mark volunteered to assist distributing letters if needed.
- Edward Jones won the contest last year and receives a free business card ad in this year's brochure.
- Stephanie to pick out the decorating theme.
- At Amy Stech's inquiry, the Committee related that we have had a residential decorating contest in the past but it proved to be difficult to judge because the locations are all over town.

Chairman Logan called a Special Events Committee for Tuesday, October 9<sup>th</sup>, 2012, at 5 p.m. for Christmas in Harvard. Jay will coordinate with Teresa to have the meeting at Starline.

#### **NEW YEARS EVE KIDS BASH – DECEMBER 31<sup>st</sup>, 2012 10 am - noon**

- Amy Stech referred to her e-mail that she was unable to find someone to take over this year for Kids' Bash but had people offer to help. She is willing to plan the event but would like to be free the day of the event to attend with her own children. Amy asked if someone would be interested in getting volunteers. Chairman Logan suggested that Amy Bittner give her contact info for the groups at the schools who need to do community service (Harvard Prairie Toppers, Bret Wilhoit's class).
- Event will be similar to last year with games, craft, snack and music. Jason Chupich will be in charge of games. Amy is going to contact a children's musical entertainer that performs at the Woodstock Library and does concerts in park and is looking at having entertainment for a set time rather than for the whole event. Amy doesn't have price yet from Happy Hop for the two bounce houses. There was discussion about using personally owned inflatables, with the consensus to continue to rent because of liability concerns.
- Moved by Scott Logan, seconded by Jay Schulz to authorize a budget of \$500 for the Kid's Bash. Amy asked if the budget could be increased to \$600 as it was kind of tight last year. Scott and Jay amended their motion and second respectively to increase the budget to \$600.00. All ayes. Motion carried.
- Amy said her neighbor works for Aero Industries/Aero Plastics and thought they might be willing to help out; Amy will contact them see if they would be interested in being a sponsor.

#### **OTHER EVENTS**

Tammy suggested having a Haunted House or Hayride next year. The general consensus was to look into the event next year with the consideration to do as part of Fall Fest or encourage a high school group or other organization to do the event. Also suggested was to see if we could use one of the empty buildings downtown. Tammy will bring it up for discussion after Christmas in Harvard.

At 6:12 p.m., moved by Jay Schulz, seconded by Bill Clow to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary