

**EVENTS COMMITTEE SPECIAL MEETING
NOVEMBER 20, 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, Stephanie Freimund, Tammy Herrera, Mark Lancaster and Jay Schulz. Members Laura Evers and Barb Rowe were absent. Also present were June Vickery, Rhaven Hall and Katie Ostler.

AUDIENCE PARTICIPATION: NONE

MINUTES OF OCTOBER 9th, 16th & 29th, 2012 – APPROVED

Moved by Bill Clow, seconded by Tammy Herrera to approve the Events Committee Meeting Minutes of October 9th, 16th & 29th, 2012, as presented. All ayes. Motion carried.

TREASURER’S REPORT - APPROVED

Moved by Lori Moller, seconded by Mark Lancaster to approve the Treasurer’s Report as presented with a cash on hand balance of \$7,759.19; there is \$1,060.00 outstanding sponsorship for Christmas in Harvard. All ayes. Motion carried.

COMMUNITY MOVIE NIGHT

Jay reported on upcoming Community Movie Night dates:

- December 8th movie will be *Brave*
- January movie will be *Ice Age 4*, date to be determined

At Mark’s inquiry, Jay noted he hasn’t had opportunity to look into equipment for outdoor movies. If necessary, we could probably rent equipment again from the City of Woodstock.

TRI COUNTY PRO RODEO

Chairman Logan noted that the Events Committee needs to make a decision whether or not to proceed with the Tri County Pro Rodeo.

Amy Bittner related information from a rodeo company she contacted, Hedrick Family Rodeo out of Arkansas; they are mailing her additional information including their prices. They are IPRA sanctioned so they would draw from the same potential pool of riders. Their base price includes the cost of bleachers for 1,500 seats; they can provide additional seating up to 4,000 and would charge \$1 per seat beyond the initial 1,500 seats. Hedrick’s performance is similar to Big Hat Rodeo’s but they also offer trick riding. We would need to provide a 70 horse tractor with a front end loader and tiller on the back. Amy is also getting a packet from the Professional Rodeo Cowboys Association. Bill Clow indicated he was at the Chamber Board meeting earlier in the day and related that the Chamber felt they made a commitment to Big Hat Rodeo and indicated they would like to remain with Big Hat for the next 3-5 years.

Chairman Logan updated the Committee on Wal-Mart’s efforts to get “big name” entertainment, with a portion of proceeds to benefit the Children’s Miracle Network.

The Committee discussed ways to monitor expenses, increase revenue and get more volunteers both pre-event and during the weekend of the rodeo. Chairman Logan suggested that each subcommittee be given a set budget with spending limitations. Bill related a Chamber recommendation that a couple members of each board be on a committee that would make some of the detailed decisions. The Events Committee members were encouraged to be on a rodeo sub-committee. Steph suggested contacting various tri-county service clubs/groups, such as 4H, to bring in more volunteers.

Moved by Wanda Marzahl, seconded by Tammy Herrera to recommend to the City Council to proceed with the 3rd Annual Tri County Pro Rodeo, with tentative dates of July 26th & 27th, 2013, with the following conditions:

1. Authorize the Mayor to sign the contract with cost not to exceed \$23,000.
2. A letter of agreement be executed between the City of Harvard and the Chamber of Commerce outlining financial and other obligations of each party.
3. Details of the rodeo be referred back to the Events Committee.

All ayes. Motion carried.

Moved by Scott Logan, seconded by Bill Clow to appoint Mark Lancaster as the Rodeo Chairman for the Events Committee. All ayes. Motion carried.

Mark asked for volunteers for the various committees. Wanda volunteered to help with sponsorship and Tammy will help with tickets.

REVIEW/COMMENTS FALL FAMILY FESTIVAL – SATURDAY, OCTOBER 27th, 2012

Tammy related that Fall Fest went very well. The following ideas/comments were discussed:

- Start Fall Fest at 10 am instead of 8 am
- Tammy felt that the cross streets should not be kept open to through traffic and should be completely closed off for safety reasons.
- Lori related the Mayor's suggestions that we use the blue trash cans especially by the food vendors and to be careful that the sidewalk chalk art is not on the bricks.
- Wanda suggested getting the letters to the downtown businesses a couple weeks ahead of the event.

CHRISTMAS IN HARVARD/VISIT WITH SANTA – DECEMBER 1st, 2012

Advertising & Marketing (Laura/Wanda/Jay)

Moved by Bill Clow, seconded by Wanda Marzahl to have Sign Crafters update the banners (general Christmas in Harvard with new date and Parade with this year's sponsors). All ayes. Motion carried.

Moved by Scott Logan, seconded by Tammy Herrera to order signs from Sign Crafters as follows:

- (1) pair for sandwich board: Christmas in Harvard with arrow (one left and one right arrow) to be placed in front of Starline.
- (1) pair for sandwich board: Carriage Rides Here to be placed where carriage rides are.
- (1) pair for sandwich board: Carriage Rides with arrows to be placed near the entrance to Starline.
- 2 x 3 Sign with grommets in the corners to be placed on the railing in front of the Municipal Building stating Christmas in Harvard with arrow pointing to the left towards Starline and Carriage Rides with arrow pointing right pointing towards the location of carriage rides.
- (10) double sided signs that say Christmas in Harvard at Starline

All ayes. Motion carried.

Carriage Rides (Wanda)

Wanda reported that the carriage rides are all set.

Coloring Contest (Bill)

Bill reported that coloring sheets will go out next Monday to be returned Friday. Winners will be announced at Starline the day of the event.

Craft Show (Tammy/Lori)

Tammy reported we have 12 vendors so far. At Tammy's inquiry, the consensus was that she could either try to get donations or purchase donuts for the vendors.

Breakfast with Mrs. Claus (Wanda/Lori)

Julie Zell will be Mrs. Claus and would also like to come to the Starline Bldg. after the parade. Chuck Marzahl will pick Julie up at Kelley's after Breakfast with Mrs. Claus and take her to the parade route.

HFPD Sparky (Wanda)

The HFPD will participate inside the Gift Shoppe area with their mascot "Sparky".

Entertainment (Katie)

At Katie's inquiry, Bill confirmed that the Madrigals will be in the parade and should be able to perform at Starline after the parade.

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

The James will be here and will be parked along Front St. between the municipal building and the east end of the Starline building.

Parade (Mark)

- Applications have been received from Front Street Tap, Harvard Wal-Mart, Free Spirit, Harvard Chevy and Harvard Ford
- Mark noted he needs volunteers (18 yrs. of age or older) to man the intersections that are blocked during the parade. Amy will check with Brett Wilhoit to see if any of the Community Service Club students are 18.

Raffle (Lori/Tammy)

Raffle tickets were passed out to committee members. Tickets are \$5 each or \$20/5 tickets and should be returned by day of the event. Crystal will let us borrow the Chamber's raffle drum.

Santa's Gift Shoppe (Amy Bittner)

- Amy has received e-mail confirmation that the packages from Gifts N Things have been shipped.
- Amy noted that more room will be needed by the kitchen area by the first set of pillars to set up for refreshments and space for the kids to fill out their tags. Road cones will be used to separate the Gift Shoppe from Visit with Santa.
- Set up/decorating for the Gift Shoppe will be Friday evening beginning at 5 p.m. Women for Harvard will start setting up at 7 p.m. Because of the outlet situation, we will not be using the lighted garland and will just use regular garland. Mark will also set up the dj area Friday night in the back corner.

Sponsorship (Wanda)

Wanda reviewed sponsorship to date:

Overall Event Sponsor: Catty Corp and Starline Gallery - \$250 ea.

Horse Drawn Carriage: Mercy - \$600

Santa: Brown Bear Daycare - \$200

Coloring Contest: American Family Insurance, Saunders & McFarlin, Brown Bear Daycare - \$100 ea.

Parade Prizes: Harvard State Bank, Harvard Savings Bank, Castle Bank and Arrowhead Industrial Park - \$75 ea.

Santa's Gift Shoppe: Hvd Comm Credit Union, Saunders & McFarlin, Parking Lot Svcs., Harvard Savings - \$50 ea.

Mrs. Claus: Hair Designer, Twin Garden Farms, Dr. Hagenbruch - \$30 ea.

Brochure Business Card ads: RRVBC, Adams Collision and Romenesko Hardware \$100 ea. Last year's window decorating contest winner, Edward Jones, gets a free business card ad.

Moved by Wanda Marzahl, seconded by Bill Clow to split the Visit with Santa sponsorship with the Women for Harvard in the amount of \$100.00. All ayes. Motion carried.

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

- At June's inquiry, Amy confirmed that Subway has donated 540 cookies, which will be individually wrapped.
- June noted that Rhaven will be attending meetings in the future as the Women for Harvard representative.
- Tammy will check to see if she can purchase hot chocolate in bulk that is packaged in individual packets. If she can't, everything will be picked up at Sam's. (Coffee, hot chocolate, cups, sugar, creamer, chips)

Window Decorating (Stephanie)

Stephanie distributed letters to businesses on Route 14 and Ayer Street today; the theme is "Up on the Rooftops". She has called three churches in town to see if their pastors would judge the contest.

NEW YEARS EVE KIDS BASH – DECEMBER 31st 2012 10 am - noon

The following committee members are available to volunteer for the Kids Bash: Mark, Stephanie, Tammy, Bill, Wanda, Lori and Katie.

OTHER EVENTS: NONE

At 6:20 p.m., moved by Bill Clow, seconded by Wanda Marzahl to adjourn the meeting. All ayes. Motion carried.

Submitted by:

Lori Moller, Secretary