

SPECIAL EVENTS COMMITTEE MEETING
November 4, 2014

Chairman Marzahl called the meeting to order at 5:00 p.m. Committee members present: Chuck Marzahl, Lori Moller, Wanda Marzahl, Bill Clow, Laura Evers, Stephanie Freimund, and Mark Lancaster. Committee member Tammy Herrera was absent. Also present was June Vickery representing Women For Harvard and Dawn Bihlmaier, Cheyanne Bihlmaier and Cheyenne Slavin.

PUBLIC COMMENT AT MEETINGS

Moved by Wanda Marzahl, seconded by Lori Moller to adopt the rules for public comment as outlined in Ordinance 2014-121, Adding Section 2.05F to Establish and Record Rules for Comment. All ayes. Motion carried.

PUBLIC COMMENT: NONE

MINUTES OF SEPTEMBER 16, 2014 – APPROVED

Moved by Wanda Marzahl, seconded by Mark Lancaster to approve the Events Committee Meeting Minutes of September 16th, 2014, as presented. All ayes. Motion carried.

TREASURER’S REPORT

Moved by Wanda Marzahl, seconded by Laura Evers to authorize payment to Sign Crafters for signs for the Zombie Run in the amount of \$199.50. All ayes. Motion carried.

Moved by Lori Moller, seconded by Bill Clow to approve the Treasurer’s Report as submitted with a cash on hand balance of \$1,245.22; outstanding receivables are \$1,380.00 for sponsorships to date. All ayes. Motion carried.

COMMUNITY MOVIE NIGHT

The next movie night will be November 15th, 2014, showing Walt Disney’s “*Planes Fire and Rescue*”.

FALL FEST - SATURDAY, OCTOBER 11, 2014

Stephanie reported Fall Fest was well attended. The Zombie Run had 16 entries which is double last year’s entries. Their recommendation is to hold the 2015 Fall Fest the first Saturday in October as a kickoff to fall because of the conflicts with both the 2nd and 3rd Saturdays in October with other events/festivals.

CHRISTMAS IN HARVARD - SATURDAY, DECEMBER 6th, 2014

Advertising & Marketing (Laura/Wanda/Steph)

- The Committee discussed advertising in the P’zazz Travel Package for a special section highlighting the Lake Geneva area for holiday events. Their distribution is the Chicago suburbs. Cost for ¼ page is \$489 and 1/8 page for \$353. The general consensus was that Christmas in Harvard is more for the community but this might be a good idea to look at next year for Fall Fest where we are trying to draw people from outside the area.
- Moved by Wanda Marzahl, seconded by Bill Clow to place a ½ page ad in the Harvard Main Line November 21st paper. All ayes. Motion carried. The flyer will be used for backpack mail.
- Discussed using the signs and banners. Some are generic but the banners may have a specific date. Lori will check to see what is downstairs.

Carriage Rides (Wanda)

Wanda contacted Terry Leonard and the cost is \$600 which is the same as last year. Discussed having coupons available that day that say “Free Carriage Rides” courtesy of Mercy Health System so people are aware that there is no charge for the carriage rides.

Coloring Contest (Bill)

Bill has the design for the coloring contest picked out. Wanda will double check on the sponsors and let Bill know.

Craft Show (Tammy/Lori)

We currently have eight vendors. Lori reported that Guzman Insurance called the office about being a vendor and giving away popcorn and/or drinks. After discussion, the consensus was to allow the popcorn but not cider or hot chocolate as the 4-H group will be selling beverages.

Breakfast with Mrs. Claus (Wanda/Lori)

Steph’s sister, Heidi, will be Mrs. Claus again this year. Wanda has worked out a separate menu with Kelley’s and is designing the menu.

Entertainment (Steph)

Steph has sent out an email to all the churches and school groups.

HFPD (Wanda)

Wanda will check with Jeremy Adams to see if Sparky will be available to be at the event.

Kids Crafts (Casey's)

Lori reported that Casey's General Store would like to sponsor the kids crafts. Amy Bittner has submitted a corporate request for \$100 for the event. Pat Nelson has a punch that can cut out trees and snowmen shapes for the cost of chipboard which can then be colored with markers and embellished.

Parade (Mark Lancaster)

Mark indicated that we will need 10-12 volunteers, 18 or older, to help with the intersections during the parade.

Raffle (Lori/Tammy)

We will have a raffle for the Christmas Stocking and the 50/50. Lori has ordered 50/50 raffle tickets.

Refreshments (Dawn Bihlmaier/4-H Group)

Dawn related this year's menu: hot dogs, chili, chips, prepackaged muffins, water, coffee and hot chocolate. Dawn is having difficulty finding a stainless steel insert to rent for the chili. Bill suggested she contact the Booster Club to see what they use for the concession stand. Dawn has done the paperwork for the temporary health dept. and has rented a steamer for the hot dogs.

Santa's Gift Shoppe (Amy Bittner/4-H Group and High School Soccer)

Amy was unable to be at the meeting.

Sponsorship (Wanda/Laura)

Mercy Health	\$600	Carriage Rides
Brown Bear	\$300	Santa and Coloring Contest
Saunders & McFarlin	\$150	Coloring Contest & Gift Shoppe
Starline Factory	\$250	Overall Sponsor
Hair Designers	\$30	Mrs. Claus
Hvd Comm Credit Union	\$50	Gift Shoppe

The Committee discussed whether or not to have a brochure this year and sell the business card ads. We ended up not doing a brochure last year but the prize for the Window Decorating Contest is a free business card ad. After discussion, the general consensus was not to do the brochure this year.

Visit With Santa (Women For Harvard)

June asked that the lettering on the poster be the same as last year. She also suggested having someone at the entrance directing people to various events. After discussion, the consensus was to have a map of the event instead of the brochure with business card ads on the back.

Window Decorating (Stephanie)

The Committee discussed whether or not to do the Window Decorating Contest. The Committee decided to have the contest but not to have a theme. The prize will be the traveling trophy.

NEW YEAR'S EVE KIDS BASH

Lori reported that Spring Geske stopped in and said she is definitely interested in doing the event again this year. Bill inquired if she had contacted the school for availability as the school is planning various basketball camps during the winter break. Lori will e-mail Spring.

OTHER EVENTS

Dawn Bihlmaier, Cheyanne Bihlmaier and Cheyenne Slavin passed out an updated proposal outlining details for the rabbit show to be held at the Moose shelter on October 24th, 2015, from 8 am - 6 pm.

At 6:00 p.m., moved by Wanda Marzahl, seconded by Laura Evers to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary

