

**EVENTS COMMITTEE MEETING**  
**December 15, 2015 - 5 pm**

Chairman Marzahl called the meeting to order at 5:00 pm. Committee members present: Chuck Marzahl, Lori Moller, Wanda Marzahl, Stephanie Freimund and Mark Lancaster. Committee member Tammy Herrera was absent. Also present were Alderman Mike Kelly, John Trione, Dawn and Cheyenne Bihlmaier, Ruth Rowe and Janet Hugg.

**PUBLIC COMMENT**

Chairman Marzahl introduced Janet Hugg who is attending the meeting with an interest in becoming a member. Ruth Rowe introduced herself and indicated she is the Chairperson of the Friends of Mt. Auburn and is attending the meeting to get information on upcoming events.

**MINUTES OF NOVEMBER 17<sup>th</sup>, 2015 – APPROVED**

A motion was made by Wanda Marzahl, seconded by Mark Lancaster to approve the Events Committee Meeting Minutes of November 17<sup>th</sup>, 2015, correcting the time the meeting was called to order to 5:03 pm. All ayes. Motion carried.

**TREASURER'S REPORT**

Wanda reviewed the Treasurer's Report with an ending cash on hand balance of \$3,336.11. Pending sponsorship revenue for Christmas in Harvard is \$630 (Mercy Health System - \$600 and Dr. Hagenbruch - \$30). Wanda will be contacting both Mercy and Dr. Hagenbruch. A motion was made by Lori Moller, seconded by Stephanie Freimund to accept the Treasurer's Report as presented. All ayes. Motion carried.

A motion was made by Wanda Marzahl, seconded by Mark Lancaster to approve the additional expenses for Christmas in Harvard as follows:

• Women for Harvard (½ of sponsorship money rec'd)	\$100.00
• Lori Moller (reimbursement Craft Show donuts)	\$ 32.34
• Tammy Herrera (reimbursement crafts/candy canes)	\$125.07
• Subway (lunch volunteers)	\$ 89.88
• Gifts N Things	\$993.40
• Harvard Prairie Toppers (Gift Shoppe proceeds & ½ sponsorship)	\$239.36
• Milk Center 4-H Club (reimburse cost of health permit)	\$ 45.00
• Harvard District #50 (Custodial Fees) bldg use fees were waived	\$ 75.00

All ayes. Motion carried.

**BILL CLOW RESIGNATION**

Bill Clow has accepted a job as the Executive Director of the Rhinelander Chamber of Commerce and has submitted his resignation from the Events Committee effective November 19<sup>th</sup>, 2015. A motion was made by Wanda Marzahl, seconded by Mark Lancaster to accept Bill's resignation. All ayes. Motion carried.

**COMMUNITY MOVIE NIGHT**

The next movie night is January 9<sup>th</sup>, 2016 showing *Minions*.

**CHRISTMAS IN HARVARD REVIEW**

The Committee discussed how to disburse the parade prizes. The total sponsorship received was \$300 plus (3) \$25 Subway gift cards. A motion was made by Mark Lancaster, seconded by Wanda Marzahl to give each of the 3 entries \$100 and a gift card (Pure American Pageant, the Madrigals, Jr. High/High School Bands). All ayes. Motion carried.

- Approximately 56 children attended Breakfast with Mrs. Claus and 82 children went through the Gift Shoppe.
- Mike Kelly reported that he took pictures of about 80 children for the Women for Harvard's Visit with Santa.
- The stocking raffle was won by Kathryn Differding.
- The 50/50 raffle was won by Donna Jones in the amount of \$33.50.
- The turn-out at Joe & Tammy's for Breakfast with Mrs. Claus was very good. The consensus was to send a letter next year to restaurants in town seeking proposals if they are interested in hosting the breakfast.
- Dawn reported that the 4-H Club did very well this year.
- Mike Kelly suggested looking into installing permanent poles/posts across a predominant intersection (Highway 14, Ayer St. or Diggins St.) to place event specific banners.
- Steph suggested using the speaker system next year to make various announcements throughout the day.

- The general consensus was to proceed with the event next year. Amy Bittner has agreed to chair the Gift Shoppe next year.

### **NEW YEAR'S EVE KIDS BASH**

Spring Geske was unable to organize the event this year and there wasn't sufficient time to find someone else so there will not be New Year's Eve Kids Bash this year. Spring brought in all the decorations from last year which are stored downstairs. Wanda will put something on Facebook that the event will not be held this year.

### **BALLOON FEST SEPTEMBER 2<sup>ND</sup> - 4<sup>TH</sup>, 2016 @ MILKY WAY PARK**

John Trione brought in the executed contract and the City will cut the deposit check in the amount of \$1,000. The Committee discussed what committees to set up for the event: Sponsorship, Vendors, Parking, Landowner Relations to identify sensitive areas in an 8-10 mile radius from Milky Way Park, Publicity/Advertising and Ground Crew. Once the committees are established, we can seek participation from various organizations.

John reported the approximate timeframes for balloon ascensions, all of which are weather dependent:

Friday, September 2<sup>nd</sup> evening ascension (5:30 pm) and nite glow  
 Saturday, September 3<sup>rd</sup> morning (6:40-6:50 am) and evening (5:30 pm) ascension, nite glow  
 Sunday, September 4<sup>th</sup> morning (6:40-6:50 am) and evening (5:30 pm) ascension, nite glow

Evening ascensions generally launch from the venue; in the morning the balloonists typically fly into the venue as part of a drop competition.

### **Other areas of discussion:**

- John Trione will be in charge of anything that has to do with the balloons such as securing the participating balloonists, any type of competitive flying, weather and briefing, reserving rooms, etc.
- The Committee discussed other activities that could take place during the three day festival: battle of the bands or bands playing throughout the day; classic car show; craft show/flea market, Taste of Harvard involving restaurants, churches and other non-profit organizations; knockerball; rock climbing wall, etc.
- Sell balloon rides and/or tethered balloon rides with a split of proceeds between the pilot(s) and the Events Comm. John noted part of the sponsorship package could offer sponsors 1 or 2 tickets for a balloon ride. All the balloonists will provide a Certificate of Insurance; there may be an additional expense if there is a city requirement to be listed as an additional insured.
- Raffle balloon ride(s).
- Contact Nancy Merklng at Starline Factory to see about having a photo contest.
- Front load morning activities such as a pancake breakfast to drive morning attendance.
- Wanda will contact her nephew who owns Step It Up Rental (tents, chairs, tables, etc.) about being a sponsor.
- John suggested promoting our event at other balloon events (Lisle on July 4<sup>th</sup> and Grayslake in August).
- John indicated it is important to provide a good program using social media to help educate the public.
- Will need a PA announcer throughout the event to provide communication and manage public expectations.
- Will need to provide 15-16 rooms for the balloonists and crew. The Committee discussed partnering with the Abbey or other locations in Lake Geneva/Walworth Co. for rooms. The sponsoring organization usually provides a complimentary room per balloonist. The individual balloonist is responsible to provide any additional room(s).
- A meeting to be set up in March to discuss the balloon fest. Sponsorship is the primary focus between now and then. Lori will look up who the main sponsors were for the rodeo.
- A motion was made by Wanda Marzahl, seconded by Lori Moller to call the event the Harvard Balloon Fest. All ayes. Motion carried.
- A motion was made by Wanda Marzahl, seconded by Lori Moller to place a ¼ page ad in the MainLine announcing a logo contest. The winner to receive a polo shirt and free tethered hot air balloon ride. All ayes. Motion carried. Mike will design the ad for the MainLine.
- Mike will create a closed Facebook page for the event.

At 6:20 pm, moved by Wanda Marzahl, seconded by Mark Lancaster to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
 Lori Moller, Secretary