

**EVENTS COMMITTEE MEETING**  
**January 19, 2016 - 5 pm**

Chairman Marzahl called the meeting to order at 5:00 pm. Committee members present: Chuck Marzahl, Lori Moller, Wanda Marzahl and Mark Lancaster. Committee members Stephanie Freimund and Tammy Herrera were absent. Also present were City Clerk Andy Wells, Alderman Mike Kelly, Janet Hugg and Jay Schulz.

**PUBLIC COMMENT**

Chairman Marzahl noted that Janet Hugg is interested in becoming a member of the board. The general consensus was to put on the February 16<sup>th</sup> Events Committee Agenda and forward a recommendation to the City Council for their next regular meeting on February 24<sup>th</sup>, 2016.

**MINUTES OF DECEMBER 15<sup>th</sup>, 2015 – APPROVED**

A motion was made by Wanda Marzahl, seconded by Mark Lancaster to approve the Events Committee Meeting Minutes of December 15<sup>th</sup>, 2015, correcting the the spelling of Mt. Auburn. All ayes. Motion carried.

**TREASURER'S REPORT**

Wanda reviewed the Treasurer's Report with an ending cash on hand balance of \$1,557.66. Pending sponsorship revenue for Christmas in Harvard is \$630 (Mercy Health System - \$600 and Dr. Hagenbruch - \$30). Wanda has contacted both Mercy and Dr. Hagenbruch and payment should be forthcoming. A motion was made by Lori Moller, seconded by Mark Lancaster to accept the Treasurer's Report as presented. All ayes. Motion carried.

**COMMUNITY MOVIE NIGHT**

Jay Schulz reported that the next two movie nights are as follows:

- February 6<sup>th</sup> showing *Hotel Transylvania 2*
- March 5<sup>th</sup> showing *Goosebumps*

The radio station hasn't awarded any scholarships yet as there haven't been any eligible candidates so far. They have an interested intern this year who may pursue radio broadcasting.

**JAY SCHULZ, J'S LANES/NEW YEAR'S EVE KIDS' BASH PROPOSAL - APPROVED**

- Jay Schulz reported that he found out that the Events Committee was not sponsoring a New Year's Eve Kids' Bash about a week prior to New Years Eve. Activities were then scheduled at both J's Lanes and High Energy Athletics at a minimal cost. J's Lane charged \$5 per child and had about 40 children participate. Steve Nulle at High Energy Athletics organized activities that followed events at J's Lanes. Jay indicated that both J's Lanes and High Energy Athletics would be interested in organizing a Kids Bash next year charging a small cover charge. Jay proposed the Events Committee sponsor the event to be held at J's Lanes and High Energy Athletics and cover the cost of advertising in the Main Line. Janet suggested the Events Committee consider an additional donation to help offset the cover charge; the consensus was to take a look at what the Events Committee has spent in the past for the event. A motion was made by Wanda Marzahl, seconded by Mark Lancaster to move forward with the proposal for the Events Committee to sponsor the New Year's Eve Kids' Bash in conjunction with all pilots will be Required to list the City of Harvard as an additional insured.

J's Lanes and High Energy Athletics. All ayes. Motion carried.

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

Alderman Kelly reported that the ad for the logo contest will be in the February 5<sup>th</sup> Harvard Main Line. The deadline for submissions is Monday, March 14<sup>th</sup>, 2016 at 5 pm. The Events Committee will judge the entries at their meeting on Tuesday, March 15<sup>th</sup>, 2016. The winner of the contest will receive an official 1<sup>st</sup> Annual Harvard Balloon Fest polo shirt and a free tethered hot air balloon ride at the Balloon Fest in September.

City Clerk Andy Wells gave an overview of budget requirements for the Events Committee and suggested setting a budget, particularly for new events. The Committee thought that an additional \$30,000 revenue/expense could be anticipated for the balloon fest. Mike will work on a tentative budget for the Balloon Fest to be approved internally by the Events Committee after which we can determine the overall budget for the event for the City's budget. Once a budget is approved, there is more spending flexibility within the scope of the budget.

- Expense budget line items would include balloonists (\$15,000), park fees (approx. \$5,000), advertising, HFPD, tents and any equipment that might be needed for the battle of bands (stage, sound system). The radio station is still interested in organizing a battle of bands and Mike recommended turning that event over to the radio station as a subcommittee. The Committee discussed whether to have the battle of the bands perform under a

tent or open air. Mike indicated he would prefer an outdoor type battle of bands on a stage, weather permitting. Chuck suggested contacting Pete McDevitt who set up a flat bed trailer for the pig roast.

- The Committee discussed whether or not to apply for a festival health dept. permit or require each participating food vendor to get their own permit. The general consensus was to require each participating vendor to get their own permit. Clerk Wells said there circumstances where the festival permit would be better and recommended waiting til the committee solidifies details. A letter should be sent to all local restaurants to gauge interest in participating in a Taste of Harvard.
- Revenue budget line items to include sponsorship, vendors, camping and parking. Mike will work on sponsorship over the next couple of months. The Committee discussed establishing a sponsor committee to determine levels of sponsorship and what sponsors would get for each level. Levels discussed were \$10,000 (head-line sponsor), \$5,000, \$1,000, \$500 and \$250. Andy suggested using the layers of the atmosphere as names for the sponsorship levels (troposphere, stratosphere, mesosphere and thermosphere).
- Also discussed contacting other vendors to offer pony rides, petting zoo, rock climbing wall and Knockerball. Wanda suggested contacting Dave Tulle with Oakwood Ranch for the rock climbing wall. Mike will continue to investigate to see if a company could be found to provide amusement rides or inflatables. Upon Events Committee recommendation, any contracts would have to be approved by the City Council.
- All pilots will be required to list the City of Harvard as an additional insured and pilots that offer tethered rides will be subject to the 3% amusement tax.
- Mike would like to give staff/volunteers a polo shirt and sell t-shirts with the anticipation that t-shirt sales would cover the cost of the polo shirts. The consensus was to work with a local businesses (Jon Pages or First Place Promoions).

At 6:10 pm, moved by Wanda Marzahl, seconded by Mark Lancaster to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary