

## **SPECIAL EVENTS COMMITTEE MEETING**

**July 5, 2016 - 5:30 pm**

Chairman Marzahl called the meeting to order at 5:30 pm. Committee members present: Chuck Marzahl, Lori Moller, Wanda Marzahl, Stephanie Freimund, Janet Hugg and Mark Lancaster. Committee member Tammy Herrera was absent. Also present were City Clerk Wells, Alderman Mike Kelly, Tom and Laura Evers, Stacey Moore and Milan Shah.

### **PUBLIC COMMENT**

Milan Shah presented an advertising proposal utilizing drone video footage for the event at a cost of \$1,000.

### **BALLOON FEST SEPTEMBER 2 - 4, 2016 @ MILKY WAY PARK**

#### Preliminary Budget

The Committee reviewed the Balloon Fest Preliminary Budget; Mike will revise the budget as discussed to be approved at the next meeting.

#### Advertising, T-Shirts for Volunteers & Sale/Polo Shirt Vendor

Tom and Laura Evers outlined their ideas to sell items, that could include wristbands, through a link on our website to a third party vendor using the same format as the Breathe on Andi campaign. Screenprint t-shirts to be sold at the event would be done differently and could be outsourced to another group/business. Tom and Laura will put together a more detailed proposal for our regular meeting on July 19<sup>th</sup>.

#### Balloon Fest Website/Facebook

Mike bought a website for the event: [www.harvardballoonfest.com](http://www.harvardballoonfest.com) at a cost of \$12/year. Randy Donaldson will create and maintain the website as an inkind sponsor. The balloon fest also has a Facebook page: [www.facebook.com/HarvardBalloonFest](http://www.facebook.com/HarvardBalloonFest).

#### Entertainment/Music

Jay Schulz thought the radio station should be available to provide dj music for the event, but he didn't want to commit on their behalf. Jay will see if they have the manpower to support a dj and will investigate if there any legal requirements for an ASCAP license. If the radio station is unable to provide the music, the Committee will pursue other entertainment. Jay will also check to see if the radio station can stream their normal program as a remote broadcast playing at the event via speakers.

#### Map of Event Grounds

The Committee reviewed the proposed grounds layout for parking, camping, vendors, beer tent, spectator area, tethered balloon rides and the balloon field. The Stingerz football field will be reserved for their Saturday games and they will be allowed 100 free reserved parking spaces in the paved lot to accomodate players/families. Once their games are played, those parking spaces could be opened up. Several adjustments were made and Mike will revise per discussion.

Chuck will contact Robert Shields to provide two ATM's at the grounds. There is no charge to the Event Committee and we will receive .50 per transaction.

The Methodist Church is interested in doing a Pancake Breakfast on the grounds. We would be able to rent a tent, griddle and tables/chairs through Step It Up Rental.

#### Parking Coordinator

The Committee discussed finding a parking coordinator for the Event using two entrances, one at Ratzlaff and one at Lawrence Rd. It was suggested to ask Sheila Henson if she would be interested in coordinating the parking.

#### Banners/Signage

There are several local businesses that can be contacted to provide sponsor and basket banners. Mike will confirm the basket size with John Trione.

#### Inflatable Quotes

Mike requested quotes for inflatables with a maximum budget of \$20,000 that would include 8-9 inflatables, 2-3 extreme rides (rock wall, bungee jump), attendants for each of the rides, set up/tear down and providing a Certificate

of Insurance listing the City as an additional insured. The rides would be set up from 11am - 7 pm on Saturday and Sunday. Mike has received 6-7 quotes to date. A decision needs to be made in a couple weeks.

#### Zip Line Quote

A motion was made by Wanda Marzahl, seconded by Janet Hugg to approve the contract with Gravity Trails for a zip line at a cost of \$8,534 for all three days of the event. A 50% deposit is required to confirm date/time with the balance to be paid upon completion of the event. All ayes. Motion carried.

#### Beer/Wine Tent

- Chuck suggested having a single location for selling tickets for the beer tent and wristbands for the inflatables. Once individuals have purchased alcohol tickets, they can proceed to the beer tent where ID's will be checked and wristbands put on. Wanda will check with her nephews to see how they handle wristband sales at the McHenry Co. Fair.
- City Clerk Wells clarified requirements to purchase alcohol through a distributor. The Events Committee will put a Special Event Liquor License for the next City Council Agenda on July 26, 2016.
- If we go through a distributor, a State Special Event License is required; cost is \$25.
- The Events Committee has boards/bags that could be brought out if people want to play.

#### Water/Soda Sales & Ice

Mike related that the Waterford Chamber of Commerce sells vendors water and soda for \$1 with the sale price set at \$2. They also sell ice throughout the weekend to the vendors. The general consensus was not to take this on the first year.

#### Port-A-Pots

Mike will contact Jack Terpstra, Porta-John to get a quote for the weekend.

#### Light Towers

The Committee discussed light tower placement. Wanda will contact the company that Milk Day uses to get a quote for 6 light towers. We would need to have a forklift when they're delivered.

Wanda will also contact Pat Skinner to see if we can borrow her other ticket trailer.

#### Petting Zoo/Overnight Security

Mike spoke with Amy Bittner about having the 4-H provide a petting zoo and security for the weekend. Amy indicated that most of their animals are sold at the fair, but thought they could provide a small petting zoo. They will also provide security at a cost of \$100 per night, so long as we can provide space for their trailer.

#### City Services Required

The Committee will need to clarify with City Administrator Nelson what the total park/police fees will be.

Lori reported there may be an additional charge for insurance. The City's insurance will let us know if they will cover the event and has an application to fill out for a Special Event Policy from another insurance agency. Lori has also asked LeFew Insurance Agency to see if they can get us a quote.

#### Non-Vendor Organizer

Stacey Moore, Stateline Events, reviewed her proposal to organize and lay out an Open Air Market during the Balloon Fest. Stacy would sell 10x10 spaces at a cost of \$80 and 10x20 spaces at \$140, which includes Stacy's fee of \$40 per booth and present the Events Committee a check at the event. Stacy currently has 16 interested vendors. Vendors would be open from 11 am - 7 pm on Saturday and Sunday but would be allowed to open their booth on Friday evening if desired. Set up would be scheduled for either Friday or Saturday morning. Vendors would be required to provide their own tables, chairs, etc. After discussion, a motion was made by Lori Moller, seconded by Wanda Marzahl to accept her proposal as presented. All ayes. Motion carried. The consensus was to try for up to 100 vendors this year. Stacy will look into the Special Event Tax Collection Report/Payment as required by the Illinois Department of Revenue. Stacey will update at the meeting on July 19, 2016.

#### Food/Game Vendors

Food vendors should be set up Friday afternoon before the gates open at 4 pm (with set up from 1-3 pm) until around 9:30 pm after the balloon glow and from 11 am - 7 pm Saturday and Sunday, but at their discretion they can be open earlier or stay later. After discussion, the consensus was that Milky Way Park should be vacated no later than 10 pm, unless prior arrangements are made.

The fee structure for vendor spaces is as follows:

- \$250 Out-of-town vendors (fee would include electric)
- \$250 Out of-town food vendors (fee would include electric and water) for a 10 x 10 space; commercial trailers would be charged \$2 per square foot of ground area required.
- \$150 In-town food vendors (fee would include electric and water)
- \$100 Not-for-profit food vendors (fee would include electric and water)

A motion was made by Wanda Marzahl, seconded by Mark Lancaster to approve the Vendor Contract with changes as noted. All ayes. Motion carried.

Lori will send Mike the contact information for Knockerball to see if they want to participate as a stand alone activity.

#### Sponsors

About 600 sponsor letters have been sent out. Lori related an inquiry from a potential sponsor that if for some reason the Events Committee cancels the event for other than weather related reasons, what happens to sponsor money. The consensus was that sponsor money would be returned.

#### Advertisement

Mike thought we should focus on paperless advertising as much as possible. A press release should be generated to be sent to various agencies. Mike recommended designing a brochure listing sponsors and events which we can post online and print as needed.

#### Volunteer Organizations

Mike has contacted the Boy's League, HERS and some of the churches. Other organizations to contact are the Booster Club, Rotary, Lion's Club and other high school clubs/groups.

#### Grounds Camping

Campers will need to be set up by 3 pm on Friday afternoon. A motion was made by Wanda Marzahl, seconded by Mark Lancaster to sell 50 "dry", self-contained camping spaces at a cost of \$200 for the Friday, Saturday and Sunday night. All ayes. Motion carried. Camping sites can be paid for using the City's PayGov link.

Mike looked at camping rules used by Country Thunder which we can use for our event.

Signs will be posted at entrances that outside alcohol is not allowed.

#### Pilot Lodging/Super 8 in Woodstock

Mike related that he contacted Heritage Inn and other area hotels for room availability, many of which could not provide the necessary rooms for the weekend. The Super 8 in Woodstock has 10 rooms that are available for two nights. A motion was made by Wanda Marzahl, seconded by Mark Lancaster to book 10 rooms for two nights at a cost of \$62.99 per night. All ayes. Motion carried.

#### Pony Rides

Mike indicated he would like to have pony rides as an activity. Chuck will ask Terry Leonard if he would be interested in providing pony rides for the weekend at a cost of \$150. The pony rides would be separate and not part of the wristband activities.

After discussion, the consensus was to meet weekly for awhile in order to get everything set.

At 9:16 pm a motion was made by Wanda Marzahl made a motion, seconded by Janet Hugg to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary