

SPECIAL EVENTS COMMITTEE MEETING
July 12, 2016 - 5:30 pm

Chairman Marzahl called the meeting to order at 5:30 pm. Committee members present: Chuck Marzahl, Lori Moller, Wanda Marzahl, Janet Hugg and Mark Lancaster. Committee members Stephanie Freimund and Tammy Herrera were absent. Also present were City Clerk Wells, Alderman Mike Kelly, Deputy Chief Bauman and John Trione.

PUBLIC COMMENT

None.

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

Preliminary Budget/Sponsor Update

- Potential sponsors include Cruise On Inn in Walworth, Verlo Mattress, Harvard Chevy, Harvard Savings Bank, Taco Bell and Walgreens. Culvers in Woodstock would like be an inkind Balloonist sponsor and donate 1,000 coupons for a single scoop custard. After discussion, Wanda will contact Culvers to see if they would increase the coupons to 2,000 to be distributed Saturday and Sunday as vehicles come in to park.
- Mike noted some tentative adjustments to the budget with some expenses going down and others increasing. The Mayor contacted MDC to have a dumpster at the event at no charge to the City. A motion was made by Wanda Marzahl, seconded by Janet Hugg to approve the Balloon Fest Preliminary Budget, with amendments made as needed. All ayes. Motion carried.
- Follow-up sponsor phone calls will be made next week.

Balloonists/Balloon Rides

- There may be about 50 balloon rides that we can sell to the general public, but we won't know for certain until we have confirmed pilots. After discussion, the general consensus was to pre-sell rides in advance for each ascension, with a certain number of rides per scheduled ascension. If a particular ascension doesn't happen, the customer would be refunded or go on a waiting list if someone doesn't show up.
- John Trione reported that he has 13 solid pilots interested in participating in the Balloon Fest, with a mix of commercial and non-commercial pilots. John's contract is to provide 10 balloonists, but we can have more if we decide to pay for more than 10. John indicated some of the pilots have requested a per diem instead of a room at Super 8.
- John will forward contact information for Glenn, the tether pilot, so we can negotiate for tethered rides.
- John recommended assigning someone to monitor Facebook during the weekend.
- John will donate two balloon rides to the event to be raffled.

Banners/Signage

Wanda will contact Sign Crafters and Marengo Signs to get quotes on the basket banners (approximately 4'x3') and the sponsor banners (2'x10"). John will get exact dimensions for the basket banners.

Mike would like to display a banner with the grounds map and shuttle/train schedule at the train station and at each end of 14 and Rte 173 and at 5 Points. Mike spoke with a Metra representative and it is cost prohibitive to add a train car. Metra recommended we promote Saturday ridership as there is a return evening train at 9:30 pm. We can also create a banner with language "take Metra to Harvard Balloon Fest" and they will post on their website for free (www.metrarail.com).

Beer Tent

- The Committee discussed whether to purchase the beer locally or through a distributor (Hayes or Lamonica) and reviewed costs associated with each. The consensus was to purchase locally and see if we could get a refrigerated unit from Deans. Andy suggested purchasing 100 cases per night charging \$3/beer and \$4/Mikes. Lori will ask the Mayor if he would be in charge of ordering from Cardinal or WalMart.
- The beer tent will be contained. Tyson recommended that alcohol sales be shut down each evening at 9 pm.
- Tyson will reach out to the HFPD.
- Mike will contact Darrell Perkins to reach out to the County to help.
- City Clerk Wells stated there are three exceptions to the Basset Training requirements, one of which is not-for-profit organizations.

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. Mike will contact Prodigy to see if we can use their property for parking purposes. Several adjustments were made and Mike will revise per discussion.
- After discussion, the grounds map was changed to relocate the beer tent in the same section with the food/games but separate from the inflatables.
- Tethered rides will be located in the Spectator Area.

City Services Required

Tyson reviewed his schedule for uniformed officers at the event: 2 officers

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.

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. Chuck will contact Sheila Henson to see if she would be interested in coordinating the parking either through Brown Bear Daycare or Milk Days with the organization to receive \$1 per parked car.

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.

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