

**EVENTS COMMITTEE MEETING**  
**October 18, 2016 - 5:30 pm**

Chairman Marzahl called the meeting to order at 5:30 pm. Committee members present: Chuck Marzahl, Wanda Marzahl, Lori Moller, Janet Hugg and Tammy Herrera. Committee members Sephanie Freimund and Mark Lancaster were absent. Also present were Alderman Kelly, Sheila Henson, Randy and Robin Licht, Dawn and Cheyenne Bihlmaier and Spring Gieske.

**PUBLIC COMMENT:**

None

**TREASURER'S REPORT**

Chairman Marzahl noted an updated spreadsheet for the Balloon Festival. A motion was made by Janet Hugg, seconded by Tammy Herrera to approve the report as it pertains to the Balloon Fest. All ayes. Motion carried.

**MINUTES OF SEPTEMBER 20, 2016 – APPROVED**

Janet thought that Scott Logan was in attendance at the last meeting. A motion was made by Tammy Herrera, seconded by Janet Hugg to approve the Events Committee Meeting Minutes of September 20<sup>th</sup>, 2016, with the correction to attendance. All ayes. Motion carried.

**COMMUNITY MOVIE NIGHT**

The upcoming movie night schedule is as follows:

November 5 <sup>th</sup>	<i>Jungle Book.</i>
December 11	<i>The Secret Life of Pets</i>
January (date TBD)	<i>Finding Dory</i>

**COMMITTEE MEMBERSHIP**

There are several individuals who have expressed interest in serving on the Events Committee: Sheila Henson, Scott Logan, Robin and Randy Licht and Steve Cesarz. Tammy thought that both Stephanie Freimund and Mark Lancaster were planning to submit their resignations. After further discussion, a motion was made by Wanda Marzahl, seconded by Janet Hugg to recommend to the City Council that the Events Committee membership be increased from 7 to 9 members and quorum requirements from 4 to 5. All ayes. Motion carried.

**HARVARD COMMUNITY EDUCATION FOUNDATION BLACK & GOLD BALL DONATION REQUEST**

The Committee reviewed a donation request from the Harvard Community Education Foundation Black and Gold Ball. A motion was made by Wanda Marzahl, seconded by Tammy Herrera to donate a carriage ride for two (adult or child) with Mrs. Claus in the Christmas in Harvard Parade. All ayes. Motion carried.

**RABBIT SHOW - SATURDAY, OCTOBER 22<sup>nd</sup>, 2016**

Dawn and Cheyenne Bihlmaier updated the Committee on the Rabbit Show which will be held in the Moose Pavilion on Saturday, October 22<sup>nd</sup>, 2016.

- The 4-H Club has received a single \$50 donation from Harvard State Bank and is also seeking donations for two separate raffles (one for smaller items and one for larger items) Raffle items have been received from the Pound Bakery and possibly Union Feed.
- The club is considering changing the date next year to June with a venue change.

**CHRISTMAS IN HARVARD - SATURDAY, DECEMBER 3<sup>rd</sup>, 2016**

Advertising & Marketing (Wanda)

Carriage Rides (Wanda)

Wanda reported that Terry Leonard is on board for the carriage rides and will bring the invoice to City Hall.

Coloring Contest (Janet)

Janet presented several options for the coloring contest, with the general consensus to use the gingerbread house. Lori will send the sheet to the school for approval.

Craft Show (Tammy/Lori)

Tammy reported that we currently have 4 paid vendors.

Breakfast with Mrs. Claus (Wanda/Lori)

Lori sent letters on October 4<sup>th</sup> to other restaurants as requested by the Committee with a deadline of tonight's meeting for proposals to be submitted. Tammy noted she didn't recall receiving any correspondence but said her restaurant is interested in hosting the event. After discussion, the general consensus was to proceed with Breakfast With Mrs. Claus at Tammy and Joe's Restaurant. Julie Zell has agreed to be Mrs. Claus and Lori will let her know the location.

Entertainment (Janet)

Janet spoke to Roger who will provide background music similar to last year. Janet will see if the Madrigal singers would like to perform again this year.

HFPD (Wanda)

Wanda is waiting to hear back from Jeremy Adams.

Parade

Lori contacted Mark to see if he still wanted to chair the parade this year and his response indicated he would help out as much as he could, but thought it would be better if someone else could take it over.

Raffle (Lori/Tammy)

Typically we hold a 50/50 raffle and raffle the stocking that comes with the Gift Shoppe.

Refreshments (Dawn Bihlmaier/4-H)

Cheyenne indicated that the 4-H group is planning on doing the refreshments/lunch and has reserved a hot dog steamer and chili pot for the event.

Santa's Gift Shoppe (Amy Bittner)

Lori reported she spoke with Teresa Baber at Starline who has us down for use of the facility with no changes from last year.

Sponsorship (Wanda)

Visit With Santa (Women For Harvard)

Lori related a conversation with June Vickery who said Women For Harvard are planning to proceed with Visit With Santa similar to last year. Alderman Kelly indicated he took pictures last year and would be able to do so again this year.

Window Decorating (Randy and Robin Licht) Theme is "Christmas Magic"

Robin and Randy reported they have 21 businesses who have submitted forms for the contest with 5 who would like assistance with decorating their windows. The winner of the contest gets the traveling trophy. The Committee discussed having separate judging for those windows that are done by students with a prize of either a gift certificate or art supplies. Janet, Dawn and Cheyenne have volunteered to be judges. Other suggestions for judges were Dale Sinderson and some of the artists from Starline.

**NEW YEAR'S EVE KIDS BASH - DECEMBER 31<sup>st</sup>**

Spring Geske updated the Committee on her proposal for the New Year's Eve Kids Bash on December 31<sup>st</sup> from 10 am - noon at Crosby Elementary School. Spring has talked with J's Lanes who is also planning special activities for New Year's Eve.

- Spring has the application for use of a school facility ready to be submitted to Matt Rife.
- The theme will be "super heroes" with kids to dress up if they choose to. Wanda suggested a contest for the best costume.
- Crafts would be masks and noise makers.
- The cover charge will be \$1 similar to prior years.
- Spring will ask Marcia Miller if Rotary Interact is interested in providing face painting.
- In the past, Casey's donated donuts, Walgreens donated printing the pictures, State Farm donated towards entertainment and Sheila donated juice. Spring related that some of the parents felt that donuts were too much sugar, so the snack will be popcorn.
- Spring has a quote for a puppet show at a cost of \$275/hour; she will get an additional quote. Also discussed was looking into different packages with RC Juggles. Dawn said there was someone at the fair who did balloons for tips.
- The flyer will need to be approved by the school prior to distribuion.

## **BALLOON FEST 2017**

The following Committees were set up for next year:

Advertising/Publicity

Beer Tent

Craft Vendors (Stateline Events)

Entertainment/Music

Food Vendors

Grounds

Parking (Sheila)

Photography (Nancy Shepherd)

Marketing/Promo Items (Janet)

Sponsorship (Wanda)

Volunteers (Janet)

- Mike suggested increasing the balloonists from 10 to 15 and to additionally hire five commercial pilots through Lake Geneva Balloon Co. who would be at the festival specifically to take presold flights at a cost of \$325 per person, per ride. The festival would not pay the commercial pilots any show up money. Mike has also reached out to a balloonist who has a basket that allows wheelchair accessibility for tethered rides. If we hired two additional tethered pilots, we would have a potential of 3 tethered balloon rides for a total of 23 balloons. This would facilitate having some of the balloons take off for the night launches and have 10 or so remain at the festival site for the balloon glow.
- The board discussed scheduling the sponsor balloon rides for the morning launches.
- After discussion, the Committee estimated Milk Day's volunteer hours at a total of 100 and any outstanding receipts at \$500. Total manhours donated to the event is 1,543 with a value of \$25 per hour. Lori will figure out the totals for each group so checks can be presented at the City Council meeting on October 25<sup>th</sup>, 2016, and will contact Nancy Shepherd to see if she is available to take photos.
- Wanda and Mike noted they were contacted by Pat Skinner for Skinner Amusements to provide five of her rides for next year. The general consensus was to keep the event as it was this year and look into additional extreme rides and a different zip line vendor.
- Mike contacted the Abbey Resort for lodging rates. Labor Day Weekend is a prime weekend for the resort and the cost would be around \$200/night but the Abbey will look into inkind sponsorship.
- Mike suggested adjusting sponsorship levels adding both a \$1,000 and \$3,000 level and clarifying the sponsor benefits. Mike will have his recommendations for sponsorship levels at the November meeting. The food/game vendor applications should also be reviewed.
- Mike is preparing a handbook for the November meeting outlining steps, duties and timelines for each committee.

At 7:10 pm, a motion was made by Tammy Herrera, seconded by Wanda Marzahl to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary