

**EVENTS COMMITTEE MEETING**  
**November 15, 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 Mayor Kelly, Randy and Robin Licht, Scott Logan, Steve Cesarz and Dawn and Cheyenne Bihlmaier.

**PUBLIC COMMENT**

None

**TREASURER'S REPORT**

A motion was made by Janet Hugg, seconded by Lori Moller to approve the Treasurer's Report with an onhand balance of \$554 plus the Balloon Fest Final Report with an ending balance of \$14,415.87 + the Events Committee payout of \$2,725.00. Total balance is \$17,694.87. All ayes. Motion carried.

**MINUTES OF OCTOBER 18, 2016 – APPROVED**

A motion was made by Wanda Marzahl, seconded by Tammy Herrera to approve the Events Committee Meeting Minutes of October 18, 2016, as submitted. All ayes. Motion carried.

**COMMUNITY MOVIE NIGHT**

Thirty people attended the November 5<sup>th</sup> Movie Night. The upcoming movie night schedule is as follows:

December 10	<i>The Secret Life of Pets</i>
January (date TBD)	<i>Finding Dory</i>

**STEPHANIE FRIEMUND RESIGNATION**

Due to a job change, Stephanie Friemund has submitted her resignation. A motion was made by Wanda Marzahl, seconded by Lori Moller to approve Stephanie Friemund's resignation with regrets. All ayes. Motion carried.

**COMMITTEE MEMBERSHIP**

The City Council approved the Events Committee recommendation to increase membership to 9. With Stephanie's resignation, there are currently three vacancies on the committee. A motion was made by Lori Moller, seconded by Wanda Marzahl to recommend to the City Council that the following individuals be appointed to the Events Committee: Steve Cesarz, Sheila Henson and Scott Logan. All ayes. Motion carried.

Lori related a text received from Mark Lancaster who indicated he might submit his resignation from the Committee in which case there will be an additional vacancy. Robin and Randy Licht said they would consider whether or not they would be interested in serving on the committee or if they would prefer to be just members.

**RABBIT SHOW/REVIEW COMMENTS**

Dawn and Cheyenne Bihlmaier submitted a report on the Rabbit Fun Show which was held on October 22, 2016 at the Harvard Moose Lodge. Total revenue for the Rabbit Show was \$221 with expenses of \$181 for a profit of \$40. The food booth was at a loss of -\$136.24. The remaining food has been frozen and stored to use at the Christmas in Harvard event. Next year's show will be held on Sunday June 25<sup>th</sup> at the Harvard Moose Lodge. Chuck inquired if the Events Committee had covered the health dept. expense in the past; Dawn related that the Events Committee typically reimburses the club for Christmas in Harvard but not for the rabbit show.

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

**Advertising & Marketing (Wanda)**

A motion was made by Wanda Marzahl, seconded by Janet Hugg to place a ¼ page ad in the Harvard Mainline. All ayes. Motion carried.

**Carriage Rides (Wanda)**

Wanda indicated that Terry Leonard is on board for the carriage rides. Lori submitted the contract to the City Administrator for payment and reported that the cost is up slightly from previous years at \$637.50 due to an increase in Terry's insurance. We will increase the sponsorship level next year to accommodate the price increase. The route typically starts by the Police Dept. going north one block then east to Ayer and back down to Front St.

#### Coloring Contest (Janet)

The coloring sheet has been approved by the board office as a backpack flyer. Lori will pick up the gift card prizes at Wal-Mart. Janet will coordinate picking up the coloring contest sheets from the school and City Hall and will find judges. In the past, winning entries were posted at Christmas in Harvard and winners can pick up their gift cards.

#### Craft Show (Tammy/Lori)

Tammy/Lori reported that we currently have 21 paid vendors with at least 4 more that have expressed interest in participating. The radio station will be added to the list of vendors. Lori will contact Teresa at Starline to see if we can get in at 7 am on the day of the event to layout the craft show. General setup at Starline will be Friday afternoon; Lori will send out an e-mail reminder letting committee members know the time frame for set up.

#### Breakfast with Mrs. Claus (Wanda/Lori)

Breakfast With Mrs. Claus will be held at Tammy and Joe's Restaurant from 9:30 - 11:30 am. Julie Zell has agreed to be Mrs. Claus after which she will ride in the parade in the carriage with the winners from the Black and Gold Ball (Andy and Debbie Ackland). Following the parade, Mrs. Claus will come down to the Starline building.

#### Entertainment (Janet)

Janet spoke to Roger who will provide background music similar to last year. The Madrigal singers will perform after the parade.

#### HFPD (Wanda)

Wanda reported that Sparky/HFPD will be at the Starline Building.

#### Parade (Scott)

Scott agreed to chair the parade. Lori has reserved Washington School. The last couple years, there weren't a whole lot of entries. One entry has been received to date from the Madrigal Singers. The HHS and Jr. High School bands typically participate but their entry hasn't been received yet. Lori will contact Korey Coffey to see if the schools are participating.

#### Raffle (Lori/Tammy)

Typically we hold a 50/50 raffle and raffle the stocking that comes with the Gift Shoppe. The stocking can be taken to Joe and Tammy's and brought back to Starline.

#### Refreshments (Dawn Bihlmaier/4-H)

The 4-H group is planning on doing refreshments/lunch and has reserved a hot dog steamer and chili pot for the event. The Events Committee will get a sign noting the menu (beef hot dogs, chili dogs, chips, muffins, soda, water, hot chocolate, coffee, cider). Wanda will contact Deans to see about a donation of milk. Coffee is provided free to the vendors during set up.

#### Santa's Gift Shoppe (Amy Bittner/Prairie Toppers 4H)

Gift Shoppe items have been reserved through Gifts N Things. Lori will touch base with Amy to make sure everything is set with the Prairie Toppers.

#### Sponsorship (Wanda)

Wanda reported on sponsorship received to date which is pretty much the same as last year. She has contacted all of last year's sponsors and is waiting to hear back from Harvard Savings, Subway and Dr. Hagenbruch.

#### Visit With Santa (Women For Harvard)

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 but would prefer Santa being closer to the windows for better lighting for the pictures. After processing, Mike will give Women for Harvard the digital pictures for development at Walgreens or other location of their choosing. June related that Women for Harvard would like to have the door by Visit with Santa locked after the vendors are set up. They would also like to use the Events Committee parking cones and rope. Women for Harvard will come in to set up some time Friday evening. Santa will be at Washington School between 11:30 - noon.

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

Robin and Randy reported they have 23 businesses who have submitted forms to participate. Suzie Hereley has two students who have committed and will try to get more. Robin gave her the list of 5 businesses who would like assistance with decorating their windows and she will let Robin what businesses they are doing. The winner of the

general contest gets the traveling trophy. A motion was made by Wanda Marzahl, seconded by Tammy Herrera to give the student winner a \$25 gift certificate to Art Tunes. All ayes. Motion carried. Judges are Janet, Cheyenne and either Dale or Francine Sinderson with judging to take place on December 1<sup>st</sup>.

### **NEW YEAR'S EVE KIDS BASH - DECEMBER 31, 2016**

The New Years Eve Kids Bash will be held on December 31<sup>st</sup> at Crosby Elementary School.

### **BALLOON FEST LABOR DAY WEEKEND 2017**

#### **Proposed Budget**

The Committee reviewed the proposed budget:

#### Revenue

- There is an error in the proposed amount for sponsorship which should be higher; Mike will review the numbers.
- Mike recommended setting a fee for vendors starting at \$250 using a linear frontage footing as determined by the committee plus a graduated fee schedule for electricity based on the vendors' amp requirements.
- Mike noted that if we expand parking beyond Milky Way Park, a shuttle system will need to be instituted. The easiest would be to have a single location and perhaps partner with the owners of Motorola. Another option would be for the City to negotiate using adjacent farmland that surrounds the park.
- Mike suggested increasing the cost of beer from \$3 to either \$4 or \$5. The Committee could also consider using a distributor versus a local business.
- Tethered balloon rides increasing to two or three balloonists with perhaps a balloonist who could offer rides to handicap individuals.
- There should be more vendors for the Open Market using Stateline Events.
- Anticipated revenue for ATM Fees, raffles, sampling, etc., should be higher than last year.
- Mike recommended the Events Committee consider selling t-shirts. Tammy indicated she has an individual, Wendy Lucich, who would be willing to have a booth and sell souvenir t-shirts according to our specs as well as other souvenirs. Tammy could have her attend the next meeting to discuss details.
- Mike proposes that we have 5 more balloonists and contract separately through Lake Geneva Balloon Co. for an additional 5 commercial balloonists that would be dedicated to selling rides at a suggested cost of \$325.
- Revenue for Koozies should remain the same.
- Mike will check with Lori on the revenue for photo passes.

#### Expense

- Mike suggested we take lodging and propane out of the contract with the Balloon Meister which will make his contract price go down with lodging/per diem, show up money and propane as separate line items. Mike contacted the Abbey but their rate is about \$200/night as it is a holiday weekend.
- Mike suggested we have a speciality balloon and noted that Creamland which is the parent company owns Deans Foods has an inflatable cow.
- Add 1 or 2 additional rides for the inflatables, with the vendor to be determined and to find a different zip line vendor.
- Increase advertising to get a few more yard signs and advertise in a Chicago based radio station.
- We will need to order additional sponsor/volunteer/staff shirts, tickets/wristbands, light towers, porta-pots and tables/tents/chairs.
- Mike suggested that the Committee work with Milk Day to revamp their stage and consider renting an additional stage to use on the balloon side of the grounds. Wanda suggested using a flat bed farm trailer.
- There will be increases for sound equipment, the electrical contractor and music.
- Overnight security should remain the same.
- McHenry County ESV, park fees/taxes, food coupons, gasoline/diesel fuel, paint will increase slightly.
- New line item added for music in amount of \$20,000.
- There may be an additional cost for police services and the McHenry Co. cadets to assist with parking.

The budget was tabled til next month's meeting to clarify final numbers.

#### Discussion of the Events Committee as Incubator for Harvard Balloon Fest

Mike brought up discussion of having the Events Committee act as an incubator for the Balloon Fest and turning it over at some point to the Parks Foundation which could take advantage of their not-for-profit status.

Committees for the Balloon Fest will be created and assigned at the next meeting.

The next meeting is Tuesday, December 20<sup>th</sup>, 2016 at 5:30 pm.

At 7:32 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