

EVENTS COMMITTEE MEETING

January 17, 2017 - 5:30 pm

Chairman Marzahl called the meeting to order at 5:30 pm. Committee members present: Chuck Marzahl, Wanda Marzahl, Lori Moller, Steve Cesarz, Tammy Herrera and Scott Logan. Committee members Sheila Henson, Janet Hugg and Mark Lancaster were absent. Also present were Bill Schrack, Corey Koffer and Wendy and Joe Lucich.

PUBLIC COMMENT

Harvard Balloon Fest/Lake Shore Helicopter

Bill Schrack, Special Events Coordinator, Lakeshore Helicopter LLC gave a brief presentation on providing helicopter rides during the Balloon Fest at Milky Way Park. Lakeshore Helicopter, LLC, is a fully insured FAA certified commercial air tour operator based at Kenosha Regional Airport. Their staff sets up and provides everything including their ticket sales trailer, signage, ground crew, security and accounting for their portion of the event. The pilots are all mature and professional commercial helicopter pilots, experienced in air tour operations, especially confined space event operations. Lake Shore Helicopter will procure the required approvals from the FAA, State and Local authorities and complete all the necessary paperwork. They would provide helicopter rides all three days of the event and would be able to provide rides from 9 am - 9 pm. The Events Committee would only be responsible to rope off the 100' X 100' landing zone. The helicopters can accommodate either 3 or 4 passengers plus the pilot, depending on the helicopter they use (either the Robinson R44 or R66). They try for six lifts an hour with each ride lasting 5-6 minutes. The charge per rider is \$40 with 7% of the gross revenue being paid to the Events Committee at the end of the event; they also have a family plan for a family of 4, basically giving one free ride. The other option would be for the event to provide the ticket sellers and collect all the revenue, paying Lakeshore Helicopter \$600 per hour. A free flight for the event photographer would also be included. Lakeshore Helicopter will provide a Certificate of Insurance in the amount of \$5,000,000 listing the Harvard Balloon Fest and the City of Harvard as additional insureds. Lakeshore Helicopter has participated in the Waterford Chamber of Commerce Hot Air Balloon Fest, Oak Creek LionsFest, St Francis Days and Burlington ChocolateFest. Suggested location was the area used by the rodeo and mud volleyball tournament.

Corey Koffer/Summer Community Band

Corey Koffer proposed putting together a Community Band which would perform once a month in June, July and August probably on a Wednesday evening. Several suggested locations were discussed: the empty lot on Ayer St., parking lot at Central School or either Northfield or Milky Way Park. Corey and his wife would be willing to lead the group. The Events Committee role would be advertising and maybe bringing in a vendor. The general consensus was to move forward.

Wendy & Joe Lucich - Harvard Balloon Fest

Wendy and Joe Lucich addressed the Events Committee outlining their proposal to sell t-shirts and other souvenirs at the Balloon Fest. They could either pay for a booth or offer the Events Committee approximately 10% of sales. They would need electricity to run the machines. A link could be put on Facebook to their website so individuals could order before the event. She would like to just do black and white t-shirts this year; Tammy asked her to consider providing 5 different colors (black, white and 3 brighter colors). She would like the opportunity to speak with Nancy Shepherd so she could contact photographers who participated in the contest to see about using their photo(s). The item will be on the next agenda.

MINUTES OF DECEMBER 13, 2016 – APPROVED

A motion was made by Scott Logan, seconded by Wanda Marzahl to approve the Events Committee Meeting Minutes of December 13, 2016, as submitted. All ayes. Motion carried.

TREASURER'S REPORT

A motion was made by Scott Logan, seconded by Tammy Herrera to approve Treasurer's Report as submitted with a cash on hand balance of \$253.08. All ayes. Motion carried.

There are two outstanding sponsorships for Christmas in Harvard: J's Lanes - \$50 and 1st National Bank - \$75.

COMMUNITY MOVIE NIGHT

The upcoming movie night schedule is as follows:

February 4	Storks
March 4	Movie TBD
April 8	Movie TBD

NEW YEAR'S EVE KIDS BASH/ REVIEW/COMMENTS

Lori reported there were about 200 in attendance. The Events Committee discussed getting more sponsors for the event and perhaps doing more advertising.

BALLOON FEST LABOR DAY WEEKEND 2017

Lake Geneva Balloon (LGB) Contract

A motion was made by Scott Logan, seconded by Tammy Herrera to recommend to the City Council approval of the contract with John Trione, Lake Geneva Balloon Co., as presented. All ayes. Motion carried.

Subcommittees

The Events Committee discussed Chairmen for each of the subcommittees. Two committee members can meet together without violating the Open Meetings Act.

Advertising/Publicity (Wanda/Tammy)

Beer Tent (Scott)

Craft Vendors (Stateline Events)

Entertainment/Music - The Committee discussed asking Roger Hugg to chair the Committee.

Food Vendors (Tammy/Lori)

Grounds (Chuck) - The Committee discussed asking Mike and Bryce Bannwolf to work on the Committee.

Parking (Sheila/Steve)

Photography (Nancy Shepherd)

Marketing/Promo Items (Janet)

Sponsorship (Wanda)

Volunteers (Janet)

Food Vendor Contract

The Events Committee reviewed Mayor Kelly's proposed Food Vendor Contract with a minimum fee of \$300 plus electric. Scott inquired if the 20'x20' space was a typo and should actually be 10'x20'. Lori noted that it was the Mayor's intent to only charge linear footage, not depth. A motion was made by Tammy Herrera, seconded by Wanda Marzahl to approve the Vendor Contract with the following modifications: last year's charter vendors would be given first right of refusal until March 15th, after which it would be opened up to new vendors. The base price would increase effective May 15th and no refunds would be issued after June 5th. All ayes. Motion carried.

Scott Logan left the meeting at 6:38 pm. A quorum was still present.

Sponsor Levels

The Committee reviewed Mayor Kelly's proposed sponsor levels and discussed adding back in the \$250 Friends of Harvard sponsor level and including photography as a sponsor level. A motion was made by Tammy Herrera, seconded by Lori Moller authorizing the Sponsor Committee to work with Mayor Kelly to determine sponsor levels. All ayes. Motion carried.

Helicopter Rides/Lakeshore Helicopter

A motion was made by Tammy Herrera, seconded by Wanda Marzahl to approve the helicopter rides with Lakeshore Helicopter as presented with the Events Committee receiving a 7% commission of proceeds. All ayes. Motion carried. Lori will contact Bill Schrack to obtain a concrete proposal.

Skydiving

The Events Committee reviewed the quote for skydiving at a cost of \$4,000 and determined that it was cost prohibitive to provide this year.

Laser Show

Lori reported that Mayor Kelly did not receive any feedback on the laser show.

Dacy Airport

Also discussed was contacting Joe Dacy to see if he would be interested in doing a scheduled air show. Chuck will contact him.

Determine if Subcommittee Volunteer Hours would be Counted Towards Overall Volunteer Hours

After discussion, a motion was made by Tammy Herrera, seconded by Wanda Marzahl that subcommittee volunteer hours would not be counted towards overall volunteer hours. The overall volunteer hours will be limited to the days of the event with the exception of grounds set up the week prior to the event. All ayes. Motion carried.

Determine Percentage Split Between the Events Committee and Volunteer Organizations

Lori indicated that Mayor Kelly recommended a 60% (Events Comm)/40% (Volunteer Organizations) split with a portion of the Events Committee proceeds designated for short/long term capital improvements at the park. A motion was made by Tammy Herrera, seconded by Lori Moller to approve a 60/40% split between the Events Committee and the Volunteer Organizations respectively with the amount designated for capital improvements to be determined at a later date. All ayes. Motion carried.

UPCOMING EVENTS

Lori noted that Mayor Kelly suggested that an some type of event be organized for the 4th of July in 2018.p

CHRISTMAS IN HARVARD

After discussion, a motion was made by Tammy Herrera, seconded by Lori Moller to proceed with the Little Shoppers Agreement with Gifts N Things for Christmas in Harvard on December 2, 2017. All ayes. Motion carried.

Lori passed around a thank-you note to send to the Window Decorating Participants; the general consensus that it wasn't too late to mail them out. Also, the Traveling Trophy has been engraved with the winner's names.

The next meeting is Tuesday, February 21, 2017, at 5:30 pm.

At 7:30 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