

**EVENTS COMMITTEE MEETING**  
**February 21, 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, Sheila Henson, Tammy Herrera, Janet Hugg and Scott Logan. Committee member Mark Lancaster was absent. Also present were Dawn Bihlmaier, Mark Dion, Roger Hugg, Wendy and Joe Lucich and Nancy Shepherd.

**PUBLIC COMMENT**

Tom and Laura Evers, First Place Promotions stated they would like to submit a bid to sell t-shirts and other promotional items at the Balloon Fest and inquired if any parameters had been set. Mayor Kelly related another business had submitted a proposal and recommended that it be put out to bid. Janet Hugg, Chairman of Marketing/Promo Items indicated that the criteria has not been set yet and she would be developing the bid specs for t-shirts and promotional item.

**Mark Dion, First United Methodist Church - Easter Egg Hunt April 8<sup>th</sup>**

Mark Dion was present on behalf of the First United Methodist Church who is hosting an Easter Egg Hunt on April 8, 2017. Weather permitting, the church will expand the event to include a petting zoo. The Methodist Church is requesting that the Events Committee consider sponsorship similar to last year by printing backpack flyers for school distribution. Lori noted that last year the Events Committee also paid for a ¼ page ad in Harvard Main Line. The general consensus was to proceed similar to last year. Mark will have the flyer completed in about three weeks and will forward the flyer to Lori who will get school board approval and will print backpack flyers for Mark to distribute to the schools. The ad will be placed in the April 7<sup>th</sup> Harvard Main Line.

**MINUTES OF JANUARY 17, 2017 – APPROVED**

A motion was made by Scott Logan, seconded by Wanda Marzahl to approve the Events Committee Meeting Minutes of January 17, 2017, as presented. All ayes. Motion carried.

**TREASURER'S REPORT**

A motion was made by Lori Moller, seconded by Scott Logan to approve the Treasurer's Report as submitted with a cash on hand balance of \$388.08 (this does not include any Balloon Fest revenue/expense). All ayes. Motion carried.

**COMMUNITY MOVIE NIGHT**

The upcoming movie night schedule is as follows:

March 5            Trolls

**BALLOON FEST LABOR DAY WEEKEND 2017**

**Wendy & Joe Lucich - Proposal T-Shirts/Promotional Items**

Chairman Marzahl related that there is another business interested in submitting a proposal. A motion was made by Scott Logan to table their proposal until Janet Hugg has prepared bid specs. Further discussion ensued and Wendy and Joe Lucich outlined their proposal to sell t-shirts and other souvenirs at the Balloon Fest. They have permission to use photos taken at last year's festival by Larry Stoldorf. They would like to include a link on Facebook for presales of t-shirts and souvenirs. They will produce t-shirts at the festival grounds with transfers as well as embroidery.

- At Janet's inquiry, Scott related that the consensus of the Events Committee was to outsource the promotional items instead of having the Events Committee man a booth.
- The promotional items would be sold separate from the Open Market. The pilot and volunteer shirts would also be separate from the items to be sold at the grounds.

Chairman Marzahl noted the motion on the floor which was seconded by Steve Cesarz. All ayes. Motion carried. Janet will have the bid specs ready for review at the next Events Committee Meeting with proposals to be reviewed at the April meeting.

**Helicopter Services Agreement - Approved**

A motion was made by Scott Logan, seconded by Wanda Marzahl to approve the agreement with Helicopter Services to provide helicopter rides pursuant to the times outlined in their agreement with the Events Committee receiving 10% of gross receipts. All ayes. Motion carried.

**Balloon Fest/Run With the Balloons 5K/10K**

Mayor Kelly recommended adding a Run With the Balloons 5K which he felt would boost morning attendance levels and be a very successful component to the festival. Tom and Laura Evers would be willing to organize the

event to be held on Saturday, September 2<sup>nd</sup> starting and ending at Milky Way Park. Laura related that Dale who is the timer that Milk Days uses is available. She will also contact the timing company out of Sharon, WI. The board discussed whether to have a fun run or competitive run with the consensus to have a competitive run. The target price is \$35. A motion was made by Scott Logan, seconded by Wanda Marzahl to create a subcommittee, Balloon Fest Run With the Balloons 5K/10K with Lori and Tom and Laura Evers as Chairmen of the Committee. All ayes. Motion carried.

At Janet's inquiry, the consensus was that the run t-shirts would be coordinated through the Balloon Fest Run Committee. After discussion, the concensus was that if we have one of the major sponsors, their logo should be put on the back of the t-shirts.

#### Post No Parking Signs on West Diggins, Ratzlaff and Park St.

A motion was made by Wanda Marzahl, seconded by Scott Logan to recommend to the City Council that "No Parking by Police Order" signs be posted on both sides of West Diggins St., Ratzlaff and Park St. during the Balloon Fest. All ayes. Motion carried. Mayor Kelly will discuss with City Administrator Nelson who would be responsible for the actual posting of the signs.

#### Subcommittees

##### Advertising/Publicity (Wanda/Tammy)

- The advertising budget is \$10,000.00. Lori related that she forwarded an e-mail from Carla Coulter, Magic 105.5 to both Tammy and Wanda. Last year we hired two radio stations: 105.5 out of Crystal Lake and another station out of Elgin/Aurora. Facebook was the biggest method of advertising last year. Suggested stations to advertise this year: 97.5 ZOK, Rockford; 99.9 WJVL, Janesville, WGN-TV, WREX-TV, the Boone County Journal and McHenry County Living. Mayor Kelly suggested we create a press release for distribution to the various news organizations, radio and television stations.
- Mayor Kelly reported that the Harvard EDC recently partnered with Visit McHenry County to promote tourism.
- Steve suggested having a float with a balloon basket in the Milk Day Parade with a banner for the Balloon Fest.
- Wanda suggested we use a picture or actual balloon basket as a prop for photo ops during the festival.
- Mayor Kelly suggested that the Events Committee consider getting a booth at the Waterford Balloon Festival (July 21 - 23) and/or Lisle Eyes to the Skies (July 4<sup>th</sup> weekend) to promote our festival.

##### Beer Tent (Scott)

Scott stated he would like to use cans again this year and inquired about utilizing local bartenders who were willing to work the beer tent(s) for tips. The general consensus was to proceed using bartenders working for tips. Pricing a can of beer at \$4 would be more likely to generate a \$1 tip. The Committee discussed the pros and cons of using Cardinal Liquors or going through a distributor. Scott will talk to Myank at Cardinal Liquors and will also explore going through Hayes or Lamonica. There will be a beer tent located on each side of the festival grounds.

##### Craft Vendors (Stateline Events)

No Report.

##### Entertainment/Music

Roger Hugg was appointed as the Chairman of the Entertainment/Music Committee.

- Mike related that 6 bands are already on board with most of the bands performing 2 (1 hour) sets. Dawn Bihlmaier indicated that her husband, Tim, has a country band, Raffle Road. Wanda suggested Cross County Junction whose approximate cost is \$1,200 for a 2 hour set. Also booked is Steve Belliveau with a magic show on Saturday from 3-4 pm with strolling magic an hour before and after the show and on Sunday from 1-2 pm with strolling for an hour before the show.
- Stages for entertainment will be located on both sides of the grounds with the main stage being on the balloon side of the grounds. The Committee reviewed the following staging proposals for the main stage from:
  - Dave Girardi in the amount of \$4,740 which doesn't include any stage lighting.
  - B & B Productions in the amount of \$4,050 which includes stage lighting but not a mixer. B& B could provide generator service at an additional cost of \$1,000. Wanda will forward the quote she received from Ameritemp to Mayor Kelly so a comparison can be made.

After discussion, a motion was made by Steve Cesarz, seconded by Janet Hugg to approve the quote received from B & B Productions, Inc., in the amount of \$4,050. All ayes. Motion carried.

- Roger has met with Dave Jack who is all set to go and will put together a package.

### Food Vendors (Tammy/Lori)

Tammy and Lori reported we have six vendors to date that have submitted their application and fee. The deadline for first right of refusal is March 15<sup>th</sup>. The Food Vendor Committee decided that we could accommodate an additional 6 new vendors, one of which is Maui Wowi who sells specialty coffees, smoothies and teas. Janet submitted a couple of food vendors for consideration if we have room. We'll have a better idea after March 15<sup>th</sup> whether or not we have room for additional vendors.

### Grounds (Chuck)

Chuck will have a meeting with Mike and Bryce Bannwolf as things start to fill in.

### Parking (Sheila/Steve)

- Steve and Sheila will meet prior to our next meeting. Chuck suggested they meet with Chief Krause to coordinate with McHenry County Sheriff's Dept. Explorers.
- The Committee discussed remote parking areas. The biggest issue with remote parking is the cost of bus/shuttle service. Lori noted we could ask Solid Rock Community Church about the possibility of using their bus. The Mayor has reached out to the hospital who owns a 20 acre parcel of land on Route 173 across from Milky Way Park to see if arrangements can be made to utilize their property for parking. Other options are 5 acres at the corner of Brink St./Route 14 (by True Valu) which is within walking distance and Arrowhead Industrial Park provided the road is completed by then.
- Mayor Kelly related the Moose will also be parking cars this year and can accommodate up to 700 vehicles utilizing their parking lot and lawn.
- Charging \$10 parking is not out of the question.
- Mayor Kelly related that the Police Dept. has surplus radio equipment which has been reallocated to the festival to be used for parking and general communications.
- All the paved parking area in Milky Way Park will be utilized for handicapped parking and security, fire, rescue personnel which should eliminate the issue with insufficient handicapped parking.
- Mayor Kelly has reached out to Prodigy to see if we can secure their property for parking.
- Sheila suggested giving cars a schedule of events or map of the grounds when parking to help address some their general festival questions.
- Mayor Kelly is working with the radio station about providing information during the festival so we can put out signs by the park listing 101.3 for further info.

### Photography (Nancy Shepherd)

- Nancy related that she would like to have three categories: professional, amateur and student. After discussion, the fee was set at \$5 student/\$10 amateur/\$30 pro. The pro fee would include a 3-day pass. Students and amateur photographers could purchase a stand alone photography pass for \$25. She would like to offer one big prize such as camera equipment or a pass to Timber Lodge. Wanda noted that there will be funds available that will be generated by the \$100 photography sponsor level.
- We can use last year's contest winners for this year's advertising so long as we give them the byline.
- Nancy is looking for a place to display the winning photographs at an open house type of event that would tie in with Starline's October 4<sup>th</sup> Fourth Friday event. Suggestions were one of the schools or contacting Sam Finrock or Michael Knop at the Moose. We could also create a winner's gallery on our website.
- Mike suggested that we create a sidewalk display at the festival of last year's winners.
- Mayor Kelly will look into setting up an account through PayPal for Balloon Fest related payments
- Nancy is adding a balloon event category for the McHenry County Fair Photography Contest.

### Marketing/Promo Items (Janet)

At Janet's inquiry, Scott confirmed that it was the Events Committee's consensus to outsource the t-shirts and other promotional items this year. When putting together the bid specs for items to be sold on the grounds, it will be noted that each vendor may at their discretion create a design for the t-shirts that must be approved by the board. After discussion, the general consensus was to maintain our original logo for volunteer and pilot shirts. Wanda suggested that the bid specs also be given to Jon Pagles, JPDesign. Bid specs need to include the dollar amount not just the percentage that the Balloon Fest will receive per t-shirt.

### Sponsorship (Wanda/Lori)

Wanda reported that sponsor letters were sent to 205 businesses and 63 individuals.

### Volunteers (Janet)

- The volunteer organizations that partner with the Events Committee would be under the Volunteers category.

- Janet recommended that the Events Committee not be one of the participating organizations. However, Event Committee members can donate their hours towards one of the participating organizations.
- Last year, 15 agencies partnered in the event. The consensus was not to limit the number of agencies that participate, but they would need to be within the 60033 zip code. Janet will post a notification on the Balloon Fest Volunteer Facebook Page. She would like each organization that participates to designate a representative and will set up a meeting with the representatives to establish some of the criteria for the volunteer groups.
- Volunteers must be 14 years of age or older to accrue hours. Younger siblings would be able to help but their hours wouldn't accrue.
- Volunteer hour increments will be changed from 2 to 3 hours.
- Janet will meet with Mayor Kelly to go over the signup.com criteria.

#### Other

- Janet inquired where camping would fall in the committee structure. There were spaces marked out last year to accommodate campers, but we didn't have any campers other than vendors. The consensus was that it should fall under the Grounds Committee. Chuck will talk to Mike and Bryce prior to our next meeting to determine how many camping spaces we can offer. Janet and Steve would both like to bring their campers to the festival grounds for the weekend.
- There was discussion as to whether or not we should outsource the glow sticks and mosquito repellent. The consensus was for the Events Committee to continue to sell them this year.

#### **SUMMER COMMUNITY BAND**

Mayor Kelly related that Corey Koffer was working on it.

#### **UPCOMING EVENTS**

##### Rabbit Show - June 25<sup>th</sup>, 2017 at Harvard Moose Lodge

Dawn Bihlmaier stated she is having a difficult time getting monetary sponsors. The budget for the Rabbit Show is roughly \$910. The rental charge for the Moose pavilion is \$300, but Sam Finrock is asking the board to reduce the fee to half price. The board discussed using the barn at Milky Way Park for the show, but there would be costs associated with using the barn such as park rental fees, amusement tax and porta-pots. Dawn noted this is the third year for the rabbit show and they are hoping to have more entries since they changed the dates to before the county fairs. If they don't get more entries this year, they may not do another show next year. The general consensus was that it was okay for the 4-H Club to use the profits from their two food stands in the amount of \$190.97 towards the rabbit show.

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

At 8:11 pm, a motion was made by Wanda Marzahl, seconded by Scott Logan to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary