

EVENTS COMMITTEE MEETING

March 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 Mayor/Balloon Fest Chairman Mike Kelly, Laura Evers, Roger Hugg, Nancy Shepherd, Stacy Moore/State Line Events and Dawn Bihlmaier.

PUBLIC COMMENT

MINUTES OF FEBRUARY 21, 2017 – APPROVED

A motion was made by Scott Logan, seconded by Wanda Marzahl to approve the Events Committee Meeting Minutes of February 21, 2017, as presented. All ayes. Motion carried.

TREASURER'S REPORT

Treasurer Marzahl reported that the only changes to the Treasurer's Report are in relation to the Balloon Fest. A motion was made by Scott Logan, seconded by Janet Hugg to approve the Balloon Fest Financial Report as submitted. All ayes. Motion carried.

COMMUNITY MOVIE NIGHT

The last movie night of the season will be held April 8th showing *Sing*.

SUMMER COMMUNITY BAND

No report

BALLOON FEST LABOR DAY WEEKEND 2017

Budget

- Roger related that the line item for sound equipment doesn't reflect the costs for the secondary stage or any lighting. A motion was made by Scott Logan, seconded by Wanda Marzahl to increase the Sound Equipment/Stage Lighting line item from \$2,500 to \$4,500. All ayes. Motion carried.
- The Committee discussed establishing a line item for sponsor expenses which would include banners, mailings, t-shirts, etc. At a minimum, the sponsor expenses should be separated from the advertising expenses. A motion was made by Scott Logan, seconded by Lori Moller to add a line item for Sponsor Expenses in the amount of \$5,000. All ayes. Motion carried.

Booth at Waterford Balloon Fest and/or Eyes to the Skies - Tabled

The Committee discussed participating as a business vendor in the Waterford Balloonfest (July 22nd) at a cost of \$100 and Lisle Eyes to the Skies (June 30th - July 2nd) at a cost of \$1,200 which would be considered advertising expenses. Lori hasn't heard back from Waterford yet, but if allowed, we could promote our Balloon Fest at both events and give away magnets and sell t-shirts, limited edition shirts and other souvenir items. At a minimum, Mayor Kelly encouraged the Committee members to attend the festivals. We would need volunteers to man the booths. The general consensus was to table the agenda item until next month.

PayPal - Approved

The City can establish a PayPal Account for Balloon Fest/Events Committee related purchases. In order to have a cart, we would need to approve a business account. A motion was made by Tammy Herrera, seconded by Steve Cesarz to set up year round business PayPal account at a cost of \$30/month. All ayes. Motion carried. A link can be added to the Balloon Fest webpage. Interested parties on the City's website would be directed to the Balloon Fest webpage.

Bella's Bouncies - Approved

The Committee reviewed several options from Bella's Bouncies for the inflatables, extreme rides, zip line and all required staffing. The cost exceeds the budgeted amount of \$40,000 due to the increase in hours and additional rides. An option to reduce the cost would be to use up to 10 volunteers to staff the inflatables (not the extreme rides). Lori is waiting to hear back from the City's general liability carrier to get their input on the use of volunteers. Mayor Kelly recommended that we set a per day rate for wristbands at \$20 on Friday and \$30 on Saturday and Sunday due to the increased hours of operation and number of rides offered. A motion was made by Scott Logan, seconded by Tammy Herrera to recommend to the City Council to approve Option 3 at a cost of \$66,224.60 adjusting the budget accordingly and to set the wristband price on a per day rate of \$20 on Friday and \$30 on Saturday and Sunday. All ayes. Motion carried.

Subcommittees

Advertising/Publicity (Wanda/Tammy)

The Committee reviewed proposals submitted by McHenry County Living, WIFR 23 and Lake 961. Carla Coulter, 105.5 previously submitted a proposal. McHenry County Living's revised proposal is for a combination of \$4,800 in-kind (Balloon Sponsor) and payment of \$2,800 for video and advertising. The consensus was that our advertising dollars might be better spent elsewhere, particularly outside of McHenry County.

A motion was made by Scott Logan, seconded by Tammy Herrera to approve the proposal submitted by WIFR 23 in the amount of \$2,650. All ayes. Motion carried.

A motion was made by Scott Logan, seconded by Tammy Herrera to approve the proposal submitted by WLKG 96.1 in the amount of \$1,500 (\$750 cash/\$750 in kind). All ayes. Motion carried.

Beer Tent (Scott)

- Scott has reached out to both Hayes and LaMonica and is waiting their feedback on prices. His plan is to have a trailer from each of the distributors that would be set up at each of the beer tent locations. In order to use a distributorship, the Events Committee needs to obtain a Special Event Retailers Liquor License from the State of Illinois Liquor Control Commission.
- Scott requested that a gator be dedicated to the beer tent for the weekend. Sheila related that she personally rented one last year from Buck Bros for the entire weekend at a cost of \$350. Wanda will talk with Buck Bros. to see if they would upgrade their inkind sponsorship for two gators.
- Hayes offers some of their product in 16 oz cans which would justify increasing the price to \$4.
- Mayor Kelly inquired about offering craft beer and single serving wine and will get Scott some information so he can look into it.
- City Administrator Nelson is checking with Chief Krause to clarify whether or not our bartenders and ID checkers need to be Basset trained.
- Scott confirmed that volunteers get free parking, a volunteer t-shirt and bottled water to drink. Scott set up a signup.com for the beer tent volunteers. Janet brought up discussion of whether or not we should have two separate signup.com sites. The consensus was to maintain both signup.com sites with Scott keeping track of all his volunteers and their hours worked and whether they are working for tips or donating their hours. The ID checkers would be set up under the general volunteer signup.com. Parking volunteers will also be added to the general signup.com. Scott will report to Janet at the end of the event which workers were volunteers donating their hours to one of the not-for-profit organizations and their total hours.

Open Air Market Vendors (Stacey Moore/Stateline Events)

Stacey reported that she has 24 return vendors. Last year, the direct sales type vendors fared better than the actual crafters, many of whom left after the first couple days. She felt that was due to the location of the Open Market along the dirt path. Mayor Kelly related that the Open Market will be relocated to the other side of the parking lot with the booths on the grass on the south side of the paved walkway. Open Market hours will be Friday from 4-10 pm (set up at 2 pm) and Saturday/Sunday from noon - 10 pm (set up 10 am). Purchasing electricity will be optional at a cost of \$75, but vendors will be required to have some sort of lighting in their booth. If they do not wish to purchase electricity, they can use either battery operated lanterns or a generator. The festival is selling glow products, so any vendor selling glow products will not be able to conduct roaming sales.

Entertainment/Music (Roger Hugg)

- Mayor Kelly reviewed the grounds map and where the stages and beer tent will be located. He has reached out to the Stingerz for use of their concession stand as the second beer tent.
- Roger Hugg reviewed the entertainment schedule for the weekend. There are only a few slots open, mostly on the secondary stage. There was discussion on whether the stages will conflict with each other, particularly during the movies. They will try to position the stages in such a way that they don't interfere with each other.
- Scott suggested opening up a \$5,000 sponsorship level for each of the stages perhaps geared towards the beer distributors or the car dealerships.
- Mayor Kelly indicated that in addition to the bags, he would like to offer additional free family type games such as giant pong and yard sized chess, checker and jenga games. Mike will bring the hippity hops, but no volunteers would be needed to man that activity.

Food Vendors (Tammy/Lori)

Tammy and Lori reported we have 27 food vendors and 2 game vendors that have submitted their application/fee. All but 3 of last year's food vendors are returning and both of last year's game vendors are returning. Our

maximum for this year will be 30 vendors so we have openings for 3 food vendors. Tammy and Lori will schedule a Committee meeting to go over the food vendor waiting list to determine the open spots.

Grounds (Chuck)

- Chuck will schedule a meeting with Mike/Bryce Bannwolf to determine the number of available parking spaces.
- A motion was made by Lori Moller, seconded by Tammy Herrera charge \$35 a night with a \$100 security deposit for camping with full hookup. All ayes. Motion carried. Also discussed was whether or not to charge Committee members a fee for camping; no decision made.
- Steve inquired if there would be a way to pick your camping space. Scott suggested setting up Paypal with each space as a separate shopping cart item.
- Discussed offering campers individual portapots as an additional rental option.

Parking (Sheila/Steve)

- At Steve's inquiry, Mayor Kelly felt the Parking Comm. should also encompass traffic flow around the park.
- Sheila and Steve met with Aimee Knop. Sheila will compose a letter to McHenry County to request their Auxiliary Police for the event.
- Steve and Sheila will meet with Mayor Kelly to formulate a plan for traffic control, overflow parking locations and volunteer parking.
- Discussed establishing a line item for parking or grounds expenses to purchase flashlights, vests, signage, etc. Steve and Sheila will come up with a list of items they need and it will be on the next agenda. Sheila will provide her own gator if the Committee will reimburse her for the gas.
- Sheila's bus is available to be used again for the train shuttle. Solid Rock Community Church also has a full sized school bus and would be available for the weekend.
- Mayor Kelly related that we have 30 old police radios to be used for parking and general communications.

Photography (Nancy Shepherd)

- Nancy has sent out e-mails to last year's participants and has received a lot of positive feedback.
- Nancy inquired about the distribution of the revenue received for Photography Sponsor and Photo Passes. She is working on various items that she can use as prizes and would love to give away a camera for best of show (cost range would be \$800-\$1,100) as well as other prizes. She is working with a camera shop out of Rockford. The consensus was that the Photography Sponsor money received could all be used for prizes, but the revenue from Photo Passes will go into the general fund.
- Nancy was able to get some high resolution photos from last year's photographers to be used for advertising purposes. Photographers will be given photo credit for any picture that the Events Committee would use.
- Nancy is advertising the Balloon Fest Photo Contest at the McHenry Co. Fair and is adding a balloon event category for the Fair Photo Contest. She requested photo passes or other items to be used as prizes. A motion was made by Wanda Marzahl, seconded by Steve Cesarz to donate two photo passes to be used as prizes at the fair and to give each of the judges a 1 day photo pass and food coupon. All ayes. Motion carried.
- Nancy related that brochures can be handed out during the McHenry County Fair. Janet suggested getting a booth at the fair as well.
- The application to enter the photo contest can be added to the PayPal account with a link to Nancy's website to download their photographs.
- Lori suggested using City Hall as a location for an open house type of event that could tie in with Starline's October 4th Fourth Friday event. Nancy thought the lobby area would work fine.

Marketing/Promo Items (Janet)

Tammy suggested that the Committee consider allowing Whimsical Stitching, JPD and First Place Promotions to participate jointly in selling the t-shirts and other promo items at the Balloon Fest instead of a single vendor. The general consensus was that a joint multi-business approach would be acceptable. Laura suggested that we offer pre-sales of shirts and promo items and recommended that we use a tier system that would be based on overall net sales to determine the Events Committee split. The hours for sales will be the same as the Open Market Vendors, but the vendors could at their discretion, open early for the morning balloon ascensions. The consensus was that the three businesses should meet with the Marketing/Promo Items Committee to discuss the details.

Janet reviewed the specs for the shirts and koozies that the Balloon Fest will purchase: volunteer t-shirts, Committee polo shirts, pilot and presenting sponsor polo shirts, festival t-shirts for sponsor packages and koozies.

The Committee discussed a trifold brochure that would include an outline of the park that could be given out as time permits when parking vehicles and at the ticket booth. Wanda volunteered to work on a brochure. Also discussed was talking to the multi media class at the high school to see if a phone app could be designed. Stacey related that

she is an intern at Rock Valley College and her professor designs apps; she will forward some information to Mayor Kelly.

Run with the Balloons 5K (Lori, Tom, Laura)

Laura reviewed the preliminary budget for the Run With The Balloons 5K which would be held on Saturday, September 2nd at 7 am. Total expenses are estimated at \$8,935 and revenue at \$17,500 . Royal Oak Farm Orchard is considering a \$1,000 sponsorship with a portion of their sponsorship as an inkind donation of two bushels of apples. Registration will be done through www.raceentry.com whose fee is 10%. They will mail the city a check every two weeks, less their 10% fee. At this time, we do not anticipate offering same day registration. The Committee is looking to use the Conservation District Stone Mill Trail which begins just on the other side of Lawrence Rd. A motion was made by Scott Logan, seconded by Wanda Marzahl to add a line item for the 5K to the budget as presented. All ayes.

Sponsorship (Wanda/Lori)

Nancy inquired if someone donated \$1,000 as a pilot sponsor, could they designate where it went to, i.e. photography contest. The consensus was that someone could donate \$1,000 and specify it to go towards photography and still receive all the benefits listed for a pilot sponsor.

Wanda related that Culvers contacted her to be the Presenting Sponsor with an inkind donation of coupons, similar to last year. The Sponsor Committee was not in favor of their proposal and Culvers was advised of their decision.

Volunteers (Janet)

Janet related that she put an initial post on Facebook for non-profit volunteer groups and has received nine responses, two of which are new non-profit organizations. She will post again on Facebook post and personally contact the groups who haven't responded. Mayor Kelly related that the Boys League has expressed interest in participating.

Balloon Fest Chairman

- Mike related that he has posted a few things on Facebook and is working with Randy to update the website. Stacy volunteered to be an administrator for the Facebook page.
- We are working with a rescue group from Marengo to provide hand led pony rides.
- The target date to go live with the PayPal Account is May 1st.

UPCOMING EVENTS

Rabbit Show - June 25th, 2017 at Harvard Moose Lodge

Dawn Bihlmaier stated she is still working on monetary sponsors. The club has decided if they don't get more entries than last year, they will not do another show.

The next meeting is Tuesday, April 18th, 2017, at 5:30 pm.

At 8:22 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