

## **EVENTS COMMITTEE MEETING**

**May 16, 2017 - 5:30 pm**

Chairman Herrera called the meeting to order at 5:30 pm. Committee members present: Steve Cesarz, Sheila Henson (6:13 pm), Tammy Herrera, Janet Hugg, Mark Lancaster, Lori Moller, and Scott Logan. Committee member Wanda Marzahl was absent. Also present were Mayor/Balloon Fest Chairman Mike Kelly, Roger Hugg and Tom and Laura Evers.

### **PUBLIC COMMENT**

None

### **MINUTES OF APRIL 18, 2017 – APPROVED**

A motion was made by Scott Logan, seconded by Steve Cesarz to approve the Events Committee Meeting Minutes of April 18, 2017, as presented. All ayes. Motion carried.

### **TREASURER'S REPORT**

A motion was made by Scott Logan, seconded by Steve Cesarz to approve the Balloon Fest Financial Report as submitted. All ayes. Motion carried.

### **EVENTS COMMITTEE VACANCIES/WANDA MARZAHN'S RESIGNATION**

There are two vacancies on the Events Committee. Chuck Marzahl's aldermanic position has ended and he will no longer be on the Events Committee. In addition, Wanda Marzahl has submitted her resignation which leaves the Treasurer's position vacant. A motion was made by Scott Logan, seconded by Steve Cesarz to accept Wanda Marzahl's resignation from the Events Committee, with regrets. All ayes. Motion carried.

A motion was made by Steve Cesarz, seconded by Janet Hugg to table the Committee vacancies until our next meeting. All ayes. Motion carried.

### **SUMMER COMMUNITY BAND**

The Committee reviewed Korey Coffey's summer concert series for the Harvard Community Band. Korey would like to schedule performances at Lions Park on Monday, July 3<sup>rd</sup>, 2017, and Tuesday, August 1<sup>st</sup>, 2017, at 7 pm with a final performance during the Harvard Balloon Fest. The fee to reserve the park is \$50 per date. A motion was made by Scott Logan, seconded by Mark Lancaster to approve the summer concert series as submitted and to reserve Lion's Park for the performances. All ayes. Motion carried.

### **RABBIT SHOW - JUNE 25<sup>th</sup>, 2017 AT HARVARD MOOSE**

No report.

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

Chairman Herrera recommended that each of the Committee Chairmen give an update and only bring up items for discussion that need Events Committee approval. The intent when the various committees were established was for the individual committees to make decisions within the budget.

### **Budget**

- The parking/grounds expense line item was tabled until our next Events Committee meeting.
- A motion was made by Scott Logan, seconded by Steve Cesarz to add \$300 to the 5K/10K Run for advertising. All ayes. Motion carried.

### **Bella's Bouncies Update**

The City's insurance company will allow the use of volunteers. The contract with Bella's Bouncies was updated to include the use of 16 volunteers to cover the inflatables. The cost was reduced from \$66,225 to \$55,065. The contract has been approved by the City Council at the April 25<sup>th</sup> meeting.

### **Waterford Balloon Fest**

The Balloon Fest application to participate in the Waterford Balloon Fest as a business vendor has been received and accepted. Tom and Laura Evers and Janet and Roger Hugg will attend. Magnets have been ordered and Tammy is working on the brochure.

### **Governor's Hometown Award**

After a two year absence, the Governor's HomeTown award is back and has been transitioned from DCEO to the Serve Illinois Commission. Mayor Kelly felt that the Balloon Fest would be an excellent candidate for this award

and recommended that the Events Committee make a submission. The program application is expected to be available in early June. A motion was made by Scott Logan, seconded by Mark Lancaster to proceed with the application when it becomes available. All ayes. Motion carried.

### Subcommittees

#### Advertising/Publicity (Tammy)

Tammy reported on advertising venues for the Balloon Fest: WIFR, Star 105.5, WKLG Lake 96.1 and the Northwest Quarterly. Star 105.5 would like to broadcast live on a balloon ride. Options would be offering them a tethered ride or riding with a sponsor if there is sufficient room.

#### Beer Tent (Scott)

- Scott reviewed his report. The Committee discussed working with one or both distributors. In order to offer a variety of beers, the Balloon Fest will probably need to utilize both Lamonica and Hayes. Scott intends to have a trailer at each beer tent and will ask each distributor to make banners that would identify what is being sold. Scott will look into the possibility of single serving wine and wine coolers.
- The distributors can buy back unopened cases only if we have a 4a Special Event Liquor License issued by the State of Illinois which allows for the sale of leftover product. The alternative is to sell product on Sunday at a reduced price.
- A motion was made by Scott Logan, seconded by Lori Moller to approve the dram shop liquor liability insurance quote submitted through the City's insurance broker, Wine Sergi & Co LLC, in the amount of \$1,230.00. All ayes. Motion carried.

#### Craft/Open Air Market Vendors (Stacey Moore/Stateline Events)

Stacy was not in attendance. The Committee reviewed her inquiry on behalf of a vendor who would like to use the Balloon Fest image, name and date on some items. A motion was made by Scott Logan, seconded by Steve Cesarz to deny the request. All ayes. Motion carried.

#### Entertainment/Music (Roger Hugg)

Roger distributed an updated entertainment schedule. Both the north and south stages are completely booked.

#### Food Vendors (Tammy/Lori)

Tammy and Lori reported that we have full capacity for food vendors. A meeting will be scheduled for the McHenry County Health Dept. to meet with the food vendors to review regulations. A notification letter will be sent to the vendors giving them time and location of the meeting.

#### Grounds (Mike and Bryce Bannwolf)

Chuck Marzahl was the Subcommittee Chair for grounds. Mayor Kelly will speak with Mike and Bryce Bannwolf after Milk Days is over.

We have two food vendors who are providing public seating. Mayor Kelly recommended the committee consider two additional tents similar to what was used at the beer tent last year (approx. 40x60), one on each side for additional public seating. The Committee discussed getting quotes from various rental companies for tents, tables and chairs.

The Mayor related that he has a verbal commitment from Falcon Waste and Recycling to be an in-kind sponsor. They would provide a dumpster and volunteers to pick up the trash. In return, Falcon would like to use trash cans with their name on it. The consensus was to proceed and coordinate through the Sponsor Committee.

#### Marketing/Promo Items (Janet)

- Janet will order polo shirts for Scott, Steve and Tammy.
- Festival t-shirts will be sold on the grounds. The Committee discussed whether or not to sell additional promo items on the grounds. Tom and Laura noted that several items will be offered for presale on line and suggested waiting until August 1<sup>st</sup> to see how many orders we receive before making a decision whether or not to sell on the grounds.
- Janet said she will need to know how many sponsor shirts to order and inquired if they would be size specific. The consensus was to have the Sponsor Committee make that decision.
- Part of Tom and Laura's proposal is to provide 5,000 business cards and a 6'x3' banner which would could be used at Waterford Balloon Fest. Mayor Kelly related that Milk Days has contracted with Glenn O'Connell to offer tethered rides; perhaps the banner could be located on the balloon basket or on the ground near the tethered rides. Sheila indicated we could also put the banner up on her property. The consensus was to move

the banner around to various locations. A motion was made by Scott Logan, seconded by Janet Hugg to approve the design of the banner and business cards. All ayes. Motion carried.

#### Parking (Sheila/Steve)

- Steve related that the Parking Committee will take a look at Milk Days' signs to see what the Balloon Fest can use and will then make a determination as to what signage is needed and report at next month's meeting.
- The traffic flow pattern will be as submitted last month.
- The Parking Committee will need 24 volunteers although there may be lull times where less volunteers are needed.
- A portion of the blacktop area at the back entrance off of Ratzloff St. will be dedicated for motorcycle parking.
- Volunteer parking is yet to be determined. Scott said he has about 10 available parking spaces on his property. Steve will talk to Colin Stuart at Offset, 525 Chippewa, about using his property as well for volunteer parking.
- At Steve's inquiry, the consensus was that the light towers will be handled each night by the Parking Committee.
- Mayor Kelly is working with Edwards Village to use their lots for offsite parking. A key component to solidify the offsite parking is to ensure we have a solution for shuttle service. Mayor Kelly and Lori met with Carol at Durham to see if they would be an inkind sponsor, with the festival paying the hard costs of fuel and maintenance. Carol will work on a proposal once school is out so we should have a better idea at the next meeting. The plan would be to offer shuttle service (8-10 buses) that would run continuous from noon til midnight each day. After discussion, the consensus was to have the Parking Committee finalize the bus route.
- Orrin Kinney/Starline Factory will allow us to use his multi purpose 6-passenger golf cart as part of his sponsorship.

#### Photography (Nancy Shepherd)

A motion was made by Lori Moller, seconded by Janet Hugg to approve Nancy's recommendations for a Student Photographers Bundle and Amateur Photographers Bundle as follows:

- Student entry only \$5 – 4 entries
- Student Bundle \$30 (student entry, 3 day photo pass, 3 day parking pass)
- Amateur entry only \$10 – 4 entries
- Amateur Bundle \$40 (amateur entry, 3 day photo pass, 3 day parking pass)

All ayes. Motion carried.

#### Run with the Balloons 5K/10K (Lori, Tom, Laura)

Laura reported that the run is live on raceentry.com. Flyers will be put in the Milk Run packets. Running Depot will begin promoting the festival run in June. Laura should have a better idea after Milk Days how many volunteers are needed.

#### Sponsorship (Lori)

Laura Evers volunteered to assist the Sponsorship Committee after Milk Days.

#### Volunteers (Janet)

There are 24 not-for-profit groups that have signed up to participate in the balloon fest. Janet has scheduled a meeting for Thursday, May 25<sup>th</sup> at 7 pm in the City Council Chambers to meet with the contact person for each of the organizations. Janet will be posting the signup.com for volunteer signup.

#### Lake Geneva Balloon Co. /John Trione

No report. Mayor Kelly will ask John to be in attendance at our next meeting to provide an update.

#### Balloon Fest Chairman

- Mayor Kelly thanked the Events Committee for their assistance in coordinating the Balloon Fest both last year and this year making it great festival for Harvard. Mike related that the economic impact of the 2016 Harvard Balloon Fest to our community was \$2.5 million.
- Rain insurance will be on the next agenda. Lori related that the Frost Group was going to provide a quote after Milk Days.
- The Events Committee reviewed a quote from Midwest Balloon Rides to offer handicap tethered rides. The pilot comes from Indianapolis. The cost for one three hour tether cost is \$3,050 plus propane, hotel room, tie off vehicles and volunteers to assist. If the tethered rides weather out due to wind or rain, the Balloon Photo Fun would operate during the tether time at a cost of \$1,550. Adding an additional 3 hour tether is \$2,450 per tether. After discussion, a motion was made by Lori Moller, seconded by Mark Lancaster to move forward with a 3 hour tethered session on both Saturday and Sunday. All ayes. Motion carried. The Committee discussed

having Midwest Balloon Rides also provide the Balloon Photo Fun photo op. Mayor Kelly will clarify the scope of the photo op.

**UPCOMING EVENTS**

The next meeting is Tuesday, June 20<sup>th</sup>, 2017, at 5:30 pm.

At 7:06 pm, a motion was made by Scott Logan, seconded by Steve Cesarz to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary