

**EVENTS COMMITTEE MEETING
OCTOBER 2, 2007 – 4:00 P.M.**

Chairman Evers called the meeting to order at 4:00 p.m. City Clerk Wells called roll. Committee members present: Laura Evers, Cathy Pescinski, Scott Logan, Judyanne Grandmaison, Barb Rowe, Bill Clow, Lori Moller and Wanda Marzahl. Member Rebecca Gabrys was absent. Also present were Mayor Nolan, Regina Logan and June Vickery.

AUDIENCE PARTICIPATION: NONE

EVENTS COMMITTEE MEETING MINUTES OF 09/18/07 - APPROVED

Moved by Clow, seconded by Marzahl to approve the minutes of September 18th, 2007. Members voting aye: Evers, Pescinski, Logan, Grandmaison, Rowe, Clow, Moller and Marzahl. Motion carried.

TREASURER'S REPORT

Wanda reviewed the Treasurer's Report; ending balance of \$961.645 as of 09/30/2007. Wanda also reported on her conversation with Tom Condon, Dean's Foods as far as sponsoring the full amount for the Trolley. Tom indicated he would have to think about it and to contact him in a couple weeks. Wanda was directed to follow-up with Tom.

CHRISTMAS IN HARVARD AND SUBCOMITTEE REPORTS

Marketing & Advertising (Cathy Pescinski and Bill Clow)

- ☞ The Committee reviewed a sample of last year's placemats with 13 ad spots at \$110 each. The general consensus was sell ads again at \$110/ad as a general fundraiser and to offer those who had ads last year their same ad space; placemats to be on light blue paper. Scott will print 5,000 placemats at a estimated cost of .05 ea. Laura recommended that placemats be opened up to restaurants in Harvard, Hebron, Capron, Walworth, Marengo and a select few in Woodstock i.e. Three Brothers. The Mayor suggested giving Deans a free ad if they provide full trolley sponsorship. Harvard Insurance and Logan Actuator would like same ad space; Mayor Nolan will purchase the ad the City had last year. Committee members will make the following contacts to sell ads: Judyanne: Adams Collision; Wanda: Heyer Tru Value and Deans; Bill: Greg at Northwest Herald; Laura: Castle, Harvard State Bank and Harvard Auto Group; Andy will contact Joel Berg.
- ☞ The general consensus was to do the group ad separate from the placemats.
- ☞ Judyanne suggested that the Committee wear buttons as a method of advertising; Lori noted that buttons could also be used as tokens and will price out a button maker.

Parade (Laura Evers)

- ☞ Bill Clow noted that we have received formal approval to stage the parade at Washington School which will lengthen the parade route to nine blocks (school to five-points).
- ☞ (4) cash prizes of \$75 each; two age groups (adult and youth) and two categories (musical and non-musical) After discussion, the general consensus was to offer the prizes as (4) \$75 Sponsorship Opportunities. Cathy reviewed the letter sent out to businesses with various suggestions for participation; Main Street will promote whatever activity or entertainment that the businesses choose to do.
- ☞ Entrance forms will be provided

Craft Fair

- ☞ Cathy reported one more craft show application has been received for a total of four. She also has received a mailing list from Crystal Lake of 200 crafters which we could mail out at approximate cost of \$100 (\$80/postage and \$20/printing & labels)
- ☞ Bill reported he hasn't heard anything back yet as far as manpower the day of the craft show; FFA should have right of first refusal

Visit With Santa (June Vickery/Women For Harvard)

June reported almost everything is ready with a few minor things to finalize.

Mrs. Claus (Judyanne Grandmaison)

Judyanne reported everything is ready to go.

Coloring Contest (Barb Rowe)

Barb has contacted the schools and will need about 1,300 copies to be printed on white paper run for the schools, library and St. Paul's. Cathy will design new art work for the coloring pages to be distributed to the schools on November 13th Coloring pages to be turned in by November 19th which Barb will pick up from the schools on November 21st. Entries to be displayed in the entryway at Central School during the craft show with winners displayed at Harvard Savings Bank. The HHS Student Council to be judges. Three age categories: Pre-K, K-2nd and 3rd - 5th with 1st, 2nd & 3rd for each age category. Prizes will be \$1st place-\$15; 2nd place-\$10, 3rd place-\$5 and

Best of Show an additional \$10. The coloring contest is a \$250 sponsorship opportunity which will cover the cost of copies and prizes.

Window Decorating Contest (Barb Rowe)

- ☞ Discontinue residential portion of the window decorating contest
- ☞ Commercial window decorating contest would be open to all businesses in Harvard with the prize to be the traveling trophy, free ad in next year's placemat, and recognition of the winner on the community sign and in the spring 08 newsletter.
- ☞ Forms to be out by November 1st

Entertainment (Judyanne and Rebecca)

- ☞ Judyanne and Rebecca are planning a costume contest. Also discussed other entertainment and having a box of accessories available for kids/parents to put together costumes and skit. Entertainment sub-committee to put together more details and report back.
- ☞ Live Nativity by New Hope Community Church in Stahl's parking lot from 2:30 – 4:30 with live animals at no cost to Events Committee.

Moved by Marzahl, seconded by Clow to recommend the following actions:

1. Sell placemat ads at \$110 each with 1st choice to last year's participants
2. Direct Treasurer to contact Deans re placemat ad incentive
3. Mailing to businesses for in-house promos
4. Approve expenditure up to \$100 for craft show mailing
5. Print 1,300 copies of coloring contest to distribute November 13th and picked up on November 21st
6. Sell four \$75 sponsorships for parade
7. Sell sponsorships for coloring contest prizes

Roll call vote: Evers, aye; Logan, aye; Pescinski, aye; Grandmaison, aye; Rowe, aye; Clow, aye; Moller, aye and Marzahl, aye. Motion approved eight to zero.

REVIEW SUBCOMMITTEE REGULATIONS AND PROCEDURES

Alderman Logan reviewed the Open Meetings Act as it pertains to sub-committees and noted that sub-committees can meet without posting agendas as long as no more than two committee members are present.

HARVARD EVENTS COMMITTEE WEBSITE

Scott reported that the simplest thing to do would be to set up cityofharvard.org/events as part of the City website with Cathy to create the web pages which Lori can post.

MEETING DATES

October 16th – 5 p.m.
November 13th – 5 p.m.
November 27th – 5 p.m.

NEXT AGENDA

The Committee will discuss Wanda's ideas for the Country Fair at the next meeting.

At 5:10 p.m., moved by Marzahl, seconded by Grandmaison to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary