

**EVENTS COMMITTEE MEETING
NOVEMBER 13, 2007 – 5:00 P.M.**

Chairman Evers called the meeting to order at 5:00 p.m. Clerk Wells called roll. Committee members present: Laura Evers, Cathy Pescinski, Scott Logan, Judyanne Grandmaison, Barb Rowe, Bill Clow, Rebecca Gabrys, Lori Moller and Wanda Marzahl. Also present were June Vickery and Angela Faler.

AUDIENCE PARTICIPATION: NONE

EVENTS COMMITTEE MEETING MINUTES OF 10/16/07 & 10/30/07 -APPROVED

Moved by Logan, seconded by Pescinski to approve the Events Committee Meeting Minutes of October 16th and October 30th as presented. All ayes. Motion carried.

TREASURER'S REPORT – APPROVED

Treasurer Marzahl reviewed the Treasurer's Report. Moved by Pescinski, seconded by Clow to approve the Treasurer's Report as submitted. All ayes. Motion carried.

CHRISTMAS IN HARVARD AND SUBCOMMITTEE REPORTS

Marketing and Advertising (Cathy Pescinski and Bill Clow)

Cathy Pescinski reviewed the updated spreadsheet showing various newspaper and radio advertising options and pricing. Moved by Clow, seconded by Logan to approve a 3x5 ad or as large as we can get in the Week to run on Sun., Nov. 25th and Thurs., Nov. 29th at a cost not to exceed \$130.00 for both ads. All ayes. Motion carried.

Scott will order paper for 10,000 placemats and will print as needed. Placemats should be out in restaurants by next Monday or Tuesday. Laura will call all the restaurants to ask if they would use the placemats and find out how many they would need.

Lori updated the Committee on the software requirements for the buttons; the template runs on Corel or the manufacturer's software. Tom and Laura have Corel at the store and are printing the design for the buttons, which runs on regular paper. Cathy thought that a template could be created in Publisher; she will work on it after Christmas in Harvard. Lori will put the buttons together and have them available for Judyanne to pass out at Sullivan's on Nov. 17th. We will use the buttons for advertising for Christmas in Harvard, but in the future, we may be able to sell them for use as tokens.

After discussion, the general consensus was for Wanda to contact Sign Crafters for corrugated plastic signs, at a cost not to exceed \$200, as follows:

- 2 3'x2', two sided signs , three lines to read Christmas in Harvard, Downtown Harvard, This Saturday to be placed at five-points
- 10 18"x24" standard yard signs, three lines to read Christmas in Harvard, Downtown Harvard, This Saturday
- 10 18"x24" standard yard signs, three lines to read Christmas in Harvard, Downtown Harvard, Today

Lori/Wanda will ask the Milk Day Board at the next meeting for permission to use the Craft Show Signs and for use of the sound system for Christmas in Harvard.

Parade (Laura Evers)

Cathy noted that Harvard Main Street is going to try and have an entry in the parade but it may not necessarily be a float. Other entries include the Boy Scouts with Color Guard, Girl Scouts, Mayor, new Fire Dept. truck, High School and Jr. High bands, second/third graders on a hay wagon, Madrigals, snowmobilers and the Lion's Club. There may be horses, depending on the weather. Laura will need three judges who could be early entries in the parade. Laura will send out parade applications to Marian Central, Faith Christian and Anna Marie Platt-Miller and will give Wanda/Judyanne a list of individuals to contact to see if we can get more parade entries.

Craft Fair

Cathy reported we have received thirteen applications to date and that she has received phone calls expressing interest; total capacity is 27 spaces. Spaces available 6x6 @\$35; 8x8@\$45 and 10x10@\$55. Cathy will take applications up to the day of the event. Helpers have not been confirmed. Rebecca will check to see if the Jr. Class or Post Prom Comm. would like to man the event. Rebecca also suggested the 7th & 8th Grade Confirmation Class for St. Joseph's who need to have a Community Service Project. Bill will contact the 4-H teacher one more time.

Judyanne indicated she has a St. Joseph's Youth Group for face painting. The general consensus was to include them as entertainment perhaps at Jimmy's with Visit With Santa.

Visit With Santa (June Vickery/Women For Harvard)

June inquired about the sponsor for Visit With Santa which was supposed to be just the Women For Harvard; Cathy responded that had been cleared up and the bank will sponsor the Tree Lighting. June noted that last time she met with Jimmy, he hadn't ordered the banner yet. Barb said that Jimmy may not be here. The banner should be put up as soon as possible.

Mrs. Claus (Judyanne Grandmaison)

Judyanne reported everything is ready to go.

Coloring Contest (Barb Rowe)

Barb reported that the coloring pages will be distributed tomorrow and recommended that the prizes for the coloring contest be awarded at the tree lighting ceremony.

Window Decorating Contest (Barb Rowe)

Judyanne noted that Kathy Schack would like to do the judging on Dec. 12th, 13th or 14th. After discussion, the general consensus was that window decorating décor must be in place by Saturday, December 1st to qualify for judging which will take place on December 12th or 13th between 4-5 p.m. If judging during the day is not an option, different judges will be selected that can do it during the day. Winners to be announced December 15th on the Community Sign (information on winners to Lori by December 14th to be programmed into the sign). The winner will receive a free placemat ad next year, the traveling trophy and recognition on the Community Sign and in the Spring 08 Newsletter.

Businesses can register by calling Reggie at 1.815.943.9500 or submitting through e-mail. Scott will set up a specific e-mail address and get to Cathy. Cathy will forward the registration information to Lori so she can get it on the community sign.

Entertainment (Judyanne and Rebecca)

The Live Nativity is scheduled from 2:30 – 4:30 p.m. A choir to be there at 4:15 to sing prior to the tree lighting at 4:30 p.m. Judyanne is working with a violin player and will be looking for a host business.

Other

Angela passed around the poster she designed which will be put up in businesses. Angela will work with Laura to finish up and will e-mail the pdf file to Scott and Lori. Scott will print (20) 11x17 and (80) 8 ½x11 and Lori will try to post on the community sign.

Reggie will generate and distribute a cell-phone list of committee members for the day of the event.

The Committee discussed what streets need to be closed for the parade route. Moved by Pescinski, seconded by Clow to recommend to the City Council the following:

1. Block Washington St. from Jackman to Hutchinson from 11 a.m. to the end of the parade
2. Block Hutchinson St. from Thompson to Washington from 11 a.m. to the end of the parade
3. Block Washington St. from Hutchinson to Ayer from noon until the end of the parade
4. Block Ayer St. from Washington to five-points from noon until the end of the parade
5. Use of Mary's Park as a staging area for any horses in the parade
6. Allow horses in the parade to use Diggins Street to Ratzlaff back to the park to return to the staging area after the parade
7. Allow for free parking in all the City lots, including Metra, for that day
8. Block parking on the west side of Hart St. to allow for trolley set up and to allow the trolley to stop at various points on Ayer St.

MEETING DATES

November 27th – 5 p.m.

At 6:11 p.m., moved by Pescinski, seconded by Clow to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary