

EVENTS COMMITTEE MEETING
AUGUST 18, 2009 – 5:00 P.M.

Chairman Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Wanda Marzahl, Bonnie Moller, Crystal Musgrove, Cathy Pescinski, Barb Rowe and Jay Schulz. Committee member Bill Clow was absent. Also present were Reggie Logan, Chuck Marzahl, June Vickery and Jim Bryan from Sign Crafters.

AUDIENCE PARTICIPATION: NONE

MINUTES OF JULY 21st, 2009 – APPROVED

Moved by Jay Schulz, seconded by Wanda Marzahl to approve the Events Committee Meeting Minutes of July 21st, 2009, as presented. All ayes. Motion carried.

TREASURER'S REPORT – APPROVED

Wanda reported the budget at \$21,089.53 with the following transactions:

Receipts	\$200.00	Brave Hearts Community Movie Night Sept. Sponsorship
	\$ 28.00	Donations received at July Movie Night
Expenses	None	

Scott and Wanda are working on a spread sheet that will detail transactions for specific events. The Committee discussed budget amounts for upcoming events:

- Expenses related to Community Movie Night would include licensing fees, use of school and publicity. The City will not charge for printing costs for flyers for the schools, but can only print in black and white. Jay will forward the pdf file to Scott who will work on printing about ten 11 x 17 color flyers with the additional info to be put in the library, schools and store fronts.
- Crystal reported that because the Easter Egg Hunt is a City event, it's difficult to get donations from corporate sponsors like Brach's and Jelly Belly and noted we would need \$300 -\$400 to purchase approximately 6,000 plastic eggs. This does not include candy to put in the eggs. June will ask Angelo if he would still be interested in making a donation towards the Easter Egg Hunt.

Moved by Barb Rowe, seconded by Bonnie Moller to accept the Treasurer's Report as presented. All ayes. Motion carried.

COMMUNITY MOVIE NIGHT

- Community Movie Night will be Saturday, August 29th at Jefferson School Gym at 7 p.m. (doors open at 6:30 p.m.). The movie feature is *Race to Witch Mountain*. Flyers were given to Scott Striegel and St. Joseph's School to be distributed as backpack mail. August movie night is sponsored by Brown Bear Day Care, the Stratford and Mercy Health Systems. Concessions to be provided by BraveHearts. Committee volunteers for movie night: Crystal, Wanda, Bonnie, Jay and Lori.
- Bonnie reported that Mercy Health Systems will be an annual sponsor and Wanda has invoiced them for 11 months at \$2,200. BraveHeart will also be a sponsor in September. The McHenry County Sheriff's Dept. is interested in sponsoring the movie night twice a year and may sponsor in October. They would supply information to display at the table on car safety and trick-or-treating safety. Amy is going to talk to the local Crime Stoppers to see about having McGruff available on movie night.
- The Harvard Main Line will advertise the September movie as well as sponsor info.
- Sponsors will be given the opportunity to run the concession stand and the main sponsor will pick the movie. Braveheart is thinking of the movie *Spirit: Stallion of the Cimarron* or other horse related movie.

Signcrafters

Bonnie met with Jim Bryan of Signcrafters and is proposing a two-sided sign with sliders instead of a banner which would be more versatile and allow the City/Events Committee to use the sign for other events in addition to movie night. The City of Harvard logo would be permanently printed on both sides of the sign. There would be specific sliders for Community Movie Night and one for Mercy Health System as they are an annual sponsor (Jim could also include Mercy's logo). The proposed sign is a 4' high x 8' wide and would be constructed of omega sign board which is a pre-finished white vinyl on both sides with a 1/2" plywood core. The panel would be lettered on both sides and have the changeable acrylic letter track on both sides. The top two lines would be for 6" letters (15 spaces) and the bottom four lines would be 4" letters (30 spaces).

- The cost of the sign is \$475.00
- Letter options 4": 50 pcs - \$42.00 150 pcs - \$126.00
- Letter options 6": 50 pcs - \$52.00 150 pcs - \$156.00

- Cost of the specific sliders would be about \$10.00 each (Community Movie Night, Christmas in Harvard, Easter Egg Hunt, etc.).

Jim noted that the 150 packs don't quite make it on certain letter counts and suggested adding extra 50 packs of the letters. Jim maintains the letters in stock and we could either order single items or additional 50 packs.

The ideal location to advertise would be on Stricker's property at 5-points. The Committee discussed getting a trailer to mount and haul the sign. If we get a trailer, the sign could be put in the Christmas in Harvard parade as the Event's Committee float. Scott noted if we moved the trailer during regular business hours, we could use a City vehicle. Bonnie and Scott both noted they have hitches on their vehicle. Chuck said that the ballpark cost for a trailer frame without the bed at Tractor Supply would be \$400-\$500. Jim suggested that the ideal frame would be an old boat trailer which is narrow and lightweight at minimal or no cost if we get it used.

Scott said he would like to discuss the expenditure with the Mayor and Dave before committing to the purchase of the sign. Moved by Wanda Marzahl, seconded by Cathy Pescinski to proceed with the purchase of the sign and letters, pending approval by the Mayor and City Administrator. All ayes. Motion carried.

After discussion, the Committee ordered the following signs from Signcrafters: (4) 18 x 24 double-sided signs to say Community Movie Night with the city logo, three with arrows and one without (white with blue logo and lettering). Cathy suggested getting four or five additional signs that say Community Movie Night Saturday to promote the movie night during the week; the general consensus was to hold off for now.

CHRISTMAS IN HARVARD – DECEMBER

Crystal and Bonnie noted that the Chamber has a lot of candy striped hats and aprons if the City would like to borrow them for Christmas in Harvard. They also have a lot of plastic Christmas themed treat bags if we need them. Crystal is sending info to the McHenry County Living Magazine on their upcoming events and asked Lori to write up something specific for Christmas in Harvard and she will forward to them. The Gift Shoppe will be open from 10 a.m. to noon and from 1-4 p.m., the parade will be at 12:30 p.m. and Visit with Santa will be from 1-4 p.m. at Starline. Wanda reported that Terry Leonard is looking forward to doing the carriage rides again this year.

OTHER EVENTS

Crystal reported that specific details for the Easter Egg Hunt on age groups, prizes, etc. still needs to be determined.

Crystal suggested having a corn hole toss (bean bag toss) on Ayer Street this fall on a Saturday or Sunday which can be done as a competition tournament and/or family event. The Committee discussed asking downtown businesses to participate by making and/or decorating the ramps and asking restaurants to be open or have food outside. Scott related that John Schneider had a bean bag toss tournament recently and might either have the ramps or have a source where we could get them. The Committee discussed closing off a block of Ayer Street for the game with the general consensus that it probably wouldn't be necessary. After discussion, the consensus was to proceed; Cathy and Crystal to chair and work out details. Crystal said there is a website with additional info: www.playcornhole.org

At 5:50 p.m., moved by Wanda Marzahl, seconded by Jay Schulz to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary