

EVENTS COMMITTEE MEETING OCTOBER 13, 2009 – 6:00 P.M.

Chairman Logan called the meeting to order at 6 p.m. Committee members present: Scott Logan, Lori Moller, Crystal Musgrove, Barb Rowe and Jay Schulz. Committee members Wanda Marzahl, Bill Clow, Bonnie Moller and Cathy Pescinski were absent. Also present were Sandy Nolan, Reggie Logan, Amy Steck and June Vickery.

AUDIENCE PARTICIPATION:

Amy Steck addressed the Committee about sponsoring children's events and presented an idea for a New Year's Event similar to the Bubble Bash hosted by the Dupage Children's Museum in Naperville. Activities at the museum included cookies the kids made, craft and entertainer Jim Gil with the mayor doing a countdown to noon. The Committee discussed coordinating a New Year's event with December's Community Movie in the morning provided there were enough volunteers to staff. Jay will check with Scott Striegel on the availability of the Jefferson School Gym on Thursday, Dec. 31st during the day. Amy will contact other parents and her church for ideas and volunteer support. Crystal suggested asking the Fire Dept. to do a puppet show and maybe ask Jim May for storytelling. Amy has e-mailed Jim Gil on his availability and cost to do a family concert in the future. The item will be put on the agenda for next week's Events Committee Meeting on October 20th, 2009, at 5 p.m. Jay will do some research on Naperville's Bubble Bash.

CHRISTMAS IN HARVARD – DECEMBER 5th, 2009 SUBCOMITTEE REPORTS

Advertising & Marketing

- Budget: Never got broke out
- Scott was not able to make any modifications to the poster due to its jpg format and has e-mailed Angela Faler who originally created the poster to see if she would be willing to make a few updates. Angela is back working part-time for Tom and Laura Evers at First Place Products so he may be able to contact her there.
- Jay inquired about putting something in the Main Line. Crystal has spoken with Leland who said he would put the schedule in when its completed; the deadline for the November issue is October 16th. The consensus was to get the schedule in for November's issue and Jay will work on a story for the December issue which comes out the day before the event. Scott will e-mail the schedule to Crystal who will get it to Leland at Harvard Main Line. Crystal suggested putting in pictures from last year. Jay will ask Bill if he has any, Judyanne will check with Kelley's to see if they have pictures from last year's Breakfast with Mrs. Claus and June will see if there are any pictures from Visit with Santa.
- Brochure – Scott will work on.
- Table Toppers – used last year and was one of benefits of \$100 Advertising Opportunities.
- Signs – Most of the signs are being stored at First Place Products. Santa's Gift Shoppe also has a large sign at the council chambers.
- Flyer for backpack mail for Santa's Gift Shoppe – Wanda did last year.
- Crystal suggested putting a Save the Date message on the community sign for Christmas in Harvard in early November.
- Flyers to be used as stuffers at Sullivan's.

Carriage Rides

Barb related that Terry Leonard was in her office last week and is very interested in doing the carriage rides again this year. Last year, Mercy gave a \$1,000 sponsorship which was allocated to be used for the carriage rides. There was discussion on whether or not Terry was actually paid last year. Lori will check with Bev and find out after which Barb will contact Terry and let him know that if possible we'd like him there during the parade and from 1-4.

"The James" Mobile Bus/Hvd. Fire Protection Smoke House

Crystal will contact the McHenry County Historical Society about having "The James" mobile bus and the Harvard Fire Protection District about having the smoke house the day of the event.

Coloring Contest (Barb)

- Prizes to be the same as last year (Wal Mart gift cards – total of \$105).
- Barb will get ahold of Cathy to get a new coloring page for this years contest.
- The back side of the coloring sheet will be the schedule of events.

Entertainment & Finale

- The award ceremony will be held at City Hall promptly after the parade with cookies and hot cider or hot chocolate.
- Crystal said she spoke with Clarisse and the Madrigals are interested in participating in Christmas in Harvard and will call her to clarify if they would like to be in the parade and/or perform at City Hall after the parade.

- Scott reported on an e-mail from Debbie Freeman, Harvard Bible Church Bible whose Hand Bell Choir would like to perform the day of the event between 1 and 4 p.m.
- The consensus was to have the Bell Choir and Madrigals ready to perform at 1:30.

Parade

- Scott reported that we can't change the parade to noon because of the train schedule, so we will go back to the original start time of 12:30 p.m.
- Parade Application needs date corrected at bottom of application. Crystal requested that the ending place be listed on the application as well.
- Mike Vest is unable to announce this year so Eric Gustafson has volunteered to announce. Jay indicated he would be willing to do it next year and volunteered to help out wherever he was needed this year.
- Prizes - \$75 each category (Youth Musical, Adult Musical, Youth Non-Musical, Adult Non-Musical). The consensus was not to have a prize for best overall.
- Crystal inquired whether the line-up at Washington school a half hour before the parade start is sufficient; the general consensus was to have start up a little earlier.
- Scott submitted an application to the Supt. School District #50 for use of Washington School and related that he hasn't heard back whether or not we have use of the school.
- Judges – Scott will ask Laura Evers, First Place Products and Maria Werner, Hvd Savings Bank if they would like to do it again this year. They were supposed to do the judging last year, but it was apparently done before the parade got to where they were at.

Mrs. Claus (Judyanne)

Judyanne reported on Breakfast With Mrs. Claus to be held at Kelley's Restaurant on Saturday, Dec. 5th from 9:30 - 11:30 with two seatings. Kelly's would charge \$3.50/plate and the Events Committee would charge \$5 per person. Judyanne will donate the cost to have the costume dry cleaned. She could also have the elves hand out the schedule of events and would be available to help at the Gift Shoppe in the afternoon. The Events Committee will donate a free ride with Mrs. Claus in the Christmas in Harvard Parade for two children ages 8 and under as a silent auction item for the Black and Gold Ball. Barb will ask Terry Leonard about having the carriage in the parade with Mrs. Claus and two children.

Letter to City Council

The letter to the City Council will be updated eliminating the request for the reviewing stand and to block parking on the west side of Hart St. since we won't have the trolley. We are not having a specific tree lighting ceremony this year so it won't be necessary to have the mayor light the tree. The letter will include a request to use City Hall after the parade and for permission to have a 50/50 raffle with the proceeds to benefit the Events Committee.

Raffle

This year's raffle will be a simple 50/50 Cash Raffle with tickets at \$5/each. Lori will order 500 tear-off tickets from Paper Direct.

Santa's Gift Shoppe (Sandy Nolan, Lori Moller, Wanda Marzahl, Reggie Logan)

Sandy updated the Committee on the Gift Shoppe.

- Most of the gifts have been purchased and priced and are stored at the police station. Prices this year are color coded at \$1.50, \$2.50, \$3.50 or \$4.50.
- Supplies have been purchased for the craft area with the cost of each craft at about 25¢.
- Scott will print 500 envelopes that will be numbered. The numbering system will be used for going through the Shoppe and will help us keep track of how many children participate. A table will be set up in the entry way to hand out the envelopes and give instructions. Rules will be explained verbally and posted when families first come in the door. Jay suggested having someone assigned to stand at the top of the stairs to direct people.
- Sandy would like to have 15 elves for each of three separate shifts: 10–noon, 1-3 and 3-4. The last shift would also help with cleanup. Crystal will try to get 5 kids for each shift through the MCC Promise Grant program going through the Chamber.
- The Santa's Gift Shoppe flyer needs to stress that there will be shorter lines and less waiting time and to include that there will be crafts for parents to do with their children. The goal is that there won't be a line and families can either do a craft or have a snack until their group of numbers is called. In addition to using the Main Line and backpack mail, Crystal suggested distributing the flyers at Community Movie Night.
- The Committee discussed the goal of having one child per elf unless an older sibling needs to accompany a small child and keeping parents and grandparents out of the Gift Shoppe. If a parent needs to break down currency, they will be able to do so at the entry way or in the area they are filling out their envelopes so that each child will have their own shopping money in their envelope. There will be two or three volunteers in that area to answer

any questions that might come up, to make change and to assist filling out envelopes. Tables will be set up in separate areas for filling out the envelopes and the craft section.

- Sandy and Lori measured the dividers that Chuck made last year and although they need to be recovered in plastic, the dividers should be sufficient for this year's Shoppe.
- Cathy Pescinski gave us a link to a website called Gift N Things, which provides everything you would need to run a Santa's Gift Shoppe. The Lil' Shoppers Shoppe Holiday Gift Store could be an alternative to what we're currently doing. The program is primarily for schools, but Sandy has been in contact with them and we would be able to utilize their program. There is a contract which would have to be in place by October, 2010, to schedule the date of the event. About a week prior to the event, Gift N Things ships an assortment of gifts via UPS based on how many children you are serving. Their program includes flyers, envelopes, tags and bags for wrapping. The program does not require a deposit as everything is sold on consignment. Upon completion of the event, all the unsold items are returned along with a check for the items that were sold. The website had a section for closeout items which we were able to order from, so we should have an idea as to the quality of the gifts they offer. Jay said his only concern would be to see some from other schools or organizations that have used the program.

Sponsorship/Advertising Opportunities

The Committee reviewed the Sponsorship Opportunities letter:

- If Terry Leonard was paid for the carriage rides, the sponsorship opportunities letter will be changed to reflect carriage rides instead of trolley. Last year's sponsors were Mercy Health System (Carriage Rides); Harvard Savings Bank (Santa); Harvard Chamber of Commerce and LeFev Insurance (Coloring Contest); Saunders and McFarlin (Parade Prizes); Harvard Insurance and American Family Insurance (Santa's Gift Shoppe) and Saunders & McFarlin and Garbrecht Upholstery (Mrs. Claus).
- \$100 for business card size ad in the pre-event brochure. Last year 600 were printed and delivered to local businesses and restaurants and business name was listed on over 60 table tents at local restaurants. There are seven spots available plus one free spot to the winner of last year's window decorating contest which was Bopp's Bar and Grille. Bopp's also has the traveling trophy which needs to be picked up sometime in November.
- The consensus was to eliminate the \$50 listing in the pre-event brochure.

Visit With Santa (June Vickery, Women for Harvard)

June reported that Santa is available and she will let him know what time the parade is. Scott will note on the schedule of events that Visit With Santa is free. Crystal related a conversation with Mike who owns Harvard Happy Hop and suggested maybe he set up at Visit With Santa at the Starline Building for something else for the kids to do. Crystal wasn't sure if he would donate or charge. Concerns were expressed that it might not be a good mix of activities in that kids would be so engrossed in the Happy Hop that it would be difficult to get them for pictures.

Window Decorating Contest (Barb)

Judyanne related that Kathy Schack has volunteered her crew as judges again this year. All businesses are eligible to participate. Crystal will print out a set of labels of Harvard businesses for Lori to mail out both the window decorating contest and sponsorship opportunities letter. Scott will redo the window decorating contest to run on the backside of the sponsorship opportunities letter.

Other

Jay is putting together a list of steps that need to be done for Community Movie Night for next week's committee meeting so that it is documented. Eventually, once movie night is established, the Events Committee can hand off the movie night to a volunteer group.

At 7:37 p.m., moved by Jay Schulz, seconded by Barb Rowe to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary