EVENTS COMMITTEE MEETING
JANUARY 21, 2020

Chairman Evers called the meeting to order at 5:30 pm. Committee members present: Laura Evers, Raul Meza, Scott Logan, Derek Malinowski, Francine Sinderson and Tina Viray. Members Michelle Luis, Lori Moller and Kim Raciborski were absent. A quorum was present. Also present were Mayor Kelly, Charlie Hernandez and Will McKay.

PUBLIC COMMENT
None

MINUTES - APPROVED
A motion was made by Scott Logan, seconded by Francine Sinderson to approve the Events Committee Meeting Minutes of December 17, 2019, as presented. All ayes. Motion carried.

TREASURER’S REPORT - APPROVED
Treasurer Scott Logan reviewed the Treasurer’s report.
• Current net income for Christmas in Harvard is $3,047.35. There is one invoice outstanding from Sign Crafters.
• The fiscal year to date profit for the Events Committee is $2,797.63.
A motion was made by Scott Logan, seconded by Derek Malinowski to accept the Treasurer’s Report as submitted. All ayes. Motion carried.

Scott submitted information to assist in preparation of a budget for Christmas in Harvard and the September Food Truck Event.

CORRESPONDENCE
There was an inquiry on Facebook from a food truck vendor with Filipino food which was forwarded to Kim. Mayor Kelly will follow-up on Facebook to advise the vendor that a committee member will contact them.

COMMUNITY MOVIE NIGHT
There were 3 in attendance at the January 18th Movie Night showing Abominable.

Upcoming Movie Night
February 22nd  Movie TBD

EVENTS COMMITTEE BY-LAWS
The Committee reviewed Chairman Evers’ proposal to amend Events Committee Bylaws Article 5: Sub-Committees, Section 2, to include language that all sub-committees shall consist of at least 1 but no more than 2 Event Committee Members. Laura noted that if there more than 2 members, the Committee would need to follow the Open Meetings Act, with an agenda posted 48 hours in advance of the meeting.

After further discussion, a motion was made by Scott Logan, seconded by Derek Malinowski to amend the Events Committee Bylaws Article 5: Sub-Committees, Section 2, to include language that all sub-committees shall consist of at least 1 but no more than 2 Event Committee Members without approval of the full Committee. Roll call vote: Evers, aye; Meza, aye; Logan, aye; Malinowski, aye; Sinderson, aye and Viray, aye. Motion to amend by-laws approved six to zero. Scott will incorporate the amendment to the by-laws.

EVENTS COMMITTEE MEMBERSHIP/APPOINT SONIA HERNANDEZ
A motion was made by Scott Logan, seconded by Raul Meza to recommend to the City Council that Sonia Hernandez be appointed to fill the vacancy on the Events Committee. All ayes. Motion carried.

CHRISTMAS IN HARVARD REVIEW/COMMENTS (con’t discussion from last meeting)
Christmas Tree Project
Laura related that Kathleen Robson/Joanne Seyller do not want to chair the Christmas Tree Project next year. Laura volunteered to take on the project and noted that a lot more communication is needed. Volunteers are needed to put up and take down the trees. The consensus was that the smaller trees were more desirable as they were easier to decorate and don’t obstruct the view. Laura will convey that requirement to the two tree vendors. There are still a couple trees that don’t have the decorations removed which Laura will take care of. Guidelines will be established for next year that include the the time frame to decorate and take down, noting that glass bulbs or paper are not
allowed and that electric isn’t available. Next year the trees will need to be secured in the planters by November 20th and decorated by December 1st.

Other Discussion
- Will McKay indicated that the Harvard Moose Lodge would be interested in hosting a pancake breakfast, open to the public, for Breakfast with Mrs. Claus. Laura related that Starline has a limited amount of space for crafters; the goal is to have shows at multiple locations. In addition to the Moose, the Senior Center and Masonic Temple might be potential locations to have crafters. Vendor fees would need to be consistent if we have multiple locations. Mayor Kelly expressed concern that vendors might have issues in that some locations might not be as profitable as others. The consensus was to refer to the Craft Show Committee.
- Tina suggested that there be an overall person in charge of Christmas in Harvard. Mayor Kelly said that was probably the Chairman’s job.
- Laura recommended that each subcommittee have a proposed budget and timeline at the next meeting.
- Derek will work on modernizing our current logo.
- A Marketing/Advertising Committee was set up comprised of Raul, Derek/Jackie and Will McKay. Laura has a contact, Hallie Tiddle, that goes to MCC who would also like to help.
- There was discussion about using Visit McHenry County and McHenry County Living for advertising. Mayor Kelly related that the City already supports Visit McHenry County who is the official visitors bureau; their marketing focus is outside of McHenry County. McHenry County Living is a private company who would require payment for their services; their marketing focus is within McHenry County.

FOOD TRUCK FEASTIVAL – SEPTEMBER 19, 2020
Subcommittees
- Advertising/Marketing/Social Media (Raul, Derek/Jackie, Will, Hallie)
  Laura, Raul and Francine will be added as editors to the Events Facebook page.
- Beer/Wine Tent (Scott)
- Car Show (Will McKay, Hvd Moose)
  There was discussion of holding the car show at the Moose Lodge. Francine related that Anthony from Harvard Ford was interested in participating as well.
- Craft/Art Vendors (Francine/Lori)
- Food Vendors (Kim)
- Kids Entertainment (Sonia?)
  Tina wasn’t sure of the availability of any of last year’s entertainment as many of them are students or teachers. Other suggestions were a magic or marionette show.
- Map Development (Derek)
  Laura will contact Roger to get the original Corel file.
- Music/Entertainment (Derek)
  The Committee discussed incorporating a local Mariachi band in the entertainment lineup. Derek related that we need to secure the stage soon. He will contact Lori to move forward with a purchase order and deposit payment in the amount of $1,000.
- Set-up/Tear Down (Tina/City Staff)
  Mayor Kelly indicated that City staff drop could drop off the fencing at the park that would be put up by volunteers. He suggested utilizing the McHenry County Sheriff’s Dept. inmates to erect the fencing.
- Sponsorship (Laura)
- Volunteers (Laura)

Each subcommittee was directed to have a proposed budget and timeline for their committee for the next meeting. There was discussion whether to change the name of the event. Derek suggested keeping it as the Food Truck Feastival to maintain consistency. Advertising could include the other activities that are being held.

NEW BUSINESS/OTHER EVENTS
- The Committee may have a table at the Dual Language event in April.
- The Harvard Moose has some open to the public events coming up in conjunction with the school district.

EVENTS COMMITTEE CHAIRMAN’S REPORT
No report.
**MAYOR'S REPORT**
The Committee discussed Mayor Kelly’s goal to have some type of City event in the future on the Fourth of July that would include fireworks. We would either need City financial support or be able to generate sufficient revenue to offset the cost. The event budget would be approximately $12-$15,000. Other ways to generate revenue to offset some of the expense: beer tent, donations and 50/50 raffle. Tabled to the February meeting to discuss adding to the Committee’s 2021 list of events.

**UPCOMING MEETING DATE**
The next regular meeting is February 18, 2020, at 5:30 pm.

At 6:30 pm, a motion was made by Scott Logan, seconded by Derek Malinowski to adjourn the meeting. All ayes.

Motion carried.

Submitted by:
Lori Moller, Secretary