



**MEETING MINUTES  
VILLAGE OF GLENCOE  
SESQUICENTENNIAL PLANNING COMMITTEE  
EXECUTIVE COMMITTEE**

Village Hall Conference Room  
675 Village Court  
Tuesday, July 24, 2018 – 4:00 PM

**I. CALL TO ORDER AND ROLL CALL**

The Sesquicentennial Planning Committee meeting was called to order by Chairperson Ettelson at 4:02 p.m. on the 24<sup>th</sup> Day of July, 2018 in the Village Hall Conference Room.

**The following were present:**

Karen Ettelson, Chairperson

**Also present were:**

Gail Lissner, Village Trustee

Philip Kiraly, Village Manager

Megan Hoffman, Assistant to the Village Manager

Ed Goodale

Jennifer Faulk

Peter Van Vechten

**Not present:**

Lawrence Levin, Village President

**II. PUBLIC COMMENT**

There were no comments from the public.

**III. CONSIDERATION OF THE MINUTES**

Mr. Goodale moved, seconded by Ms. Faulk to approve the minutes of the June 10, 2018 Sesquicentennial Planning Committee meeting.

**IV. COMMUNITY ORGANIZATION MEETING DEBRIEF**

Committee members were overall pleased with the participation in the July 23 Community Organization meeting at Central School. Village Manager Kiraly noted that the organizations are showing more and more excitement in their events and activities, and Ms. Ettelson added that she saw a number of partnerships amongst the organizations forming. The committee will send reminders to community organization representatives, inviting them to submit final dates and times for events and activities to be included in the mailed and online celebration calendar. The deadline for submission is September 15, 2018.

Trustee Lissner added that she had a conversation with Lynn Goldman who expressed interest in helping to plan the Sesquicentennial Gala at the Chicago Botanic Garden.

Mr. Van Vechten expressed concern about being mentioned as a potential speaker for a public lecture to take place at the Glencoe Public Library, without prior notification.

V. **FURTHER DISCUSSION OF DRAFT CELEBRATION BUDGET AND SPONSOR CAMPAIGN**

Village Manager Kiraly opened discussion of the draft celebration budget by summarizing the Village's purchasing procedures and policies, noting that the Village Manager's spending authority is limited and that larger contracts would need Village Board authorization. He framed his comments on the draft budget in this light, adding that there is a public perception component to the overall budget as well. Ms. Faulk inquired as to the manner in which the Village's purchase procedures coordinate with the Committee's commitments to sponsors, and specifically whether the Village Board can override those commitments, to which Village Manager Kiraly explained that some items are at the discretion of the committee, whereas larger contracts may need Village Board approval. He added that issues may arise if deposits or other upfront costs are not backed by funding that is already in hand. Ms. Ettelson suggested the concept of creating a separate non-profit organization (501c3) and noted that logistics may not be favorable.

Trustee Lissner asked about next steps in developing a sponsorship plan, to which Ms. Ettelson explained that Alex Kaplan will be asked to form a committee to assist in the process and that a sponsorship brochure and plan for sponsorship solicitation is being prepared. Village Manager Kiraly indicated a preference to include fundraising for the legacy project in the budget and sponsorship materials. Ms. Ettelson expressed her preference for having the budget breakeven and then consider fundraising for the legacy project separately. The committee discussed the need to select a Legacy Project before developing a fundraising plan for the Project.

Moving into specific budget details, in response to Village Manager Kiraly's question regarding a monetary contribution from the Glencoe Historical Society (GHS), Ms. Ettelson and Mr. Goodale responded that due to GHS's small Operating Budget, the organization's contribution has been and will continue to be given primarily in the form of hundreds of volunteer hours coordinating the underlying content for the celebration. Ms. Ettelson and Mr. Goodale also expressed concern about the fact that the Sesquicentennial Committee members who ordinarily solicit funds for GHS will be focused on funding for the Sesquicentennial to the potential detriment of GHS.

Village Manager Kiraly then noted his concern with the overall fundraising goal as well as with the magnitude of events and activities.

Discussion then moved to the budget for the Musical Salute to Glencoe event at Writers Theatre. Village Manager Kiraly noted that after meeting with Writers Theatre, he learned that there are significant additional costs for the production, mostly due to the need for a separate sound system because of a lack of capacity. Mr. Goodale suggested that the artistic costs seem high and asked if the cast, crew and musicians could be scaled back to save on cost. Various funding options were discussed, including finding an event sponsor or calling for a host committee. The committee consensus was to try to find ways to lower ticket costs and seek contributions from Writers Theatre itself. Ms. Ettelson stated that next steps include selecting a committee to plan the event and urged Committee members to bring names of potential volunteers to the next meeting so that a meeting between the committee and Writers Theatre could be scheduled by early September.

Relating to the Fourth of July celebration, Village Manager Kiraly shared that he and Ms. Hoffman have a meeting scheduled with the Glencoe Park District on July 25 to discuss potential enhancements and responsibilities. The group is considering alternatives to the traditional fireworks show, including a drone light show.

Moving to discussion of the Sesquicentennial Gala at the Chicago Botanic Garden, Ms. Ettelson and Ms. Faulk explained that the commemorative book could potentially be distributed at the Gala in the place of a program book. Village Manager Kiraly noted that he would like the Gala to be a major fundraising opportunity. Ms. Ettelson added that discussion of a potential host committee should be on the next meeting agenda.

Regarding the 2019 Light the Village Lights event, Ms. Ettelson referenced a meeting with Sally Sprowl, Glencoe Chamber of Commerce Executive Director, in which current event costs were discussed. Village Manager Kiraly recommended that there is an opportunity to improve the event with better entertainment, an expanded timeframe for the visit from Santa and with refreshments. The potential of selling beer and wine and related logistics were considered.

Budgets for various smaller events and activities were discussed. Ms. Ettelson and Mr. Goodale noted that the GHS Sesquicentennial Exhibit is a potential sponsorship opportunity. Village Manager Kiraly requested that a sponsor be found to cover the costs of shirts for the "We Care" Service Day activity. For the Glencoe Open Doors event, Village Manager Kiraly noted that staff time did not need to be accounted for and would be an in-kind service. Ms. Ettelson shared that the technology for the interactive kiosk to be stationed at the Glencoe Public Library is easily attainable and that the kiosks should move forward as planned.

Ms. Ettelson then moved discussion to the selfie station project. Trustee Lissner expressed her concern with the magnitude of the budget for the project, adding that the committee might consider less expensive alternatives. She added that she anticipates the expense would come with pushback, as it is not for a permanent improvement or a social service. Village Manager Kiraly added that he is concerned with the logistics of moving the stations, due to the scale and weight of the objects. He noted that he likes the photo backdrop idea but that he believes the cost is too high to justify the potential payoff. Ms. Ettelson suggested that the stations could be scaled down in size and that movement could be carefully planned to cut down on costs and logistics. She restated the success of the Frank Lloyd Wright inspired structures, sharing that they engaged the community and that multiple organizations adopted them and purchased them after they were removed. Mr. Van Vechten proposed the idea of having a single selfie station, as opposed to five. He added that other things may help to reduce cost, including illuminating the stations from the outside, making the stations from something other than fiberglass, such as wood, or considering a mural or something affixed to a wall. Trustee Lissner restated her concern that fundraising for the stations may take away from other aspects of the celebration. Ms. Ettelson suggested that the stations may be appealing to corporate sponsors as a year-round promotional opportunity. Ms. Faulk added that the stations are integral to the social media campaign and to promoting the #MyTownGlencoe Media Campaign. The committee did not come to a consensus on next steps, other than to determine the need to brainstorm and identify potential alternatives for further discussion.

#### VI. **DISCUSSION OF GENERAL EVENT/ACTIVITY PLANNING**

Mr. Goodale shared an example volunteer t-shirt with the group. The concept of distributing the t-shirts as part of the Service Day was discussed.

Trustee Lissner reported on the committee's presence at the July 21 Glencoe French Market event, noting that the location of the Village's booth was not ideal and that the committee should have more to hand out to attract people to the table, whether that be coffee and balloons, or something else.

**VII. OTHER BUSINESS**

Village Manager Kiraly shared that he plans to follow up with the Friends of the Green Bay Trail regarding their proposed Legacy Project. In regards to selecting an idea generally, Mr. Van Vechten expressed a desire for the committee to develop criteria for determining what the project will be. The committee discussed, but did not determine, a timeframe for announcing the Legacy Project.

**VIII. ADJOURN**

Ms. Ettelson adjourned the meeting at 6:33 p.m.