



MINUTES
VILLAGE OF GLENCOE
SESQUICENTENNIAL PLANNING COMMITTEE
EXECUTIVE COMMITTEE

Village Hall Conference Room
675 Village Court
Monday, August 27, 2018 – 3:30 p.m.

1. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee was called to order by Chairperson Ettelson at 3:36 p.m. on the 27th day of August, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

Also present were:

Lawrence Levin, Village President

Gail Lissner, Village Trustee

Philip Kiraly, Village Manager

Jordan Lester, Management Analyst/Deputy Village Clerk

Ed Goodale

Jennifer Faulk

Alex Kaplan

Not present:

Peter Van Vechten

Megan Hoffman, Assistant to the Village Manager

2. PUBLIC COMMENT

There were no comments from the public.

3. CONSIDERATION OF THE MINUTES

Mr. Goodale moved, seconded by Ms. Faulk, to approve the minutes of the July 24, 2018 Sesquicentennial Planning Committee, as amended by Ms. Ettelson. The motion was approved.

4. FURTHER DISCUSSION OF DRAFT CELEBRATION BUDGET AND SPONSORSHIP CAMPAIGN

Ms. Ettelson opened discussion by sharing a draft of the Sesquicentennial booklet and celebration budget. Ms. Faulk congratulated Ms. Ettelson and the team for their efforts in making the booklet possible and stated that the booklet's high level of quality will be an asset as

the Committee solicits sponsorships moving forward. Mr. Kaplan agreed with Ms. Faulk and added his comments regarding the Committee's draft budget. He emphasized the flexible nature of the budget and suggested that until sponsorship funding is in hand, the Committee may want to reduce its projected revenues.

Continuing the topic of funding, Mr. Goodale stated that he had compiled a list of over 170 local businesses and organizations that the Committee could solicit for potential sponsorships and thanked Trustee Lissner for her assistance in contributing health care-related organizations to the list. Ms. Ettelson noted that although a number of the businesses were physically located outside of Glencoe, Village residents frequently visit the businesses and that the businesses may provide expanded sponsorship opportunities as well. Discussion was held on the creation of different sponsorship tiers to provide businesses with several options. Mr. Kaplan added that businesses contributing larger sums could be given ideas as to how sponsorship could be uniquely catered to their organization.

The Committee then moved discussion towards events and activities throughout the year-long celebration. Village Manager Kiraly provided an update on the planning for travelling golf tournament. He stated that while specific event elements are still being finalized—such as dates and times—the tournament would likely start at Lakeshore Country Club, move to the Glencoe Golf Club and then finish at Skokie Country Club. Ms. Ettelson shared that the community already has great enthusiasm for the event and that the Committee could see how fundraising efforts could potentially offset ticket prices for the event. Village Manager Kiraly suggested that the Committee does not rely on fundraising to offset ticket costs as fundraising amounts are not guaranteed. Mr. Kaplan noted that ticket prices could be less expensive for Glencoe residents than non-residents to encourage more residents to participate in the event.

Returning to the sponsorship discussion, Ms. Ettelson discussed the idea of having both year-long and single event sponsorship opportunities with varying price points, which may make sponsorship more feasible for businesses and individuals. Ms. Ettelson provided a few ideas as to how a sponsor could be recognized, such as being featured on a T-shirt, in a Glencoe Historical Society exhibit or in the Sesquicentennial events calendar. She added that she spoke with Glencoe Public Library Director Andrew Kim about the Library information kiosk and that the Library is able to display the kiosk on its main floor. She also noted that several real estate companies have expressed interest in sponsoring the Sesquicentennial celebration calendar, which would allow the Committee to use funds budgeted for the events calendar elsewhere.

Ms. Faulk shared additional ideas as to how Sesquicentennial celebration elements could be incorporated into the Glencoe Chamber of Commerce's annual Light the Lights event. She commented that adding new event elements would likely draw more event attendees and that they could be connected to Small Business Saturday taking place the same weekend. Ms. Faulk reported that she spoke with Sally Sprowl, the Chamber's Executive Director, about ways to boost retail traffic to Glencoe during the holiday season. Village Manager Kiraly suggested that the Committee schedule a time to meet with the Chamber to brainstorm creative ways that members of the Glencoe business community could get involved during the event as well.

President Levin agreed, adding that meeting with the Chamber sooner would give the business community more time to think of options.

Regarding the Committee's Glencoe 150 Hall of Fame recognition dinner in January 2019, Ms. Ettelson stated that she will be meeting with Megan Bernard, Editor of the *Glencoe Anchor*, to discuss upcoming event advertising. She shared that weekly Committee articles will begin after the Labor Day holiday and that five articles will detail how members of the community can submit their own nominations for the Glencoe 150 Hall of Fame. The articles will also feature a different potential candidate each week, such as a local educator or politician, to provide the community with examples. The next three articles, Ms. Ettelson added, will describe how the Village celebrated some of its previous notable anniversaries of incorporation, such as its 75th, 100th and 125th anniversaries.

Ms. Faulk praised Ms. Ettelson for her efforts in making the event calendar possible and expressed that she was looking forward to how both the articles and brochure as a whole will increase excitement for the Sesquicentennial celebration kick-off at Light the Lights in November. Village Manager Kiraly stated that the Village equipment can be used to produce the booklet once it is edited and in its final form.

The Committee then moved discussion to its draft celebration budget. Ms. Ettelson reminded the Committee that at its last meeting, a conversation was held about options for storing and tracking the fundraising dollars. Mr. Goodale proposed that instead of housing funds in a Village account, funding could be stored in a separate, auditable Glencoe Historical Society account at North Shore Community Bank. He shared that the Society Board has offered to take the responsibility of gathering and disbursing the funds for the Committee. Ms. Ettelson added that former Village President and certified public accountant (CPA) Anthony Ruzicka has been preparing GHS's financial statements for years and that he is willing to also prepare financial reports for Sesquicentennial funding to ensure public transparency. President Levin and Mr. Kaplan agreed with the idea, and Mr. Kaplan stated that doing so would limit potential liability. Village Manager Kiraly asked how expenditures would be approved. Ms. Ettelson responded that all expenditures would be approved by the Sesquicentennial Committee, not GHS. Mr. Kaplan asked if GHS is a non-profit organization, which Mr. Goodale. Ms. Ettelson reported that she will share this information with the GHS Board for formal approval and report back to the Committee.

5. COMMUNICATIONS/MARKETING UPDATE

Ms. Faulk reported that she did not have any additional marketing items for discussion.

6. DISCUSSION OF GENERAL EVENT/ACTIVITY PLANNING

a. Creation of event planning committees

Ms. Ettelson opened the event planning committee discussion by asking if any Committee members had ideas for potential new event planning committee members. The Committee discussed a variety of potential candidates and possible committees. Village Manager Kiraly stated that he will reach out to Jon Faris, Managing Director of Writers Theatre, to discuss the

concept of a fundraising committee and to set up a meeting. He noted that fundraising efforts would need to be conscientious of Writers' fundraising efforts as well. Ms. Ettelson offered to attend a meeting at Writers with Village Manager Kiraly. Regarding the Light the Lights event in November, Ms. Faulk noted that she is willing to assist in the preparation for the event and suggested that the Committee ask for community volunteers in its next press release.

Village Manager Kiraly provided the Committee with an update regarding Glencoe's 2019 Fourth of July celebration. He stated that the Village met with the Glencoe Park District to discuss event details, such as the fireworks display and parade. He stated that staff found a company out of Michigan that performs drone displays but that the cost of including a drone element in the fireworks show would be significant. He added that if weather conditions were poor, the drone display could not take place. Regarding the parade, Village Manager Kiraly stated that parade acts are also fairly expensive but that both the drone display and addition of parade acts could be opportunities for community sponsorship. Ms. Ettelson commented that sponsoring a drone display would be a very unique sponsorship opportunity and instead of paying for an outside parade act, perhaps a community band or other Glencoe group could be organized. Ms. Faulk noted that the Committee could keep Fourth of July sponsorship opportunities separate from other Sesquicentennial sponsorship options to draw attention to the importance of the holiday event. Returning to Fourth of July event details, President Levin asked if it were possible to have the fireworks shot from a barge in the middle of Lake Michigan. Village Manager Kiraly responded that due to new regulations, the Village would be required to rent an ocean-faring barge and that the barge would have to be 2,000 feet back from the shoreline, significantly reducing the visibility of the fireworks display. He added that the cost of renting the barge would also be substantial. Village Manager Kiraly stated that Village staff will continue to work with the Park District and that he will provide the Committee with additional details as they emerge.

b. Selfie station planning update

Mr. Goodale stated that GHS has determined it is willing to advance funds to the Sesquicentennial Planning Committee to begin production of the selfie stations. He stated that he discussed potential cost-saving mechanisms with Chicago Fiberglass Works, such as reducing the size of the stations, and that he received several cost estimates based on potential size options. Trustee Lissner asked what the dimensions were used for the initial estimate. Mr. Goodale responded that the original station size was seven feet long and five feet high. Ms. Ettelson stated that having various station size options would be helpful for fundraising efforts, noting that if smaller sizes at lower price points were a possibility, more organizations may be interested. Ms. Faulk added that businesses may find smaller, movable stations attractive to feature at their events. Mr. Goodale commented, however, that smaller sizes may not be able to accommodate internal lighting capabilities. Village Manager Kiraly emphasized the importance of considering what safety precautions would need to be taken at each potential location to properly secure the stations. In addition, he added that if stations had electrical components, each location would need to be evaluated for ease of electrical access.

c. Fourth of July update

Nothing additional on this topic was discussed.

7. LEGACY PROJECT SELECTION NEXT STEPS

Village Manager Kiraly stated that he had a conversation with Assistant to the Village Manager Megan Hoffman about the list of legacy projects ideas collected from the community both online and via chalkboards on Wyman Green. He commented that based upon the ideas received, the community may not fully understand the concept of the Committee's Legacy Project and suggested that the Committee continue to share information about the Project's criteria with the community and solicit ideas. Village Manager Kiraly stated that once Ms. Hoffman returns from vacation, they will meet again to further discuss legacy project ideas. Ms. Ettelson agreed with his comments, adding that the Committee could share possible Project ideas with the community in its weekly *Anchor* column. As an example of a previous community project, she noted that in the 1920s Glencoe residents recognized the need to have a large gathering space and raised funds to ultimately construct Meissner Auditorium. President Levin commented that the Committee could continue its public education on its Legacy Project in tandem with project fundraising throughout the first portion of the Sesquicentennial year to create excitement and then select a project towards the end of the year-long celebration. Village Manager Kiraly agreed, adding that a variety of engaging community projects are currently taking place that will likely add to Legacy Project excitement. Mr. Kaplan asked if at the end of the Sesquicentennial year if the Committee will transition into the Legacy Project Committee. Village Manager Kiraly responded that is a possibility, as well as having a separate Legacy Project selection committee. The Committee continued discussion of possible project ideas, as well as additional project fundraising approaches.

8. OTHER BUSINESS

Last, the Committee decided not to meet on Tuesday, September 4 due to a number of members being out-of-town. The Committee decided to meet next on Tuesday, September 18 at 4 p.m. in Village Hall.

8. ADJOURN

Ms. Faulk motioned, seconded by Mr. Kaplan, to adjourn the meeting at 5:10 p.m. The motion passed unanimously.