



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

Village Hall Conference Room
675 Village Court
Tuesday, May 15, 2018 – 4:00 PM

I. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee meeting was called to order by Chairwoman Ettelson at 4:08 p.m. on the 15th Day of May, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairwoman

Also present were:

Lawrence Levin, Village President

Philip Kiraly, Village Manager

Megan Hoffman, Assistant to the Village Manager

Peter Van Vechten

Ed Goodale

Jennifer Faulk

Gail Lissner (*Called-in*)

II. PUBLIC COMMENT

There were no comments from the public.

III. APPROVAL OF MINUTES

Mr. Goodale moved, seconded by Ms. Faulk to approve the minutes of the May 1, 2018 Sesquicentennial Planning Committee.

IV. COMMUNICATIONS/MARKETING UPDATE

Jennifer Faulk, Communications Coordinator, gave a brief overview of a proposed outline for the forthcoming communications plan including how the committee could use Village publications, print media and digital media to promote the celebration. There was discussion surrounding how the Sesquicentennial webpage (www.glencoe150.org) could be used to reciprocate information on other organization websites, cross-promoting events and activities. Ms. Faure went on to explain that committee will prepare packets of information for other organization explaining how to use the Sesquicentennial logo and hashtags on their own websites and social media pages.

Ms. Faulk is also working on a press release to help elicit ideas for potential legacy projects. The next steps, she explained, include elaborating on the plan and identifying how the sponsorship levels will fold into the promotions, such as merchandise, ad placements and the Selfie Stations. Ms. Faulk plans to bring back more information to the next meeting.

V. DISCUSSION OF GENERAL EVENT PLANNING

Village Manager Kiraly reported back about a meeting with staff representatives from the City of Highland Park and Village of Winnetka who are also celebrating their sesquicentennials in 2019. He and Ms. Hoffman attended the meeting to report on the Village's plans and to discuss the potential for a combined event such as a film festival, 5K or trolley tour. Attendees agreed to share celebration outlines and to discuss a potential event again in the near future.

Village Manager Kiraly went on to report about a meeting with the Glencoe Park District staff regarding the 2019 Fourth of July celebration. Preliminary ideas for expanding the celebration were discussed including moving the time of the parade, hosting a float competition, extending the parade route to Lakefront Park, having a beer tent and additional food vendors at the Lakefront Park party. Expanding entertainment and increasing the budget for the fireworks display were also discussed. Mr. Van Vechten suggested that the committee consider things that would capitalize on the small town nature of Glencoe – perhaps having some type of an interactive game with Public Safety using the fire suppression hoses.

VI. OTHER BUSINESS

Ms. Ettelson reported that a subgroup of the committee plans to meet with Writers Theatre representatives on May 16 to discuss the March kick-off event at Writers Theatre. Ms. Ettelson, Ms. Faulk and Ms. Hoffman plan to meet with representatives from 22nd Century Media on May 18 to discuss ad placements, columns and the potential for a magazine-style celebration guide.

Village Manager Kiraly gave a brief recap of his meeting with representatives from the Friends of the Green Bay Trail who were interested in discussing a potential legacy project as well as ways to incorporate their 2019 solstice celebration into the Sesquicentennial celebration.

Ms. Ettelson also indicated that she is meeting with an interested resident to discuss assisting with the financial and development components of the celebration as well as with Debbie Jah who may volunteer as the service project coordinator. The committee also discussed the need to review all committee/subcommittee applications received to date. Ms. Hoffman agreed to include those with the next meeting agenda for review.

VII. ADJOURN

Ms. Ettelson adjourned the meeting at 5:22 p.m.

The Village of Glencoe is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact the Village of Glencoe at least 72 hours in advance of the meeting at (847) 835-4114, or the Illinois Relay Center at (800) 526-0844, to allow the Village of Glencoe to make reasonable accommodations for those persons.