



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

Village Hall Conference Room
675 Village Court
Tuesday, May 29, 2018 – 4:00 PM

I. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee meeting was called to order by Chairperson Ettelson at 4:08 p.m. on the 29th Day of May, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

Also present were:

Lawrence Levin, Village President

Philip Kiraly, Village Manager

Megan Hoffman, Assistant to the Village Manager

Ed Goodale

Jennifer Faulk

Gail Lissner

Absent were (was):

Peter Van Vechten

II. PUBLIC COMMENT

There were no comments from the public.

III. APPROVAL OF MINUTES

Ms. Faulk moved, seconded by Mr. Goodale to approve the minutes of the May 15, 2018 Sesquicentennial Planning Committee meeting.

IV. COMMUNICATIONS/MARKETING UPDATE

Ms. Faulk shared a draft media release to announce the call for feedback about potential legacy project ideas. The release will be finalized and circulated to local news outlets in advance of the Candy Chang-style chalkboards being installed on Wyman Green, which will coincide with the committee's presence at the Saturday, June 23 Glencoe French Market.

Ms. Faulk then presented a draft communications outline, detailing a comprehensive list of communications/marketing tools and methods available to the committee, including existing community publications, print and digital media as well as other opportunities throughout the community, such as sign kiosks, posters, brochures, program books and so on. The committee reviewed the outline and discussed potential content for publications with upcoming deadlines. To help illustrate how other community organizations might integrate the Sesquicentennial

branding and a link to more information on their own websites, Ms. Hoffman agreed to make a link live on the Village website in advance of the July 23 Committee of the Whole meeting.

Ms. Faulk and Ms. Ettelson shared details from a preliminary meeting with 22nd Century Media to discuss options for a Sesquicentennial booklet/magazine. Potential options include a 2019 calendar or guide to the celebration to come out in November 2018, a keepsake yearbook to be released at the end of the year or a booklet featuring the histories of local organizations that would likely be released in March. Ms. Ettelson noted that in addition to whichever option the committee pursues, the Glencoe Historical Society is considering writing and selling a Glencoe history book as well. Overall the group favored a calendar to be distributed in November 2018 at the Light the Village Lights event, in addition to a booklet featuring local history. Ms. Faulk and Ms. Ettelson will share details and the options will be discussed further after the follow-up meeting with 22nd Century in which the committee will be quoted various project prices.

The committee also committed to volunteering at a second Glencoe French Market date, now having July 23 and August 18 reserved.

V. DISCUSSION OF GENERAL EVENT PLANNING

a. Recap of Meeting with Writers Theatre

Village Manager Kiraly reported back on the meeting with Writers Theatre staff in which a kick-off event for the celebration, to take place in March 2019, was discussed. The group landed on a cocktail hour, followed by a musical feature, much like what Writers Theatre currently produces for their annual gala. Estimated cost for the production was \$10,000, with the potential to have drinks and appetizers donated to help lower the ticket price to around \$50 per person. Ms. Ettelson also noted the potential for event sponsors, or the use of a host committee to help underwrite the event cost. Writers Theatre is in the process of determining whether the musical that will be on stage in March can accommodate additional sound requirements and will contact the committee as soon as possible with further details. The goal is to continue discussions and to outline the show by September 2018.

b. Other Event Updates

Ms. Ettelson shared that the Glencoe Historical Society plans to announce the “Glencoe 150” on January 26, 2018 at their annual meeting, likely to be hosted at Skokie Country Club. She also shared that she has been in contact with members of St. Paul AME Church, as well as Grace Hayek from the Glencoe Public Library, regarding potential programming for Black History Month in February 2019. Ms. Ettelson has also heard from Kim Bloomberg with the Glencoe Junior High Project (GJHP) who expressed that the GJHP plans to do an art project to celebrate, and plans to reach out to Margaret Ann Paauw with Glencoe Youth Services (GYS). One potential idea is for GYS to undertake attempting a Guinness Book of World Records accomplishment. Ms. Ettelson also plans to meet with Hall Healy, the Chairperson of the Sustainability Task Force, in the near future.

VI. SUBCOMMITTEE APPLICATIONS

The committee decided to wait to select any further committee/subcommittee members until follow-up conversations were had with two persons interested in managing finances and volunteer coordination.

VII. **OTHER BUSINESS**

Mr. Goodale announced that Glencoe Historical Society has been recently learned that they will be presented with a merit award from the American Association of State and Local History at the end of September.

Mr. Goodale also inquired as to the number of selfie stations that the committee would like to pursue, to which the group agreed somewhere around five. It was noted that the stations could be moved throughout the year to capture traffic at popular seasonal locations such as Glencoe Beach or the skating rink at the Watts Center.

VIII. **ADJOURN**

Ms. Ettelson adjourned the meeting at 5:44 p.m.