



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

Village Hall Conference Room
675 Village Court
Tuesday, June 12, 2018 – 4:00 PM

I. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee meeting was called to order by Chairperson Ettelson at 4:12 p.m. on the 12th Day of June, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

Also present were:

Lawrence Levin, Village President
Megan Hoffman, Assistant to the Village Manager
Ed Goodale
Jennifer Faulk
Gail Lissner (via conference phone)
Peter Van Vechten

Absent:

Philip Kiraly, Village Manager

II. PUBLIC COMMENT

There were no comments from the public.

III. CONSIDERATION OF THE MINUTES

Ms. Ettelson noted a correction to the spelling of a contact name and to the status of outreach to Glencoe Youth Services in the May 29, 2018 minutes. With these amendments, Mr. Goodale moved, seconded by Ms. Faulk to approve the minutes of the May 29, 2018 Sesquicentennial Planning Committee meeting.

IV. COMMUNICATIONS/MARKETING UPDATE

a. 22nd Century – Magazine/Calendar/Tabloid options

Ms. Faulk and Ms. Ettelson presented three preliminary quotes for a magazine or calendar-style publication, including quotes from 22nd Century Publishing (The Glencoe Anchor), Ken's Quick Print and Multicopy Printing & Mailing Services. Notably, the quotes from 22nd Century were lower than the other options, due in large part to the option of off-setting costs through advertising placement revenue. Ms. Ettelson shared that the decision to the group is whether or not to include advertising placements, to consider having the publication(s) sponsored or to pay the full publication cost to allow more space for content.

Continuing on the topic of sponsorships, Ms. Faulk suggested multiple sponsorship benefits the committee might consider, including logo placement on the selfie stations, sponsorship of the

calendar, major event tickets and so on. Ms. Ettelson added that the committee needs to determine if the sponsorship packages will cover the full year of events or if a different package will be offered for each major event/activity (i.e. the Sesquicentennial Gala, the Writers Theatre event, Fourth of July activities, selfie stations, etc.).

Ms. Faulk shared that promotions for the stations moving forward will encourage community members to “Snap, tag and post” a photo with the selfie station. The overall concept is to help promote the Sesquicentennial, but a business might also use it as an opportunity to host a contest or special promotion. Ms. Ettelson and Ms. Faulk plan to prepare more sponsorship options to present to the committee at the next meeting. Mr. Goodale reminded the committee of possible selfie station locations including near the intersection of Park and Vernon avenues (which would be a fixed location all year), Writers Theatre/Friends Park, Wyman Green, the Watts Center, Glencoe Beach, Central School, Takiff Center, Glencoe Golf Club, Chicago Botanic Garden and Forestway Drive near the Skokie Lagoons.

b. French Market (June 23 and August 18) and Fourth of July presence

The committee briefly discussed logistics for the June 23 French Market event. They reviewed a new trifold brochure about the celebration components drafted by Ms. Ettelson and Ms. Faulk. In addition to the brochures, the committee will pass out branded balloons and have donuts and coffee for those who visit the tent. Ms. Hoffman will also order nametags for committee members and Ms. Ettelson plans to print posters to distribute to businesses. Ms. Hoffman also plans to send the finalized press release and to schedule various social media posts promoting the committees presence at the French Market. Village President Levin suggested that committee members plan future visits to highly frequented downtown locations such as Starbucks, the Glencoe Roast and the Glencoe Train Station. Mr. Van Vechten added that the committee could work with Writers Theatre on passing brochures out to their patrons.

c. Legacy Project Engagement/Candy Chang Boards

Moving specifically to the Candy Chang-style chalk boards, the committee finalized language for the boards as well as for two yard signs that will help explain the feedback prompt more fully. The chalkboards will include the phrase “What is your vision for a legacy gift...?” across the top, with the phrase “My vision is...” repeated multiple times next to blank lines, allowing for participants to chalk in their ideas for the legacy project. The yard signs, and other promotions will ask, “What is your vision for a legacy gift to the future in celebration of Glencoe’s 150th birthday?” Ms. Hoffman has arranged the chalk board logistics with the Public Works Department. Further, she committed to updating the Sesquicentennial splash page at www.glencoe150.org by adding a form to collect legacy project ideas.

V. DISCUSSION OF GENERAL EVENT PLANNING

Ms. Hoffman reported that the Village had a brief follow-up discussion with Jon Faris regarding the Writers Theatre event but that there is no new information to share at this time. Writers Theatre is still waiting to determine if there is capacity on the theatre’s sound system to allow for the event to use equipment the theatre already has.

Ms. Ettelson reported that she has been in contact with St. Paul A.M.E. Church regarding a Black History Month event, noting that the church will be celebrating their 135th anniversary next year. She has also been in contact with Tanya Volk from the Glencoe Croquet Club about an event they plan to host at the Glencoe Golf Club.

Mr. Goodale shared that members of the North Shore United Methodist Church are interested in launching "Sundae Sundays." Mr. Van Vechten also shared that he is meeting with the Glencoe Park District regarding the "Empty Bowl" project he is helping to coordinate on June 13. He noted that this is a preliminary meeting and that multiple options for the project, including what is done with the bowls are still being considered. One possibility is auctioning them off at the Sesquicentennial Gala. Ms. Ettelson suggested that Mr. Van Vechten consider pulling in the District 35 as a partner, potentially coordinating a school art project.

VI. **OTHER BUSINESS**

The committee discussed preliminary logistics for the July 23 Sesquicentennial Committee of the Whole meeting with community organizations. Ms. Hoffman committed to sending e-mail reminders around June 22 and July 9.

VII. **ADJOURN**

Ms. Ettelson adjourned the meeting at 5:32 p.m.