



MEETING MINUTES
VILLAGE OF GLENCOE
SESQUICENTENNIAL PLANNING COMMITTEE
EXECUTIVE COMMITTEE

Village Hall Conference Room
675 Village Court
Tuesday, June 26, 2018 – 4:00 PM

I. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee meeting was called to order by Chairperson Ettelson at 4:04 p.m. on the 26th Day of June, 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

Peter Van Vechten

Absent:

Gail Lissner, Village Trustee

II. PUBLIC COMMENT

There were no comments from the public.

III. CONSIDERATION OF THE MINUTES

Mr. Goodale recommended two corrections to grammar and spelling errors. With those amendments, Mr. Goodale moved, seconded by Ms. Faulk to approve the minutes of the June 12, 2018 Sesquicentennial Planning Committee meeting.

IV. COMMUNICATIONS/MARKETING UPDATE

As a first step toward developing appropriate sponsorship levels, Ms. Ettelson and Ms. Faulk prepared a draft budget for the Sesquicentennial celebration for consideration by the committee. The committee reviewed three different revenue and expenditure scenarios, representing progressively higher budgets. Anticipated revenues were broken into Village funding, ticket income, corporate sponsorships, private donors, advertising income and in-kind donations. Expenditures represented Village-wide commemoratives (i.e. a calendar), major events (Writers Theatre, Fourth of July, the Sesquicentennial Gala), minor events and activities and communications/publicity. The committee discussed preliminary changes to the draft budget, such as initial cost estimates for the Fourth of July celebration. The committee will review the budget in detail in advance of providing further feedback at the next meeting.

Ms. Ettelson and Ms. Faulk also shared that they have a potential Fundraising Chair in mind, to be discussed at a later date.

V. **DISCUSSION OF GENERAL EVENT PLANNING**

a. Recap of Glencoe French Market/Candy Chang Boards

Ms. Ettelson reported that the response to the committee's presence at the June 23 French Market event was very positive. She noted that new Candy Chang-style chalk boards are already being used by the community to share legacy project ideas and that both the balloons and tri-fold brochures worked well as handouts from the committee. Ms. Ettelson plans to provide the Village with 300 brochures to be distributed at the Glencoe Fourth of July parade. For future events, Ms. Hoffman will look into renting a larger helium tank.

b. Status of Writers Theatre event

Village Manager Kiraly informed the committee that due to staff schedules, Writers Theatre needs more time to confirm costs estimates for the March event. Specifically, the biggest unknown at this point is whether a second sound system would be necessary to accommodate a performance. Village Manager Kiraly will keep the committee informed as he learns more.

c. Other

Mr. Van Vechten reported that he met recently with the Glencoe Park District regarding the Bowl Project, which the Park District has committed to generally supporting, funding and helping to promote. The goal is that through selling 150 finished bowls, with and without gift certificates to local restaurants and grocery stores, the project raises \$3,000 for a local food pantry. . He noted that at this time, they anticipate making the bowls as part of the Park Districts ceramics program in the spring and that they'll be sold in the fall of 2019.

Mr. Van Vechten added that another idea to engage school-age residents is for District 35 to design and execute a mural using ceramic tiles, which could be individually painted by Glencoe students and installed in a prominent location, potentially at Central School.

Mr. Van Vechten also shared that the Park District is interested in hosting a beach party/event in August 2019, however, no other details have been confirmed at this time.

Mr. Goodale gave an update on the Selfie Stations, asking the committee to consider whether it is prepared to make an initial payment for a 3D model and the initial mold at this time. The initial payment request is \$15,000, with two other installments of approximately \$17,500 depending on the actual number of stations ordered. The committee asked Mr. Goodale to work with the vendor, Chicago Fiberglass Works, to determine if in advance of making the model and mold, the committee could request a 3D rendering to be used in sponsorship materials.

VI. **JULY 23 COMMUNITY ORGANIZATION MEETING PLANNING**

Village Manager Kiraly shared that the July 23 meeting will be hosted at Central School in Young Auditorium. Additionally, Am Shalom has offered to host the October meeting. Ms. Hoffman will send an e-mail to community organization representatives to remind them of the meeting and discussion topics. Further planning for the meeting will be on the next committee agenda.

VII. **OTHER BUSINESS**

No other business was discussed.

VIII. **ADJOURN**

Ms. Ettelson adjourned the meeting at 5:31 p.m.