



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

Village Hall Conference Room  
675 Village Court  
Tuesday, July 10, 2018 – 4:00 PM

**I. CALL TO ORDER AND ROLL CALL**

The Sesquicentennial Planning Committee meeting was called to order by Chairperson Ettelson at 4:03 p.m. on the 10<sup>th</sup> Day of July, 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 – *arrived at 4:16 p.m.*  
Philip Kiraly, Village Manager  
Megan Hoffman, Assistant to the Village Manager  
Ed Goodale  
Jennifer Faulk  
Peter Van Vechten

**II. PUBLIC COMMENT**

There were no comments from the public.

**III. CONSIDERATION OF THE MINUTES**

Mr. Van Vechten recommended a number of amendments to a paragraph relating to the bowl project and the Park District's desire to host a beach party. With those amendments, Mr. Goodale moved, seconded by Ms. Faulk to approve the minutes of the June 26, 2018 Sesquicentennial Planning Committee meeting.

**IV. DISCUSSION OF DRAFT CELEBRATION BUDGET AND FUNDRAISING CHAIR**

Ms. Ettelson asked for further feedback on the draft celebration budget, noting that since the version presented at the June 26 meeting, changes have been made to the budgeted expenses for the Fourth of July celebration and the gala at the Chicago Botanic Garden. Village Manager Kiraly requested that the budget be reformatted to show the budgeted expenses for each event or activity next to the offsetting revenue, especially for the larger events. He noted this would aid in identifying specific fundraising needs and would help the committee in further refining sponsorship levels.

Ms. Ettelson shared that she and Ms. Faulk met with Mr. Alex Kaplan, a Glencoe resident, who expressed interest in joining the committee as the Fundraising Chair. Following a brief discussion, members agreed to invite Mr. Kaplan to join the committee moving forward. Ms.

Ettelson reminded the committee that the search continues for individuals to assist with service projects and finances.

V. **COMMUNICATIONS/MARKETING UPDATE**

The committee then moved to considering the structure of the sponsorship levels, discussing the merits of having overarching sponsors for the entire year, versus sponsors for individual events and activities. Mr. Van Vechten commented that some of the larger events call for having individual sponsors. Ms. Faulk added that events, such as those at Writers Theatre and the Botanic Garden, will likely have host committees or other types of underwriters. Mr. Kiraly added that the committee needs to remain cognizant that there will also be fundraising needs for the legacy project, which remains undetermined at this time. He added that perhaps the underwriting of the celebration components be more focused on corporate sponsors, while the fundraising for the legacy project focus more on individuals in the community. Ms. Ettelson will consider adding a legacy project component to the sponsorship brochure.

Ms. Faulk shared a draft poster to help facilitation discussion of wording and design of marketing collateral featuring sponsorship information. The committee agreed that the main focus in the collateral should be on highlighting the celebration and secondarily on sponsor information. Village President Levin recommended another meeting focused solely on fundraising. Ms. Ettelson and Ms. Faulk plan to meet with Mr. Kaplan in the near future to discuss next steps.

Returning to the draft budget discussion, Village Manager Kiraly asked the committee to consider whether commissioning five selfie stations was a good use of resources. Ms. Ettelson reminded the group that the main expense for the stations comes from the tooling costs.

VI. **DISCUSSION OF GENERAL EVENT PLANNING**

*a. Status of Writers Theatre event*

Village Manager Kiraly and Ms. Hoffman are meeting with Jon Faris of Writers Theatre on Wednesday afternoon. They plan to share an update with the committee shortly thereafter.

*b. Other*

The Committee discussed volunteers for hosting the Sesquicentennial Committee table at the July 21 and August 18 Glencoe French Market events. Trustee Lissner and Mr. Goodale volunteered for the July 21 event and Trustee Lissner and Ms. Faulk volunteered for the August 18 event.

Moving back to the selfie station discussion, Mr. Goodale shared that Chicago Fiberglass Works has agreed to generate a computer model for \$2,000. The Committee needs to provide the third dimensions and the initial payment to move forward. Ms. Faulk noted that the committee needs to identify another vendor for separate signs with sponsorship information that would be posted next to the stations.

Ms. Hoffman shared a preliminary list of popular legacy project ideas generated via the Candy Chang-style chalkboards on Wyman Green. The chalkboards will remain posted through early August. Ms. Hoffman recommended that after final tallies are made, the committee consider presenting a final set of three to four ideas back out to the community for further feedback.

Ms. Ettelson shared that St. Paul AME has committed to hosting a Black History Month celebration on February 10 and that they are also planning to host a celebration in honor of the church's 135<sup>th</sup> anniversary in late July or early August. Ms. Ettelson has a meeting scheduled with Glencoe Youth Services as well as District 35 in the next week, and is also working to schedule a meeting with the Glencoe Chamber of Commerce. She added that firm dates for the croquet tournament and Open Doors Glencoe are coming soon.

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

Ms. Hoffman plans to send another reminder to community organization representatives during the week of July 16. Tentatively, the agenda for the meeting will include distributing the trifold, sharing the updated calendar of events and asking for reports from the organizations. This will likely be followed by discussion of the legacy project ideas and preliminary sponsorship information.

VIII. **OTHER BUSINESS**

No other business was discussed.

IX. **ADJOURN**

Ms. Ettelson adjourned the meeting at 5:23 p.m.