



MINUTES
VILLAGE OF GLENCOE
SESQUICENTENNIAL PLANNING COMMITTEE
EXECUTIVE COMMITTEE

Village Hall Conference Room
675 Village Court
Monday, September 17, 2018 – 3:30 p.m.

1. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee was called to order by Chairperson Ettelson at 3:35 p.m. on the 17th day of September, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

Also present were:

Lawrence Levin, Village President (*arrived late*)

Gail Lissner, Village Trustee

Philip Kiraly, Village Manager

Megan Meyer, Assistant to the Village Manager (*arrived late*)

Ed Goodale

Jennifer Faulk

Alex Kaplan

Peter Van Vechten

2. PUBLIC COMMENT

There were no comments from the public.

3. CONSIDERATION OF THE MINUTES

Mr. Goodale moved, seconded by Ms. Faulk, to approve the minutes of the August 27, 2018 Sesquicentennial Planning Committee. The motion was approved by a unanimous voice vote.

4. SPONSORSHIP CAMPAIGN UPDATE

Ms. Ettelson and Ms. Faulk shared that their preliminary sponsorship solicitation meetings have been successful and that the sponsorship brochure has been well received. Already, a business is interested in sponsoring Light the Lights, another is interested in sponsoring the Sesquicentennial Calendar and two businesses are interested in sponsoring selfie stations. She added that the goal is to have the selfie stations up in time for Light the Lights in late November. Ms. Ettelson, Ms. Faulk and Mr. Kaplan requested that any suggestions for businesses to

contact, as well as recommendations for which events or activities to target in the discussions, be sent to their attention. Mr. Kiraly noted that Writers Theatre has agreed to share ideas of individuals to reach out to, both for individual contributions and potential sub-committee volunteers.

Mr. Goodale shared that the Glencoe Historical Society (GHS) Board voted to accept donations on behalf of the Sesquicentennial Planning Committee. Ms. Ettelson added that Tony Ruzicka, who assists GHS with bookkeeping, has offered to also assist with tracking the Sesquicentennial Planning Committee's finances. She added that Mr. Ruzicka has already contacted the Illinois Secretary of State in regards to filing and reporting requirements for the fundraising efforts.

5. COMMUNICATIONS/MARKETING UPDATE

Ms. Ettelson shared that she and Ms. Faulk have been working with the *Glencoe Anchor* which has agreed to publish editorial content for the Sesquicentennial Planning Committee. The first column, calling for Glencoe 150 Hall of Fame nominations, was published earlier this month. Ms. Ettelson added that she and Ms. Faulk drafted content for the upcoming fall issue of *Inside Glencoe*, which will come out in late September. She also noted that the Committee is hosting a table at the Glencoe Park District's upcoming Harvest Fest event on October 6. Volunteers are needed from 10 a.m.-1 p.m. at Kalk Park. Ms. Meyer committed to looking into more give-aways, such as magnets or bookmarks, for Harvest Fest and other community events.

Ms. Ettelson also shared that submissions from community organizations for the Sesquicentennial Calendar are coming in steadily. Ms. Meyer committed to e-mailing community organizations a reminder to submit their event and activities details, including a notice that the submission deadline has been pushed back to Wednesday, September 26. Mr. Van Vechten noted that he had location ideas for the Sesquicentennial calendar, which Ms. Ettelson requested be directed to Ms. Meyer. Ms. Meyer also committed to reviewing the Village's photo galleries to identify potential images.

6. DISCUSSION OF GENERAL EVENT/ACTIVITY PLANNING

a. Light the Lights

Village Manager Kiraly reported on a preliminary discussion with the Chamber of Commerce Executive Director Sally Sprowl regarding the upcoming Light the Lights events, which takes place the Friday after Thanksgiving (November 23). He shared that Ms. Sprowl was open to the idea of the Village and Sesquicentennial Planning Committee helping to enhance the event. Village Manager Kiraly added that the Village is coordinating a meeting with Ms. Sprowl and representatives from across the business community to discuss potential ideas for getting businesses more involved in the event, whether that be by staying open late, by selling specialty drinks or offering special promotions. Other enhancements to the event being considered include a trackless train, reindeer, ice sculpting and live entertainment. Similarly, Village Manager Kiraly shared that the Glencoe Community Holiday Drive volunteers are again hoping to host a drop-off location at a vacant store-front this winter, which would be open during the Light the Lights event.

b. Glencoe Hall of Fame Update

Ms. Ettelson reported that GHS volunteers have received a number of Glencoe 150 Hall of Fame nominations and that they are beginning to draft bios. The GHS Social Committee is in the beginning stages of planning the January event and is considering various local celebrities and Glencoe 150 Hall of Fame nominees as potential emcees. Ms. Meyer confirmed that the online nomination form hosted on the GHS website has been linked to from the Glencoe 150 website.

c. Writers Theatre Musical Salute to Glencoe Update

Village Manager Kiraly reported that Committee members recently met with Writers Theatre staff to discuss the Musical Salute to Glencoe event. To move the production planning forward, Michael Halberstam, Artistic Director, committed to connecting the Village with Writers Theatre's recommended writer, Douglas (Doug) Frew. Village Manager Kiraly plans to set up a meeting with Mr. Frew to discuss the overall feel of the production, which will likely be approximately 30-45 minutes long. Writers Theatre confirmed that various aspects of the production, including number of actors and musicians can be pared back if necessary, although they recommended having at least 3-4 actors to maintain the energy on the stage.

Ms. Ettelson noted that in addition to setting up the meeting with Mr. Frew, next steps include pulling together a sub-committee for the event. Writers Theatre plans to suggest some potential candidates based on their supporters who also live in Glencoe. In discussing ticket sales for the event, it was noted that there is the potential to host a second show, should tickets sell quickly. Ms. Ettelson shared the idea of preselling packages of tickets for multiple Sesquicentennial events, both to help gauge interest and to help with cash flow.

d. Fourth of July update

Village Manager Kiraly reported that he and Ms. Meyer have a meeting set up with the Glencoe Park District to discuss the fireworks contract for Fourth of July. He noted that additional contributions from the Village will essentially extend the length of the show, with some potential to make the fireworks denser. Village Manager Kiraly also shared that the concept of a drone light display was considered, however, staff believe that the logistics and costs associated with the drones outweigh the potential benefits. Aside from fireworks, the meeting agenda with the Park District will also include discussing live entertainment, changing the parade route to end at Lakefront Park, changing the parade start time to 3 p.m. and the potential for addition games, food trucks and a beer garden at Lakefront Park.

Ms. Meyer then reported on a meeting she attended with Highland Park's Assistant to the Village Manager Hayley Gerard who is also serving as staff liaison to Highland Park's sesquicentennial planning group. Ms. Meyer and Ms. Gerard plan to collaborate on designing and purchasing a float for the Fourth of July that would be shared by both communities, with Highland Park's parade taking place in the morning and Glencoe's taking place in late afternoon. The potential of hosting a co-sponsored float building workshop to help incentivize residents to enter floats into the respective parades was also discussed.

e. Event planning committee assignments

Ms. Ettelson reiterated that the Committee is waiting for recommendation from Writers Theatre before beginning outreach to potential sub-committee candidates.

7. LEGACY PROJECT SELECTION NEXT STEPS

Ms. Ettelson shared that following the wide range of Legacy Project ideas collected during the summer, the Committee feels that further outreach and explanation of the criteria for a legacy project is warranted.

Village Manager Kiraly added that in the next six months, he would like to see the Committee vet specific ideas and collect more feedback, with the goal of announcing the final project selection at one of the major celebration events such as the Musical Salute to Glencoe in March or during Fourth of July. He noted that the Park District is in the midst of a design study for the linear parks between Park Avenue and Maple Hill, including a pathway system and changes to Veterans Memorial Park. Village Manager Kiraly suggested that the Committee consider whether enhancements to the Veterans Memorial Park could be adopted as a legacy project. Another potential legacy project location, he added, could be the vacant park land just east of Writers Theatre that may be opened up by the dead-ending of Glencoe Drive, which is being considered as part of the Tudor Court improvements.

8. OTHER BUSINESS

No other business was discussed.

9. ADJOURN

Trustee Lissner motioned, seconded by Mr. Goodale, to adjourn the meeting at 4:21 p.m. The motion passed unanimously.