



MINUTES
VILLAGE OF GLENCOE
SESQUICENTENNIAL PLANNING COMMITTEE

Glencoe Village Hall
675 Village Court, Finance Conference Room
Tuesday, October 16, 2018 – 4 p.m.

1. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee was called to order by Chairperson Ettelson at 4:05 p.m. on the 16th day of October, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

The following were also present:

Philip Kiraly, Village Manager

Megan Meyer, Assistant to the Village Manager

Ed Goodale (*Arrived late*)

Alex Kaplan

Peter Van Vechten

2. PUBLIC COMMENT

There were no comments from the public.

3. CONSIDERATION OF THE MINUTES

Mr. Kaplan moved, seconded by Mr. Van Vechten, to approve the minutes of the October 2, 2018 Sesquicentennial Planning Committee meeting. The motion was approved by a unanimous voice vote.

4. SPONSORSHIP CAMPAIGN UPDATE

Mr. Kaplan shared the good news that a local bank has committed to a \$10,000 sponsorship for the informational kiosk to be stationed at the Glencoe Public Library. Before moving into sponsors for the upcoming Light the Lights event, he reminded committee members to consider how specific businesses could be targeted for each of the events based on size and offerings.

For Light the Lights, Village Manager Kiraly shared that the committee is in the midst of discussions with a local tree nursery regarding the potential donation of a live holiday tree for the corner of Park and Vernon Avenue. The parties are still discussing specifics, including the logistics of sourcing and installing the tree. Mr. Kaplan and Ms. Ettelson committed to keeping the Village apprised of the nursery's final proposal once received.

Ms. Ettelson shared that she and Ms. Faulk are still soliciting an overall event sponsor for Light the Lights. Two local businesses are interested in Light the Lights specifically and another is interested in the Glencoe 150 Hall of Fame Dinner. A local beer and wine distributor has committed to donating the craft beer for the Wine and Beer stroll and Ms. Ettelson is in contact with another local distributor regarding a potential wine donation.

She added that she and Ms. Faulk are working to develop a truncated version of the sponsorship packet for smaller businesses. Mr. Kaplan noted that he is developing a strategy for soliciting sponsorships from local law firms.

5. GENERAL EVENT/ACTIVITY UPDATE

a. Light the Lights update

Moving into event logistics, Assistant to the Village Manager Meyer shared that Ms. Faulk, Glencoe Chamber of Commerce Executive Director Sally Sprowl and she had made in-person visits to local businesses to encourage participation in Light the Lights. A packet was created sharing basic event information, such as the new 4-7 p.m. timeframe, preliminary event attractions and an invitation to apply for the Wine and Beer Stroll. The packet also included a mock-up of what promotions for the event might look like. The committee then discussed next steps, including finalizing vendors, finding an event photographer and promotions.

b. Glencoe 150 Hall of Fame update

Ms. Ettelson shared that the community has submitted more than 150 nominations for the Glencoe Hall of Fame. She added that the Glencoe Historical Society is continuing its search for potential emcees, involving outreach to various local celebrities and Hall of Fame nominees. She also noted the desire to begin thinking about how to structure a subscription program for the major ticketed events throughout the year. The main roadblock, she added, is that ticket prices are difficult to determine without knowing how the overall event cost for the various events will or will not be offset by sponsorships and in-kind donations.

c. Writers Theatre Musical Salute to Glencoe update

Ms. Faulk reported that she, Village Manager Kiraly and Ms. Meyer had a productive meeting with producer Douglas Frew the prior week. The Glencoe Historical Society prepared a wealth of information to share with Mr. Frew and the group used the opportunity to brainstorm preliminary ideas. Mr. Frew intends to reach back out to the group with his thoughts on next steps in the coming weeks. Mr. Kiraly noted that he plans to follow-up with Writers Theatre regarding recommended event sub-committee members.

d. Fourth of July update

Mr. Kiraly shared that he and Ms. Meyer met with the Glencoe Park District recently to continue Fourth of July celebration discussions. A budget for fireworks has been determined, with the Park District extending their contract with their previous fireworks vendor for an additional year. The Park District has committed to looking into other options for entertainment, while the Village has committed to exploring options for securing multiple food trucks for Lakefront Park. For the parade, the Village is still planning to move the start time back to 3 p.m. and to change the route to end at Lakefront Park. Ms. Meyer is looking into marching bands and also hopes to encourage community organizations and neighborhoods to enter floats into the parade,

something that has fallen off in recent years. Mr. Van Vechten shared an idea for encouraging kids to decorate and ride their bikes in the parade, and offering a small prize for doing so.

e. Other event and activity updates

Ms. Ettelson shared updates for events being hosted by outside community organizations including new dates for the events at St. Paul AME, as well as a scavenger hunt and speakers series being hosted by the Women's Library Club.

Mr. Van Vechten shared a project proposal for the Bowl Project, which he is planning to conduct with the Park District. The plan is for the Park District's ceramics program to craft 150 bowls in honor of the Sesquicentennial that could either be sold or auctioned to raise money for a local charity. Each bowl would have a coupon to be used at a participating Glencoe restaurant. Mr. Van Vechten plans to solicit donations of coupons from various local restaurants and businesses and will work with the committee to make sure that the requests are timed appropriately.

6. COMMUNICATIONS/MARKETING UPDATE

a. Sesquicentennial Calendar update

Ms. Ettelson shared that she is working on developing a list of all calendar dates that have been submitted, to be shared back out with the community organizations for a final check and approval. She plans to work with Ms. Meyer on soliciting a few more quotes for the printing using a set of specifications that reflect the example shared with the calendar sponsor.

7. OCTOBER 22 COMMUNITY ORGANIZATION MEETING

Ms. Ettelson shared that the order-of-go for the upcoming meeting will reflect that of previous meetings. She plans to update the PowerPoint presentation with new calendar dates and asked Ms. Meyer to send another meeting reminder out via MailChimp.

8. UPCOMING COMMITTEE MEETING SCHEDULE

The next meeting will be held on Tuesday, November 6, with future meetings scheduled on a monthly basis or as otherwise needed.

9. OTHER BUSINESS

Ms. Meyer shared that the committee will present celebration information to local businesses at the Village's upcoming Business Before Hours event on October 23. The committee will share an overview of the years-worth of events and activities with more specifics on Light the Lights.

Ms. Ettelson reported that she has been in contact with the Chicago Botanic Garden regarding other ways they can get involved, outside of hosting the Gala.

10. ADJOURN

Mr. Goodale motioned, seconded by Mr. Van Vechten, to adjourn the meeting at 5:22 p.m. The motion passed unanimously.