



MINUTES
VILLAGE OF GLENCOE
SESQUICENTENNIAL PLANNING COMMITTEE

Glencoe Village Hall
675 Village Court, Finance Conference Room
Tuesday, October 2, 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 2nd day of October, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

The following were also present:

Gail Lissner, Village Trustee (electronic attendance)
Philip Kiraly, Village Manager
Jordan Lester, Management Analyst/Deputy Village Clerk
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 Mr. Kaplan, to approve the minutes of the September 17, 2018 Sesquicentennial Planning Committee. The motion was approved by a unanimous voice vote.

4. SPONSORSHIP CAMPAIGN UPDATE

Mr. Kaplan provided the Committee with an update regarding Ms. Faulk's and his preliminary sponsorship meetings with local businesses. He stated that several businesses have indicated interest in sponsoring Light the Lights and selfie stations but they have not received final confirmation. Ms. Ettelson stated that she is working with a local business interested in sponsoring the Sesquicentennial Hall of Fame dinner in early 2019. Ms. Faulk added that they will be meeting with additional organizations to discuss other sponsorship opportunities, such as participating in Light the Lights next month.

Moving the conversation to Light the Lights event planning, Village Manager Kiraly reported that Assistant to the Village Manager Meyer, Ms. Faulk and he had held a Light the Lights planning meeting last week with several representatives from the Glencoe business community to discuss how the business community can get involved in the event on November 23. Examples of participation options include staying open late that evening, selling specialty drinks or offering special promotions. He reported that Ms. Meyer also met with Chamber of Commerce Executive Director Sally Sprowl to discuss the Chamber's involvement during the events.

The Committee then discussed the idea of hosting a wine and beer walk component as part of the event as well, focusing on legal requirements and logistics. Ms. Faulk recommended that the Committee look into pre-registering event participants, with Ms. Ettelson commented that doing so may help with publicizing the event. Village Manager Kiraly emphasized the importance of providing activities during the evening to keep attendees in the downtown. The Committee discussed possible options, such as having activities on Wyman Green, decorating the downtown and having a new holiday tree. Ms. Ettelson noted that South School has indicated interest in having students craft tree ornaments and that she would contact District 35 Superintendent Catherine Wang. Village Manager Kiraly reported that Village staff reached out to New Trier High School to see if students were interested in playing music at the event; unfortunately, many students and their families will likely be out-of-town that weekend. Ms. Ettelson stated that she will contact the Ravinia Jazz Scholars for their availability.

The Committee then discussed event publicity. Village Manager Kiraly stated that the Chamber has advertisement space available in *Glencoe Anchor* and has offered to dedicate some of the space for Light the Lights and Small Business Saturday promotions. He added that Ms. Meyer is creating an event promotion plan that encompasses event advertising during October and November and possible ways that members of the business community could assist with advertising as well. Ms. Faulk suggested that businesses could hang posters and share event details with their customers. The Committee discussed reaching out to new businesses in particular. Mr. Van Vechten asked how the Glencoe Public Library and Village Hall could be involved in the event. Village Manager Kiraly responded that Santa typically takes pictures with Village vehicles, so a possibility may be to have Santa and a professional photographer could be stationed there. He added that he will also reach out to Glencoe Public Library Executive Director Andrew Kim to see if the Library will be open during the event and, if so, interested in screening a holiday film or hosting an activity. Mr. Goodale asked if it were possible to have the Sesquicentennial logo painted on the Glencoe water tower. Village Manager Kiraly responded that he look into the matter and provide the Committee with an update.

5. COMMUNICATIONS/MARKETING UPDATE

a. Sesquicentennial Calendar update

Ms. Ettelson shared that the calendar will likely be published the week of Light the Lights and that several printers have been contacted for pricing information. Village Manager Kiraly asked about mailing information, stating that using the Village's existing postal permit for the mailing would likely be more cost-effective than other options.

b. Harvest Fest Planning (October 6)

The Committee discussed its presence at the Glencoe Park District's upcoming Harvest Fest on

October 6. Ms. Ettelson reported that the Committee will be bringing a fun game for children, along with candy and other small giveaways. In addition, she shared that the Committee will have informational Sesquicentennial materials available.

c. Holiday Guide Ad/Advertorial (22nd Century Media)

Ms. Ettelson shared that the *Glencoe Anchor* will be publishing a holiday guide during November, similar to its summer guide earlier this year. She stated that depending upon timing of publication, *Light the Lights* may be featured. The Committee agreed that having *Light the Lights* featured would be great additional publicity.

6. GENERAL EVENT/ACTIVITY UPDATE

a. Light the Lights update

No other event discussion took place.

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 stated that the Glencoe Historical Society is continuing its outreach to various local celebrities and Hall of Fame nominees as potential emcees.

c. Writers Theatre Musical Salute to Glencoe update

Village Manager Kiraly reported that Ms. Ettelson, Ms. Meyer and he will be meeting with producer Douglas (Doug) Frew the following week. He stated that the meeting is intended to share information about the community with Mr. Frew, give context and discuss items Mr. Frew may want to weave into the Salute's story line. Ms. Faulk asked if Writers Theatre had compiled a list of potential candidates for the Salute's sub-committee. Ms. Ettelson responded that Writers had begun to develop an initial list for the Committee to contact. In discussing ticket sales for the event, Ms. Ettelson shared the idea of offering residents a ticket subscription opportunity for multiple Sesquicentennial events.

d. Event planning committee assignments

Ms. Ettelson stated that representatives from St. Paul AME Church will be meeting for the February Black History Month program. She added that the Women's Library Club had met with both Glencoe Youth Services and the Glencoe Junior High Project to select event dates. Ms. Ettelson stated that the Club had also expressed interest in collaborating with Writers Theatre to produce a program series about women in Glencoe but that program details have not been confirmed. She also shared that the Chicago Botanic Garden is interested in opportunities to become more involved with the Sesquicentennial celebration in addition to the hosting the Gala. Ms. Faulk stated that she will be meeting with the Chicago Botanic Garden's Director of Government Affairs, Beth Dunn, to discuss potential options. Ms. Ettelson noted that the Garden would be an excellent location for a family-oriented Sesquicentennial event.

7. OCTOBER 22 COMMUNITY ORGANIZATION MEETING

a. Preliminary agenda

Village Manager Kiraly and Trustee Lissner emphasized the importance of reminding community organizations of the upcoming event at Am Shalom on Monday, October 22 at 7:30 p.m. The Committee agreed to send an event reminder to the community as soon as possible.

8. UPCOMING COMMITTEE MEETING SCHEDULE

The Committee discussed changing to a monthly meeting scheduled instead of bi-weekly and scheduling additional meetings as necessary.

9. OTHER BUSINESS

Village Manager Kiraly stated that Village staff will be meeting with the Glencoe Park District that week to continue conversation on Fourth of July parade and firework logistics. He noted that although the Committee had discussed the concept of a drone light display, staff believe that would be more beneficial to focus on extending the length of the fireworks show. Village Manager Kiraly added that Ms. Meyer has confirmed with the City of Highland Park that they are interested in purchasing a parade float with the Village to be shared by both communities, as Highland Park's parade takes place in the morning and Glencoe taking place in the late afternoon. Last, he shared that the Village has reached out to several marching bands and that he will have additional information to share at the next Committee meeting.

Mr. Van Vechten shared that he would like to present a work plan for the community bowl project at the Committee's next meeting. He stated that the concept of the plan would be to partner with the Glencoe 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 Glencoe restaurant.

Sharing another event idea, Ms. Ettelson stated that the second grade class at South School has 150 students this year. She added that students typically celebrate the 100th day of school but that teachers have expressed interest in celebrating the 150th day of school instead to celebrate Glencoe's 150th anniversary. Ms. Ettelson mentioned that she will coordinate with the School on this opportunity, as it would be a great way to increase youth participation in the Sesquicentennial year.

10. ADJOURN

Mr. Goodale motioned, seconded by Mr. Kaplan, to adjourn the meeting at 5:14 p.m. The motion passed unanimously.