



MINUTES
VILLAGE OF GLENCOE
SESQUICENTENNIAL PLANNING COMMITTEE

Glencoe Village Hall
675 Village Court, Finance Conference Room
Tuesday, November 6, 2018 – 4 p.m.

1. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee was called to order by Chairperson Ettelson at 4:07 p.m. on the 6th day of November, 2018 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

The following were also present:

Gail Lissner, Village Trustee
Philip Kiraly, Village Manager
Ed Goodale
Alex Kaplan
Peter Van Vechten

The following were absent:

Lawrence Levin, Village President
Jennifer Faulk

2. PUBLIC COMMENT

There were no comments from the public.

3. CONSIDERATION OF THE MINUTES

Mr. Van Vechten moved, seconded by Mr. Goodale, to approve the minutes of the October 16, 2018 Sesquicentennial Planning Committee. The motion was approved by a unanimous voice vote.

4. OCTOBER 22 MEETING RECAP

Ms. Ettelson shared a brief recap of the community organization representative meeting held at Am Shalom on October 22. She noted that overall the meeting went very well. Ms. Lissner added that representatives continue to be very interested in participating in the celebration.

5. SPONSORSHIP CAMPAIGN UPDATE

a. Light the Lights

With Light the Lights less than three weeks away, Ms. Ettelson listed out the various sponsorships that committee members had secured for the event. They include a holiday tree donation from Chalet Nursery, valued at approximately \$10,000, an event sponsorship from BMO Harris Bank, valued at \$5,000 and a \$1,500 donation from @properties to be put toward the Winter Village (live reindeer). She also noted the in-kind donations of beer and wine from Joseph Mullarkey Distributors and OneHope Winery.

b. Other

Ms. Ettelson went on to explain that Coldwell Banker has confirmed their sponsorship of the celebration calendar, valued at \$10,000, set to hit mailboxes in late November/early December. North Shore Community Bank (also known as Wintrust Bank) has also confirmed their sponsorship of the informational kiosk to be placed in the lobby of the Glencoe Public Library. The Glencoe Historical Society has been in contact with a local realtor regarding sponsorship of the upcoming Glencoe 150 Hall of Fame Dinner. Village Manager Kiraly added that for the Musical Salute to Glencoe event at Writers Theatre, the concept is to identify a host committee to help underwrite the cost of the event.

Mr. Van Vecthen requested an update on the list of remaining events and activities that need sponsorships. Ms. Ettelson responded that those items include Open Doors Glencoe, the selfie stations, the We Care Service Project, the Sesquicentennial Exhibit at the Glencoe Historical Society and the Sesquicentennial Gala at the Chicago Botanic Garden.

6. COMMUNICATIONS/MARKETING UPDATE

Ms. Ettelson shared an update on the celebration calendar. She and Ms. Meyer bid out the calendar specifications to multiple potential printers and have selected a vendor. Ms. Ettelson is working to finalize dates with Ms. Meyer who is confirming details with the various submitting organizations. The group then discussed the locations to be the featured photo for each month.

7. LIGHT THE LIGHTS

Ms. Meyer led the committee in discussing the upcoming Light the Lights event, sharing a recap of the promotions to date, the draft event map and a preliminary list of logistical needs. Major remaining items included finalizing the map, designing and printing the program book and a final round of promotions to encourage attendance. Ms. Ettelson gave an update on the beer and wine donations, as well as the LED commemorative cups for the stroll and also shared banner artwork for the train and stroll stop locations. Mr. Kiraly shared the schedule for the installation of the new holiday tree, noting that the Village hopes the spectacle of the tree being planted will help create a healthy bit of excitement for the event.

8. UPCOMING COMMITTEE MEETING SCHEDULE

The next meeting will take place on Tuesday, December 4 at 4 p.m. Moving forward the committee plans to meet on a monthly basis unless additional meetings are required.

10. ADJOURN

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