



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

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

**1. CALL TO ORDER AND ROLL CALL**

The Sesquicentennial Planning Committee was called to order by Chairperson Ettelson at 4:06 p.m. on the 4<sup>th</sup> day of December, 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  
Peter Van Vechten  
Megan Meyer, Staff Liaison

**The following were absent:**

Lawrence Levin, Village President  
Alex Kaplan  
Jennifer Faulk

**2. PUBLIC COMMENT**

There were no comments from the public.

**3. CONSIDERATION OF THE MINUTES**

Mr. Goodale moved, seconded by Trustee Lissner, to approve the minutes of the November 6, 2018 Sesquicentennial Planning Committee. The motion was approved by a unanimous voice vote.

**4. LIGHT THE LIGHTS RECAP**

The committee reviewed feedback and lessons learned from the Light the Lights event on November 23. It was noted that feedback to-date, both from residents and the business community, has been overwhelmingly positive and that the event resulted in great press coverage. Village Manager Kiraly noted that the mild weather likely helped the turn-out which was estimated to be around 800-1,000. He added that tree sponsor Chalet Nursey gave the event positive reviews and has already expressed interest in participating in future events, including the

Glencoe French Market. Ms. Ettelson noted that the beer distributors were also very happy with the turnout and exposure. Ms. Ettelson then reported that the preliminary income for the event was \$14,166 and expenses were \$11,090, resulting in a net take-away of \$3,075. Main takeaways for the 2019 event included:

*Relating to the Wine and Beer Stroll:*

- Separating the cup pick up from the alcohol/beverage distribution;
- Posting a greeter at the front of the line to explain the Stroll;
- Selecting a cup pick up location that is handicap/stroller accessible and large enough to accommodate a crowd;
- Creating a separate location for individuals that pre-purchased cups;
- Checking internet connection/bringing a hot spot for the credit card payments;
- Having either wrist bands or drink cards, but not both;
- Designating a person to run alcohol/beverages between locations.

*Relating to the Lighting Ceremony:*

- Cutting down the length of the speeches;
- Running speaker system through downtown, or near the intersection of Park and Vernon.

*Other:*

- Starting the event earlier in the day;
- Making sure the various attractions are well lit (e.g. the reindeer area);
- Booking two trackless trains and the brass band for the entire event duration;
- Working with the businesses to have consistent closing times and to hang posters;
- Promoting a special door decoration for business participants;
- Considering food trucks and/or having restaurants sell their food products outdoors.

Ms. Meyer committed to sending thank you's and a follow-up survey to participating businesses.

## **5. COMMUNICATIONS/MARKETING UPDATE**

Ms. Ettelson reported that the commemorative 2019 calendar is set to hit mailboxes in the next week. Ms. Meyer committed to working with Ms. Ettelson on loading calendar dates into an online format for the Sesquicentennial website, as well as to promoting the calendar on social media, being sure to tag Coldwell Banker Glencoe to recognize their sponsorship.

Ms. Meyer also noted that the upcoming issue of *Inside Glencoe* will highlight the major Sesquicentennial events taking place throughout 2019.

## **6. SPONSORSHIP CAMPAIGN UPDATE**

Ms. Ettelson shared that Mr. Kaplan has drafted a condensed sponsorship brochure for smaller businesses with more limited giving abilities.

## **7. GENERAL EVENT/ACTIVITY UPDATE**

### *a. Glencoe 150 Hall of Fame Hall of Fame Dinner*

Relating to the Glencoe 150 Hall of Fame Dinner on January 26, Ms. Ettelson reported that the Glencoe Historical Society is marketing the event toward the entire community and that tickets will cost \$100. It will be emceed by John Kastl and other local celebrities have committed to attend. She added that the Glencoe 150 list is nearing completion and that as the final honorees

are determined, the criteria is being refined more and more. She added that if more sponsorships are found, the booklet will be made available to the community and if not, the booklet will only be produced for those attending the dinner for the time being.

*b. Musical Tribute to Glencoe*

Village Manager Kiraly noted that he is setting up a follow-up meeting with writer Doug Frew to discuss his initial ideas for the Musical Tribute to Glencoe. Ms. Ettelson plans to partner with Village Manager Kiraly and Ms. Meyer on next steps for forming a host committee with a \$2,500-\$5,000 commitment, including drafting a letter from President Levin.

*c. Village Birthday Party*

The committee briefly discussed preliminary ideas for the Village Hall Birthday Party on March 29, including using the service bay as a location and creating an official sesquicentennial flag to be raised on that day.

**8. 2019 MEETING CALENDAR**

The committee determined that in 2019 meetings will be hosted on the first Tuesday of the month, with the exception of January and July in which the meeting will be moved to the second Tuesday to accommodate New Year's Day and the Fourth of July respectively.

**9. OTHER BUSINESS**

No other business was discussed.

**10. ADJOURN**

Mr. Goodale motioned, seconded by Trustee Lissner, to adjourn the meeting at 5:45 p.m. The motion passed unanimously.