



MINUTES
VILLAGE OF GLENCOE
SESQUICENTENNIAL PLANNING COMMITTEE

Glencoe Village Hall
675 Village Court, Finance Conference Room
Tuesday, January 8, 2019 – 4 p.m.

1. CALL TO ORDER AND ROLL CALL

The Sesquicentennial Planning Committee was called to order by Chairperson Ettelson at 4:08 p.m. on the 8th day of January, 2019 in the Village Hall Conference Room.

The following were present:

Karen Ettelson, Chairperson

The following were also present:

Lawrence Levin, Village President

Gail Lissner, Village Trustee

Philip Kiraly, Village Manager

Ed Goodale (*Arrived late*)

Alex Kaplan

Peter Van Vechten

Megan Meyer

The following were absent:

Jennifer Faulk

2. PUBLIC COMMENT

There were no comments from the public.

3. CONSIDERATION OF THE MINUTES

Mr. Van Vechten moved, seconded by Trustee Lisner, to approve the minutes of the December 4, 2018 Sesquicentennial Planning Committee. The motion was approved by a unanimous voice vote.

4. COMMUNICATIONS/MARKETING UPDATE

a. *Website Updates*

Ms. Meyer showed a number of updates to the sesquicentennial website to the committee, including a new homepage layout and the addition of an events page, celebration calendar and photo gallery. Feedback included making the calendar more accessible from the homepage. Ms. Meyer hopes to also add a press kit in the near future.

b. *Other*

Ms. Ettelson reported that Ms. Faulk is drafting a number of press releases, including one for the upcoming Glencoe 150 Hall of Fame Dinner, taking place on Saturday, January 26 at Skokie Country Club.

5. SPONSORSHIP CAMPAIGN UPDATE

Ms. Ettelson reported that a number of payments from sponsors are still coming in to the Glencoe Historical Society (GHS). GHS plans to create a financial recap of Sesquicentennial funds for review at a future meeting.

Mr. Kaplan shared that he is drafting a scaled down version of the original sponsorship packet to share with smaller businesses. Trustee Lissner asked if the committee is planning to do any solicitation of general community members, to which Village Manager Kiraly responded that residents will be solicited via the annual patriotic days mailing, which will be enhanced this year, as well as through an option to purchase a commemorative vehicle sticker. The sticker, he added, will be sold for \$100 instead of the regular \$50 fee, with \$50 of the revenue going toward the Sesquicentennial celebrations.

Ms. Meyer informed Ms. Ettelson and Mr. Kaplan that there is an opportunity to add an insert into the Village's business and liquor license renewal packets, which are being mailed in the coming week. Ms. Ettelson and Mr. Kaplan agreed to work on a letter with Ms. Meyer.

6. GENERAL EVENT/ACTIVITY UPDATE

a. *Glencoe 150 Hall of Fame*

Ms. Ettelson reported that over 50 tickets for the Glencoe 150 Hall of Fame Dinner have been sold thus far. She added that a larger marketing effort was coming soon, noting that if over 120 tickets were sold, Skokie Country Club may be able to switch the event to a larger space. Ms. Ettelson also explained that GHS is in the midst of drafting the program booklet for the evening. The committee discussed the booklet, noting that GHS will hand out a program booklet at the dinner and will likely also work on something more substantial to launch with the GHS exhibit later in the year. For the program itself, GHS has confirmed Walter Jacobson as the emcee and speaker.

Moving to the Glencoe 150 Hall of Fame inductees, Ms. Ettelson gave an overview of the demographics of the selected individuals. Approximately a third of the inductees are believed to be living, with multiple inductees already confirming that they will be able to attend the event. The committee then discussed outreach to inductees. Ms. Ettelson explained that GHS is following with all nominators to let them know if their candidate was or was not selected.

Ms. Ettelson also reported on the selection process for the list, noting that GHS hopes the Hall of Fame will continue into future years. Qualifications and the criteria for selection were also shared with the committee.

b. *Musical Tribute to Glencoe*

Next steps for the Musical Tribute to Glencoe event were discussed, including the need to schedule the first host committee meeting. Village Manager Kiraly and Ms. Meyer committed to assisting with mailing invitation letters to the identified individuals in the coming week.

Ms. Ettelson then recounted draft script as outlined by writer Doug Frew, explaining that the production will be a musical parody featuring approximately 20 pieces of music from multiple genres and time periods. She complimented Mr. Frew for his ability to weave Glencoe's history into the script.

She then explained that the budget for the event is still fluid and that ticket prices still need to be determined. The committee then discussed potential ticket prices and remaining budget unknowns, including catering and other costs related to the reception. These considerations will be presented to the host committee in the near future for their input.

The committee then discussed ways to assist other organizations with promotion of their events.

7. OTHER BUSINESS

None.

8. ADJOURN

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