

**VILLAGE OF DOWNERS GROVE
COMMUNITY EVENTS COMMISSION
COMMITTEE ROOM
DOWNERS GROVE VILLAGE HALL
May 15, 2008**

PRESENT: Chairman Martin Tully, Ms. Kelsey Greysik, Mr. Dave Humphreys,
Ms. Patti Marino, Ms. Ellen Pendola,
Staff: Ms. Mary Scalzetti, Ms. Barb Martin

ABSENT: Ms. Tessa McGuire, Mr. Rich Szydlo, Ms. Becky Rheintgen
Ms. Linda Kunze, ex-officio

GUEST: Mr. Scott Jacaway

I. APPROVAL OF APRIL 17, 2008 MEETING MINUTES

There were two corrections to the April 17, 2008 minutes: Remove Chairman Tully's name as being "Present" and remove Mr. Rich Szydlo's name as voting on the bike race contract motion.

II. PUBLIC COMMENT

Mr. Jacaway stated that he currently is a member of the Human Services Commission and briefly discussed his interest in Heritage Festival and other village sponsored events.

III. DIRECTOR'S REPORT

A. RFP Update

1. Parking Deck Assistance

Ms. Scalzetti reported that staff went out for bid in April, 2008 for parking deck assistance. Bids were due back May 2, 2008. The J. Kyle Braid Leadership Program submitted their proposal and it was received by May 2. It was the only one bid received before the RFP deadline. A week after the deadline, a second bid was received at the reception area of the Village Hall from another group. Ms. Scalzetti noted that the J. Kyle Braid Leadership group is very well organized and they are familiar with monitoring the deck as they have experience from past Heritage Festivals. Mr. Humphreys noted that the J. Kyle Braid group seems to have exceeded some of the requirements of the RFP as they have identified areas of improvement and made recommendations for additional staffing. Ms. Scalzetti explained that there is a 60/40 revenue split with a \$9,000 cap. The group monitoring the deck will also be conducting a quick survey to help identify who is parking in the deck throughout the weekend. The survey information will assist in the development of an operational plan for future Heritage Festival parking. Ms. Scalzetti said staff is recommending the J. Kyle Braid Leadership group to provide parking deck assistance for the 2008 Heritage Festival.

The following motion was made at the conclusion of discussion:

MS. PENDOLA MOVED TO APPROVE THE PROPOSAL FROM THE J. KYLE BRAID LEADERSHIP GROUP TO PROVIDE PARKING DECK ASSISTANCE AT THE 2008 HERITAGE FESTIVAL. MS. MARINO SECONDED.

Yea: Ms. Kelsey Greysik, Mr. Dave Humphreys
Ms. Patti Marino, Ms. Ellen Pendola

Nay: None

The motion carried 4:0

IV. OLD BUSINESS

A. Heritage Festival Brochure

Ms. Scalzetti reported that the Heritage Festival brochure was sent to the printer. The printed brochure will be available the first week of June. She also distributed copies of Heritage Festival advertising including ad copy from the March/April issue of *West Suburban Living*, which voted Heritage Festival as “Best in the West” in the fairs/festival category for 2008.

B. 2008 Bike Race

Ms. Scalzetti reported that the last extension to the three year contract with Chicago Special Events Management (CSEM) was approved by the Village Council on May 13, 2008. She noted that village staff had also recently met with CSEM officials to discuss setup times for this year and cleaning issues from last year’s event.

C. July 4 Parade

Ms. Martin asked for volunteers to assist with the parade staging. A signup sheet was distributed to Commission Members. Ms. Scalzetti asked Commission members for their ideas for a Grand Marshal. Chairman Tully suggested “Youth in Government.”

NEW BUSINESS

A. Commission Sign-up for Heritage Festival

Ms. Scalzetti distributed a signup sheet for Heritage Festival and asked Commission Members to indicate their job interest and availability to work at Heritage Festival.

B. Appreciation Picnic

The date for the Heritage Festival Appreciation Picnic is Friday, July 11, 2008 at McCollum Park. The picnic starts at 11:30 p.m.

There being no further discussion, the meeting adjourned at 7:00 p.m.

The next meeting is scheduled for July 17, 2008.

**VILLAGE OF DOWNERS GROVE
COMMUNITY EVENTS COMMISSION
COMMITTEE ROOM
DOWNERS GROVE VILLAGE HALL
July, 17, 2008**

PRESENT: Chairman Martin Tully, Mr. Dave Humphreys, Ms. Tessa McGuire
Ms. Patti Marino, Mr. Rich Szydlo, Ms. Becky Rheintgen
Staff: Ms. Mary Scalzetti, Ms. Barb Martin

ABSENT: Ms. Linda Kunze, ex-officio, Ms. Ellen Pendola

GUEST: Mitchell Rick, Boy Scout Troop #95

I. APPROVAL OF MAY 15, 2008 MEETING MINUTES

There being no changes to the minutes, the Commission approved the May 15, 2008 minutes

II. PUBLIC COMMENT

Guest Mitchell Rick of Boy Scout Troop #95, Gloria Dei Church, introduced himself and explained he was attending the meeting as a requirement for earning his Communications Merit Badge.

III. DIRECTOR'S REPORT

A. National Ice Carving Competition

Ms. Scalzetti reported that she received a letter from the National Ice Carving Association (NICA) thanking the Village for hosting the 2008 National Championship Ice Carving Competition. NICA also extended the Village the right of first refusal to host the event again in 2009. The dates for the 2009 event are February 7 & 8. Ms. Scalzetti noted that an Economic Impact Survey completed a few years back showed the event has taken on popularity and attendance has increased over the years. In the course of discussion, the Commission agreed to approve extending NICA's contract for 2009 concurring that the Championship Competition brings additional recognition to the Village with the 32-35 professional ice carvers who participate in the competition. It also draws visitors to the downtown at a time when business is typically slow because of the weather. Additionally, the new stores and restaurants in the downtown would also be showcased by the event. Ms. Scalzetti noted that if Council wishes to continue the event, they will have to set aside money within the 2009 Budget to cover the cost. This would be the last extension to the NICA contract. Chairman Tully then called for a motion from the Commission.

MS. MC GUIRE MOVED TO APPROVE THE EXTENSION OF THE NATIONAL ICE CARVING ASSOCIATION 2007 CONTRACT TO HOST THE 2009 NATIONAL ICE CARVING COMPETITION. MS. MARINO SECONDED.

Yea: Mr. Dave Humphreys, Ms. Tessa McGuire
Ms. Patti Marino, Mr. Rich Szydlo, Ms. Becky Rheintgen

Nay: None

The motion carried 5:0

IV. OLD BUSINESS

A. Heritage Festival Critique

Ms. Scalzetti reported that changes were made to the 2008 festival layout due to concerns and suggestions from downtown business owners. Among some of the changes made were moving the booths toward the center of street, back-to-back; having positive signage; condensing the festival on the north end; placing a stage on east Curtiss; posting street closure signs 4 days in advance; using positive signage and providing discounts for downtown businesses participating at the event.

Chairman Tully noted that positive comments regarding this year's festival setup were received during the festival at the Council booth. Ms. Scalzetti received a letter from Ms. Linda Kunze of the Downtown Management Corporation stating that the general consensus from downtown business owners was that their sales were increased by 30%-50% this year.

Ms. Larson reported that 154 vendors participated this year's festival; 9 downtown businesses participated in early bird discount by purchasing a booth on the street and 18 downtown businesses used their private property. In 2007 as part of the Village's 175th Anniversary, the festival was much larger and 182 vendors participated. In 2006, when the layout was somewhat similar to this year, there were 176 vendors. Ms. Larson also stated that the Car Show did extremely well with 210 cars participating.

During discussion of the Thursday Night concert it was noted that attendance was down from last year. Chairman Tully suggested additional money be budgeted to hire a band with a better draw. This would mean possibly higher ticket pricing, sponsorship, etc. to offset the additional cost.

B. July 4 Parade

During discussion of this year's parade, it was noted that special mention should be made to parade participants that motorcycles and semi-trailers are not allowed in the parade. A lack of floats in the parade was also noted. Ms. Marino suggested having a "float contest" to increase the number of floats in the parade. Chairman Tully suggested that the Community Events Commission start considering candidates for next year's Parade Marshal.

NEW BUSINESS

A. Bike Race

The dates for this year's event are August 16 & 17. Staff has been meeting with the Village's Extended Team to devise an enter/exit plan for residents of Acadia on the Green and for parking deck traffic. Acadia on the Green residents will have access to their parking area via Mochel Dr. An officer will be stationed at Mochel Dr. & Curtiss to assist Acadia Bldg II residents as the entrance to their parking area is off Curtiss St. This year the Washington St. entrance to the parking deck will be barricaded and not available to parking deck traffic. Parking Deck traffic will exit and enter via Mochel Drive from Burlington. Mochel Dr. will have two-way traffic during the event.

B. Downers Grove Rotary – Oktoberfest

The dates for this year's Oktoberfest are October 3-5, 2008. The festival will be set up in the same location and have the same hours of operation as last year. Ms. Scalzetti explained that approval is needed to utilize the Village property. The only change is that a rock band will play on Friday and Saturday from 9pm-11pm in an effort to draw more attendees to the event. A motion was made to approve the Rotary's proposal to host the 2008 Oktoberfest. Mr. Humphreys abstained from voting as he is a member of the Rotary Club.

MS. MC GUIRE MOVED TO APPROVE THE DOWNERS GROVE ROTARY CLUB PROPOSAL TO HOST THE 2008 OKTOBERBEST. MS. MARINO SECONDED.

Yea: Ms. Tessa McGuire, Ms. Patti Marino, Mr. Rich Szydlo, Ms. Becky Rheintgen

Nay: None

The motion carried 4:0

There being no further discussion, the meeting adjourned at 7:30 p.m.

The next meeting is scheduled for August 14, 2008.

VILLAGE OF DOWNERS GROVE
COMMUNITY EVENTS COMMISSION
ANTE ROOM
DOWNERS GROVE VILLAGE HALL
OCTOBER 2, 2008

- PRESENT:** Chairman Martin Tully, Mr. Dave Humphreys, Ms. Patti Marino
Ms. Kelsey Navins, Ms. Ellen Pendola Mr. Rich Szydlo,
Staff: Ms. Mary Scalzetti, Ms. Barb Martin, Ms. Susan Larson
- ABSENT:** Ms. Linda Kunze, ex-officio, Ms. Tessa McGuire, Ms. Becky Rheintgen
- GUEST:** Mr. Gordon Goodman, Downers Grove Heritage Preservation Corp.

Chairman Tully welcomed guest, Mr. Goodman and new board member, Ms. Kelsey Navins

I. APPROVAL OF AUGUST 29, 2008 MEETING MINUTES

There being no changes or additions, the minutes were approved.

II. PUBLIC COMMENT – None

III. DIRECTOR’S REPORT

A. 2008 Heritage Festival Annual Report – Draft

Ms. Scalzetti discussed the 2008 Annual Report she had prepared noting that this year staff worked more diligently than ever with the Downtown Management Corp. and several business owners and developed a list of items to improve, enhance, or change Heritage Festival in order to attract visitors into the businesses as well as the festival. She explained that this year’s festival hosted 154 organizations, churches, and businesses. Compared to 2007, this number is diminished by 28 vendors. This reduction is due to the consolidation of the festival site and placement of vendor booths to the center of the street. Feedback from several of the merchants indicated that the items that were implemented did have a positive impact on businesses, residents and festival attendees. Ms. Scalzetti noted that in order to implement the changes, staff had estimated a \$7,000 loss of revenue and \$7,850 in additional expenses. In actuality, \$15,740 was lost in revenue and \$9,775 paid in additional expenses for a total of \$25,515.

This year the Belmont and Fairview train station bus stops were brought back in response to comments from festival attendees Also, new Village buses combined with an in-kind sponsor, First Student Charter Bus Rental, provided festival patrons with better customer service at the four locations. In addition a “hotel shuttle” ran every three hours throughout the weekend to the Marriott, Doubletree, Holiday Inn and the Comfort Inn.

The Rotary Club, who operated the Beer Garden, presented the Village with a check for \$89,122, a decrease of \$8,672 from 2007, mostly due to the fact that the Thursday night opening benefit concert did not have the high volume of attendees as in 2007, and there was a threat of rain on Sunday afternoon and evening.

Ms. Scalzetti reported that in order to enhance the Thursday Night opening concert upgrades were made in back line including staging, sound and lighting equipment. Mr. Goodman stated that the ticket sales from the Thursday night opening concert were one-sixth of what they were in 2007. He explained that this year due to the 60/40 split and a reduction in attendance, the Heritage Preservation Corp. received \$4500 and the Village received \$6800 from the ticket sales. Additionally the group raised \$11,000 in sponsorships. He stated that he felt the 60/40 split is a serious problem for the Thursday night opening concert. Mr. Goodman said he found it very problematic that his organization or any historic preservation group using the Thursday night opening concert as a fundraiser would want to go thru the amount of effort they have put forth for past two years. He explained that he felt the ticket sales and the amount of work involved in operating the Thursday Night opening concert is worth more than the \$4500 they received. Mr. Goodman also pointed out that he felt it was poor use of his group's time and that it would have been better if they had applied for grants from outside organizations, and found other ways to raise sponsorships. Mr. Goodman also noted that these comments were "his" position and not that of the Downers Grove Heritage Preservation Corp.

At the end of discussion, several minor changes were noted and a motion was made to approve the Annual Report as amended.

MR. HUMPHREYS MOVED TO APPROVE THE 2008 HERITAGE FESTIVAL ANNUAL REPORT AS AMENDED. MS. PENDOLA SECONDED.

**Yea: Mr. Dave Humphreys, Ms. Patti Marino, Ms. Kelsey Navins,
Ms. Ellen Pendola, Mr. Rich Szydlo**

Nay: None

The motion carried 5:0

B. Ordinance Establishing Heritage Festival

The Community Events Commission made a recommendation to the Village Council to approve the Ordinance establishing the 2009 Heritage Festival. Ms. Scalzetti noted that the only change to ordinance would be the dates. The festival will be held on June 26, 27 & 28, 2009, with a ride preview night of June 25, 2009. With approval of the ordinance by council, the planning of the festival will begin.

MR. HUMPHREYS MOVED TO APPROVE THE 2009 HERITAGE FESTIVAL ORDINANCE. TO THE VILLAGE COUNCIL FOR THEIR REVIEW. MS. NAVINS SECONDED.

**Yea: Mr. Dave Humphreys, Ms. Patti Marino, Ms. Kelsey Navins,
Ms. Ellen Pendola, Mr. Rich Szydlo**

Nay: None

The motion carried 5:0

C. Heritage Festival Budget – Draft

Ms. Scalzetti reviewed the Heritage Festival budget revenues and expenses page for commission members noting that she is looking to increase sponsorship next year by working more closely with the Economic Development Corporation to develop corporate business relationships in order to interest and entice them to participate as sponsors for the festival. Under Street Fair Operations, Ms. Larson explained that staff is proposing an increase in the vendor booth space fees for the 2009 festival in an effort to increase revenues which were down from 2007. The decrease in revenues is partly due to the reconfiguration of the festival. She explained that electrical fees will also be increased \$10/\$25 depending on usage. Staff would also like implement an on-site “electrical adjustment” fee for vendors who use more electricity than they specify on their applications. Ms. Larson indicated that the increases are in line with what vendors pay in other communities.

Ms. Scalzetti reported that the \$50,000 available for last year’s Thursday night opening concert is not in the 2009 Heritage Festival budget. Because of this, staff has had to look at creative ways to still have the concert within the confines of the budget. Staff is suggesting that the Thursday night concert be moved to Friday evening in the Beer Garden as the Friday night Heritage Festival bands generally draw 6-7,000 people. Also, there would be a \$5.00 cover charge for those twelve years of age and over. This revenue would then be split 60/40 with the selected not-for-profit organization. The not-for-profit group would be responsible for checking I.D.’s and collecting the cover charge. There was agreement among Commission members to move the Thursday night opening concert to Friday night as there would be no additional cost for staffing, rental of stage and lighting. This would also be less time consuming and enable the not-for-profit group to work more on sponsorship. Ms. Scalzetti also discussed raising the beer cost to \$5.00 a cup. Further discussion on the Heritage Festival budget was deferred to the next Commission meeting on October 23, 2008.

IV. OLD BUSINESS

A. Ice Sculpture Festival

Ms. Martin distributed a list of several theme ideas to be considered for the 2009 ice sculpture festival to be discussed at the next Commission meeting.

V. NEW BUSINESS

A. Portable Toilet Proposal

Ms. Scalzetti reported that a sponsor has approached her regarding staging a portable toilet trailer in the Beer Garden. The trailer holds six “luxury” units which are of better quality than the standard units rented for Heritage Festival. There would be a \$1.00 fee to use the unit. The sponsor suggests dividing the \$1.00 usage by donating \$.25 to the village, \$.25 to a yet to be named not-for-profit group and \$.50 would be kept by the sponsor to pay for the unit. The sponsor would take care of servicing the unit the entire weekend. Staff asks that the Commission think about the luxury porta-potty idea and discuss it at our next meeting.

There being no further discussion, the meeting adjourned at 7:30 p.m.

The next meeting is scheduled for October 23, 2008 @ 5:30 p.m. in the Ante Room.

**VILLAGE OF DOWNERS GROVE
COMMUNITY EVENTS COMMISSION
COMMITTEE ROOM
DOWNERS GROVE VILLAGE HALL
November 20, 2008**

PRESENT: Chairman Martin Tully, Ms. Kelsey Navins, Ms. Ellen Pendola, Ms. Becky Rheintgen
Mr. Rich Szydlo, Ms. Linda Kunze, ex-officio
Staff: Ms. Mary Scalzetti, Ms. Barb Martin, Ms. Susan Larson

ABSENT: Mr. Dave Humphreys, Ms. Patti Marino, Ms. Tessa McGuire,

I. APPROVAL OF OCTOBER 23, 2008 MEETING MINUTES

There being no changes or additions to the minutes of October 23, 2008, the minutes were approved.

II. PUBLIC COMMENT – None

III. DIRECTOR'S REPORT

A. Heritage Festival RFP's – Parking Deck, Bingo, Beer Garden

Ms. Scalzetti reported that RFP's have gone out for the Parking Deck, Bingo, and Beer Garden vendor. They are due back the first week of December. She noted that the Bingo and Craft Show contracts were the only not-for profit groups without the 60/40 revenue split. This year, however, the Bingo RFP calls for a 60/40 revenue split to be consistent with the other Heritage Festival not-for-profit RFP's. Ms. Scalzetti explained that the Village has a five year contract with the Downers Grove Junior Women's Club to run the Craft Show. Their contract states that they must be notified by October 1 of any changes to be made. Since the deadline has passed, the 60/40 revenue split will be included in the 2010 Craft Show RFP.

B. Bike Race Contract

After the bike race, Staff met with Special Events Management, the bike race promoters to discuss the 2009 event. Special Events Management has agreed to sign a new three (3) year contract to continue the bike races in Downers Grove. All terms of the previous contract remain the same. The dates for the 2009 race are August 15 & 16. The new contract will go to the Village Council for their approval at the December 9 Village Council meeting. At the end of discussion, the following motion was made:

MS. RHEINTGEN MOVED TO RECOMMEND TO THE VILLAGE COUNCIL APPROVAL OF A THREE (3) YEAR CONTRACT WITH SPECIAL EVENTS MANAGEMENT COMPANY TO HOST THE NATIONAL CHAMPIONSHIP BIKE RACE IN DOWNERS GROVE. MS. PENDOLA SECONDED.

**Yea: Ms. Kelsey Navins, Ms. Ellen Pendola
Ms. Becky Rheintgen, Mr. Rich Szydlo**

Nay: None

The motion carried 4:0

III. DIRECTOR'S REPORT (continued)

C. Sponsorship Brochure

Ms. Scalzetti distributed copies of the 2009 Sponsorship Brochure. She noted that the brochure has been sent out mid-November to potential sponsors. Staff has already received several responses.

IV. OLD BUSINESS

A. Tree Lighting Ceremony

Ms. Larson reported that the Tree Lighting Ceremony will be held on Sunday, November 30 at 4:30 p.m. at the Main Street Train Station. The Community Events Dept. has received 1,084 ornaments representing ninety-seven (97) community groups. Staff will be serving cookies and apple cider inside the train station starting at 4:00 p.m.

V. NEW BUSINESS

A. Entertainer Showcase – The James Band performed for the Community Events Commission.

B. Chairman's Update

Chairman Tully explained that the Village Council will soon begin discussions regarding establishing a policy to determine what events will be considered Village sponsored events. He noted that over the past several years there has been an increase in the number of events requesting the Village's assistance by way of Community Grants, Police Dept. and the Public Works dept.

B. Amusement Ride RFP

The 2008 amusement ride vendor for the Village has notified staff that they cannot extend their contract due to the significant increases in their operational costs. Consequently, staff will go out to bid for the 2009 Amusement Rides. Staff has also reviewed ticket sale pricing going back to 2001 and noted that the cost for a single price ticket has not increased in five years. Staff is recommending a \$.25 increase from \$1.00 to \$1.25 for the single price ticket. Ms. Scalzetti also discussed proposed increases for the Presale ticket sheets, Thursday Pay-One-Price, Friday Night Kiddie Pay-One-Price, and ticket sheets sold at the event. This new pricing would be included in the RFP. Also under consideration is a *55 Megapack* which includes 55 tickets for \$60.00 (\$1.09 each). Ms. Scalzetti said that based on last year's ticket sales, if the increases were implemented in each category, an additional \$35,000 in revenue would be generated. At the conclusion of discussion, Commission members considered the new increases to be fair and gave their approval.

There being no further discussion, the meeting adjourned at 7:30 p.m.

The next meeting is scheduled for December 18, 2008 @ 6:00 p.m. in the Committee Room.