

**Village of Downers Grove
Community Events Commission
Committee Room
Downers Grove Village Hall
May 11, 2017**

PRESENT: Mr. Dave Humphreys, Mr. Mike Kubes, Mr. Scott Jacaway, Ms. Andrea Knudsen, Ms. Susan Carroll, Ms. Linda Kunze, Mr. John Aguzino

STAFF: Ms. Mary Pratt, Mr. Daniel Carlsen

ABSENT: None

GUESTS: Ms. Michelle Varys, Downers Grove Park District, Ms. Michelle Pusateri, Downers Grove Park District, Mr. Ray Mazeika, Car Show Committee, Mr. Jeff Moeller, Car Show Committee

Mr. Humphreys called the meeting to order at 5:30 p.m. and noted who was in attendance.

I. APPROVAL OF APRIL 13, 2017 MEETING MINUTES

Mr. Kubes moved to approve the minutes by consensus, and minutes approved unanimously.

II. PUBLIC COMMENT

None

III. DIRECTOR'S REPORT

Applications for the Fourth of July Parade are coming in slowly, but that is par for the course at this time of year. The marketing for the Parade will be ramping up. Ms. Pratt has been in contact with the Village's communication department to market the addition of more bands in the parade, as well as a campaign to emphasize safety during the parade. The beginning stages of the safety marketing campaign was introduced at the ice sculpture event earlier in the year.

Ms. Pratt also reminded commissioner members to let her know if they will be available for volunteering during the Fourth of July Parade, and if any commission members need shirts for the event. Training will be available the day of the event. There is still no Parade Marshall for the event, and Ms. Pratt urged the commission to think of ideas of who to appoint.

IV. NEW BUSINESS

Two applications are being presented at tonight's Community Events Commission. The first item on the agenda is the Downers Grove Park District Harvest Festival. Ms. Pratt explained that the event will take place on September 30th, 2017. The Downers Grove Park District is looking to combine two events into one long event. Ms. Pratt then gave the floor to the Downers Grove Park District Representatives to give a summary on the event.

A. Downers Grove Park District Harvest Festival

Ms. Pusateri explained that Harvest Fest will be held at Fishel Park. There will be a kid's area, bands at the band shell, food vendors, beer and wine sales, as well as a chili cook-off and various entertainment throughout the day. The Park District used to have a Downers Grove 5 mile race in June, the weekend of Grove Fest. There was concern of using too many resources by having the race at the same weekend as Grove Fest. Instead, the Park District is looking to host an 8 mile race on the same day as Harvest Fest. This weekend coincides with the weekend Chicago Marathon runners are training with an 8 mile race, which may improve participation. The race will start at the Lincoln Center, go through Downers Grove, with the ending sight at Fishel Park, making Harvest Fest the end "party" for the race. Ms. Pratt explained the course had to change to accommodate for the 8 mile race, and worked with the Police and other members of the community to optimize the route. Ms. Pusateri stated that the race will end at 10:30 a.m. so they can minimize traffic obstructions.

Mr. Humphrey's asked if this will be a "rolling close" where the race would be closed gradually from start to finish. Ms. Pusateri affirmed that it will be. Ms. Pusateri also confirmed that the race will run from 8:30 a.m.

– 10:30 a.m., with the Harvest Fest starting at 9:00 a.m. The first band will start at 10:30 a.m. to celebrate the races finish. Mr. Jacaway asked what sort of accommodations will be for the runners. Ms. Pusateri said that there will be bagels, water, and other refreshments for the runners. Ms. Varys also stated that the first 500 runners to finish will receive medals. Mr. Jacaway asked about the parking considerations. Ms. Pusateri stated that runners will be directed to use the Parking Garage and the Lincoln Center parking lot. Ms. Pratt asked how many people participate in past events. Ms. Varys responded that last year they had 300-400 participants, but it was a lower number due to inclement weather. Mr. Jacaway commended the race being planned for the fall, and would appreciate feedback on how the event goes. Mr. Humphreys stated that the parking issue is an important issue to consider, and communication with the surrounding buildings and businesses is key to success. Mr. Humphreys asked what entertainment will be at the Harvest Festival. Ms. Pusateri explained that there is 3 bands booked throughout the day, with a DJ to fill in the gaps between bands. Ms. Pratt asked when it will end, and Ms. Pusateri stated 7:00 p.m. Mr. Kubes asked for clarification if the neighbors around the area will be notified of the race, and Ms. Pusateri stated that there will be 3 mailers sent out to the affected neighbors notifying them of the event. Mr. Jacaway made a motion recommend the approval of the event. Ms. Knudsen seconded the motion and the motion was unanimously approved.

B. Downtown Management Car Show

Ms. Kunze thanked everyone involved for working together and putting together this year's event. Several restaurants felt that they wanted to keep the event in the downtown area, but certain restaurants wanted to event to go away or be reduced. This feedback was received through surveys sent out to restaurants by Downtown Management. Mr. Mazeika and Mr. Moeller from Lang's Auto are present in today's meeting to help deal with some of the issues regarding the car show, and they have been a tremendous help. Ms. Kunze stated that they revamped the logo, and there is a renewed focus to encourage the car show to be open from Maple to Franklin, across the railroad tracks. There has been historically little activity north of the tracks, and the help of the car show participants will help direct people to this area. There was additional issues of enforcing the rules in past car shows. Car show participants would come downtown at 11:30 a.m. with coolers, taking parking spots from downtown shoppers. Enforcement of the downtown two hour parking rule will be enforced until 6:00 p.m. Ms. Pratt stated that there will be a strong presence of police during the event, and will use positive encouragement to notify car show participants of the rules. Mr. Mazeika stated that the utilization of parking spots on the north side of the tracks will help ease downtown congestion.

Mr. Humphreys asked if there was any way to communicate to car show participants in advance of the changes for this year's show. Ms. Kunze stated that they are using past participants of the car show to get the word out to various car clubs around the area. Advertisements and articles are being advertised through Suburban Life and other car magazines as well. The Downtown Management intern will be looking to collect phone numbers and emails of participants to better communicate with participants. Ms. Kunze stated that car show participants can begin to park their cars in the allotted car show spots at 5:00 p.m. Mr. Moeller asked why the Downtown Management is only giving the participants one hour to park downtown, stating that if they were able to park in the spots earlier, they could provide more revenue to the businesses downtown. Ms. Kunze stated that there was conflicting reports between restaurants; some stated that the car show participants had a positive economic impact on business, while other restaurants stated that there is a negative impact because they could not accommodate the dinner crowd. Ms. Carrol stated that her previous work with Downtown Oak Park taught her that a lot of merchants in a downtown area need to see direct dollars to be in favor of an event like a car show. She also stated that many downtown business owners are independently owned and have an independent mindset, making it a challenge to get these independent business owners behind a common cause. She also stated that the citizens as a whole support the car show. Ms. Kunze stated that they worked with all participants into making the event work for all parties, and some businesses will inevitably oppose it no matter what.

Mr. Moeller reiterated that the 5:00 p.m. start time will be difficult to enforce, especially with participants that are used to the old routine and regulations, and asked if the commission would consider a 4:00 p.m. park time. Ms. Kunze said they have the option to park at the Village Hall Parking lot if they want to come earlier, and then move their car to the car show location at 5:00 p.m. Ms. Kunze also stated that they researched the surrounding car shows around the area, and the majority of the car shows only give participants one hour of allotted time before parking for the car show. Ms. Kunze stated this year will be a trial to see what works and what doesn't. Mr. Moeller stated that they might turn some participants away because of this rule, and wanted the commission to be aware of that.

Mr. Moeller asked for clarification on why alcohol and coolers are not allowed at the event. Ms. Kunze stated that there is a Village ordinance preventing use of alcohol in the public and there is nothing that can be done outside of a change in ordinance through Village Council action.

Ms. Kunze stated that the intent is not to have the new rules cause confrontation, but to accommodate all parties involved, and Downtown Management will continue to come up with ideas to improve the car show and increase a positive economic impact in the downtown area. Ms. Kunze stated that she previously handed out coupons to participants to encourage shopping in the downtown area. Ms. Kunze then explained the various advertising efforts that have been syndicated across a variety of publications that gives detailed information about the car show and the reinforcement of its rules. Ms. Pratt reiterated that previous meetings with Downtown Management and car show participants were vital in trying to get this event to work with everyone. Ms. Pratt stated that the Police Department will make sure to warn violators the first couple of shows and ease the transition of rule enforcement. Mr. Moeller stated that the committee should be aware that there is some participants that will take a while to get used to the changes. Mr. Humphreys stated that it seems like the participants have met many times, and that everyone seems to be supportive of the event and are trying to make it work.

Mr. Kubes stated that the encouragement to extend the car show to Franklin Avenue will benefit both the participants and the attendees. Mr. Jacaway stated that his opinion vacillates between the wants and needs of the business owners and the participants of the car show. Mr. Jacaway said that the car show has been going on for 25 years, and business owners have understood the impact of the car show for a long time. Mr. Jacaway appreciates the sensitivity that the commission has shown for the business owners, but the car show has been a benefit for all citizens of Downers Grove. He does not want Downers Grove to seem heavy handed in rule enforcement, and wants to make sure that there is a balance with accommodating both business owners and the car show. Mr. Jacaway does not want to lose the friendly atmosphere of the car show, and would like to give the car show participants a chance to adapt to the rules. Mr. Jacaway stated that it might not generate obvious dollars to the downtown, but does think that the car show generates revenue in Downers Grove as a whole. Mr. Kubes asked if the businesses on the north side of the tracks approve of the car show moving in front of their business. Ms. Kunze stated that they have been wanting this to happen for some time and will welcome the inclusion of the car show north of the tracks. Mr. Mazeika said that the different types of businesses north of the tracks will not be adversely effected due to the nature of their businesses.

Mr. Jacaway made the motion that the Community Events Commission recommends to the Village Manager to approve the application from the Downtown Management for the Friday Night Classic Car shows. Ms. Carroll seconded the motion and the motion was approved unanimously.

V. OLD BUSINESS

None

VI. ADJOURNMENT

Mr. Humphreys adjourned the meeting at 6:24 p.m.