

CALL TO ORDER

Trustee Wood calls to order the Village of East Dundee Community Events Committee Meeting at 4:30 p.m.

ROLL CALL:

Trustees Wood, Mahony, and Andresen.

Also in attendance Administrator Jennifer Johnsen, Assistant Administrator Brad Mitchell, and Management Analyst Tyler Grace.

A. 2018 Event Season Recap

Trustee Wood recapped the memo provided by staff. Trustee Wood highlighted that staff had recommended eliminating the printed postcard. Trustees Wood, Mahony, and Andresen indicated support for the postcards as an easily accessible, non electronic source of information for Village residents. Trustee Andresen asked staff for the total cost of the postcards. Assistant Administrator Mitchell said that staff estimates the total cost of the mailing to be approximately \$3,300. Trustee Mahony and Andresen suggested finding ways to reduce the total cost of the mailing. Mitchell said that it would be possible and that staff would be able to reduce that cost. Trustee Wood said one solution may be to create a perforated page within the newsletter that residents could tear out. Trustee Mahony and Andresen said they supported that idea. Staff said it would be something that could be looked into and implemented.

Trustee Wood pointed out that staff had come in under budget for the 2018 season and asked if the FY 2020 budget would be reduced. Administrator Johnsen said that staff was anticipating a flat budget for Fiscal Year 2020. Trustee Wood asked if the new budget would include any new events. Trustee Andresen said that he would like to see additional new events such as an expansion of the tailgate party thrown during last year's Oktoberfest. Administrator Johnsen said that staff has talked to Bill Zelsdorf of the Dundee Township Visitors Center and that staff wants to primarily focus on supporting the Depot Market in any way possible. Johnsen said that to continue to support the Market, staff has considered having an acoustic band play on Sunday following the Saturday market. Trustee Andresen suggested having vendors at the Depot Market to allow visitors to have a drink and food while they shop. Trustee Andresen said that he would like to look at the relationship with the Depot Market as a partnership that should be strengthened. Trustee Mahony said that she agrees and that the Dundee Township Visitors Center doesn't necessarily need funding, but rather needs administrative support in the form of marketing and organization. Trustee Mahony also suggested that staff look at subsidizing a farmer's costs to partake in the market as a way to bring fresh produce back to the Depot Market. Trustee Andresen and Wood agreed. Trustee Wood said that staff has the opportunity to have the Village's new restaurants participate in the Saturday and Sunday vending opportunities as a way to market themselves and support the event. Trustee Wood also said that staff should directly solicit local food and alcohol vendors for the Village events and include the caveat that should openings exist, outside businesses will be contacted as necessary. Administrator Johnsen said that the Village should be cautious regarding this issue. Johnsen said that historically, a significant amount of backlash has occurred if outside businesses were solicited to participate. Trustee Wood asked if alcohol was truly a necessity for the proposed weekend events. Administrator Johnsen said that it may not be because local restaurants do their best business on the weekends. Trustees Mahony, Wood, and Andresen agreed that it wasn't necessary for the weekend events to include alcohol, but that food vendors should still be pursued. Trustee Mahony said that staff should check the Woodstock Farmers Market schedule for band possibilities. Mahony said that they generally have a great music selection. Trustee Andresen said that staff should look at additional daytime activities for Oktoberfest. Andresen said that activities do not need to be particularly taxing in terms of staff time but could include ideas such as "German Olympics". Trustee Andresen also said that staff

should consider including a Christmas Market at Dickens. Trustees Wood and Mahony also voiced support for that idea. Assistant Administrator Mitchel said that staff would consider that as part of the budget process.

B. Tentative 2019 Events Calendar

Assistant Administrator Mitchell said that the 2019 Events calendar is largely the same as last year, with the exception of Thirsty Thursday. Staff is proposing shifting the August Thirsty Thursday to May due to low attendance and the event's proximity to Labor Day. Trustees Wood, Mahony, and Andresen said that they were supportive of the idea. Trustee Wood asked if it would be cost prohibitive to have four Thirsty Thursdays to maintain continuity throughout the season. Administrator Johnsen said that the August Thursday would likely still run into low attendance issues, but that staff would still consider it as part of the larger budget process. Trustee Mahony said that the shredding event is currently scheduled for October. Mahony said she would like it to be moved to May for post-tax season shredding. Assistant Administrator Mitchell said that staff would look into the shredding truck's availability.

C. Adjournment

The meeting was adjourned at 5:58 pm.