



Village of Fox River Grove

SPECIAL EVENTS MEETING WEDNESDAY, JUNE 10, 2015 7:00 PM

CALL TO ORDER

- Meeting opened at 7:03 pm

ROLL CALL

- In attendance: Michele Holt, Regina Petersdorff, Kirsten Wall
- Also in attendance: Andrew Migdal, Robert Nunamaker
- Not in attendance: Matt Figas, Jennifer Menz, Karen Sersen

MOTION TO APPROVE MINUTES

- Approval of June 2, 2015 meeting minutes

PUBLIC COMMENT

- Ken Wagner

DISCUSSION

Rock the Routes Recap

Date

- May need to change date to get away from popular weekend for graduation parties and Stanley Cup finals

Car/Motorcycle Show

- Didn't do as well as expected
- Only about 40 cars, 12 motorcycles compared to last year's 80-90 cars
- Popular weekend for graduation parties, plus Stanley Cup Finals/Blackhawks game was on
- Trophies and plaques were well received, looked great

Food Vendors

- Brunch Cafe didn't do well, maybe would've done better with a pulled pork sandwich instead of their apple gouda melt?
- El Sombrero arrived late and left early, no feedback yet
- Grover's loved it, stayed all day until end, even made some money
- Jewel did well, was there until agreed upon time 5
- Jimano's arrived late and left early, was not happy about Little Caesar's still being there, threatened to leave if they didn't, Little Caesar's was asked by a committee member to pack

- up and leave, Jimano's stayed and ended up leaving anyway (had a large birthday party in Barrington to deliver to and was very busy with orders from people watching Blackhawks game), several committee members and volunteers did not get to use their free pizza coupon, expressed interest in doing again (???)
- Little Caesar's was great to have, but not sure if they would do again
- The Flour Shoppe enjoyed it and would do again
- Tinman's would rather have been in grass
- Tropical Chill did well, would like to do again
- Yummy Asian didn't do well, wouldn't do again

Live Music

- One Step Forward was a big hit, attracted a lot of local teenage friends and their families
- Hans and the Hormones some thought were good, others not so much
- Blackhawks game put a damper on Alex and The Allstars followers, not as many as we had hoped showed up

Kid Stuff

- Bouncy was a hit, passing out inflatable guitars was a great idea, kids loved them
- Face painter was awesome, everyone loved, worked fast and managed line herself
- Hoop dance performer was great
- Hawk Talk was interesting, the little boys loved it
- Balloon artist was good

Marketing/Advertising

- Banners and yard signs instead of mailer were a big hit
- Route 14 banner was tremendous in its reach
- Received comments from several people about how they had seen event advertised all over the place on banners, yard signs, Facebook, newspaper, etc.

Layout

- Layout was good, beer tent was good where it was
- Matching food vendor canopies up and down on left and right were great
- Tents from Ace were too labor intensive to put up and take down

Leftover T-shirts and Cups

- T-shirts: Lime 5, Blue 48, sell at fireworks under a canopy with SEC banner
- Cups: give Tinman's and Dead End their leftover cups (Tinman's 142, Dead End 26)

Banners

- Put Thank You banners on display at Village Hall

Rock the Routes Next Time

Date

- Change from second weekend in June (06.11.15) to third weekend in June (06.18.15, the day before Father's Day) to avoid graduation parties

Marketing/Advertising

- Same as before - banners, yard signs, Facebook, Northwest Herald, electronic signs, etc.

Layout

- Don't rent tents from Ace again, too labor intensive
- Committee should buy two more canopies to match food vendor canopies, bigger, 12x12?
- Do a site plan, use spray paint to mark spots?

Car/Motorcycle Show

- Do car show on a different day during summer and instead do more kid stuff

Food Vendors

- Do contracts outlining, among other things, set up times, and start/end times
- Carnival food: corn dogs? corn on the cob? watermelon?
- Invite restaurants from other towns to do?
- Brunch Cafe - won't do again
- El Sombrero - ?
- Grover's - definitely invite to do again
- Jewel - invite to do again
- Jimano's - ?
- Little Caesar's - said they wouldn't do again, but check to see if they might
- The Flour Shoppe - invite to do again
- Tinman's - ?
- Tropical Chill - definitely invite to do again
- Yummy Asian - won't do again

Live Music

- Hire each band ourselves, get name of sound guy Buddy used
- Do contracts outlining, among other things, start/end times
- Invite One Step Forward to come back
- Invite GenR8R to come back
- Hans and the Hormones?
- Sugar High? Sixteen Candles Band? Mr. Blotto?

Kid Stuff

- Have kid stuff all day
- Do more bouncies, slide?
- Add carnival rides? Ferris wheel?
- Invite face painter back, have two?
- Invite hoop dance performer back, go longer, two sessions?
- Do something similar to Hawk Talk, but with different animals

Other

- Do yard signs on Route 22, one right after the other as you approach intersection at Route 14
- More banners (DRINK TX HERE on ticket table)
- Signage at ticket table with beers available at beer trailer, chalk sandwich board?
- Sponsorship packages
- Bingo?

Financials

- Looking at around only a \$200 loss
- Waiting on more numbers to come in

Miscellaneous

- Revamp committee: Kirsten Wall, Regina Petersdorff, Michele Holt, Karen Sersen, Matt Figas
 - Maximum number of committee members: 7
 - Karen, Open Meetings Act training ever done? instead attend meetings as Public when available?
 - Matt, instead attend meetings as Public when available?
 - Confirm with Lisa she no longer wants to be on committee
 - Add Ken Wagner
 - Add Paulette Nichols

Meeting adjourned: 8:55pm

Next meeting Thursday, July 9 at 7:00 pm Village Hall

Kirsten Wall, Chairperson

Date

Regina Petersdorff, Secretary

Date