



Village of Brookfield

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HOME OF THE CHICAGO
ZOOLOGICAL SOCIETY

SPECIAL EVENTS COMMISSION

March 9, 2011 at 7:00 pm

Location: Edward Barcal Hall
8820 Brookfield Avenue, Brookfield, Illinois

AGENDA

- I. Call to Order
- II. Roll Call
- III. New Business
 - a. Concerts
 - b. Food Vendors at Concerts
 - c. Outdoor Movies
 - d. Independence Day Celebration
- IV. Old Business
 - a. Approval of Minutes from February 9, 2011 meeting
 - b. Battle of the Bands
- V. Questions or comments from audience
- VI. Next Meeting – April 13, 2011
- VII. Adjournment

Individual with a disability requiring a reasonable accommodation in order to participate in any meeting should contact the Village of Brookfield at (708) 485-7344 prior to the meeting. Wheelchair access may be gained through the front (South) entrance of the Village Hall.

STAFF UPDATE – March 2011

BATTLE OF THE BANDS

The 2011 Battle of the Bands is set for Sunday, May 22nd. Information has been posted on www.brookfieldil.gov , www.asoundeducation.com , <http://www.myspace.com/illinoisbattleofthebands> , <http://www.facebook.com/pages/Illinois-Teen-Battle-of-the-Bands/145240508866586> and the Village of Brookfield Events facebook page.

We have received some inquiries from bands already. Also, we have received sponsorship donations from Scola's (\$150.00), Express Personnel Services (\$150.00), Bluders (\$100.00), and House of Doors (\$50.00). Fine Thai is the first restaurant to respond to our request for food vendors. In the past we have had LaCabanita and one of our local pizza restaurants. Jack FM, Brookfield Zoo, and VMR have also committed to the event.

We have contacted CEP Youth Leadership and RB girl scouts for volunteers. We can still use volunteers from the commission to help obtain sponsorship and prizes.

2011 CONCERTS

We have received confirmation that we will have the Riverside Township band perform on July 8th at no charge to the Village. We have also put in a request for the Great Lakes Naval Band Horizon to perform again this year. I have a list of bands that will be willing to perform within our budget and you will receive the list and links under a separate email.

We have received approval from management to have food vendors at our Friday night concerts. I am meeting with administration on Thursday, March 3rd to discuss details. A letter will be going out to all Brookfield restaurants. If we do not have enough restaurants in town to take advantage of this opportunity we will reach out to surrounding communities.

SUMMER EVENTS SPONSORSHIP

We are going to get an early start on sponsorship for our summer events. In addition to contacting local businesses we are going to put together a presentation which will include photos (courtesy of Andy Kenning) from last year's events that we can use to market our events to larger businesses or corporations in other towns. Please come prepared with any suggestions you may have for potential sponsors that we could contact.

HOLIDAY CELEBRATION

While attendance was down slightly, we still had approximately 550 people visit the Village Hall on December 4th. Everyone who attended seemed to enjoy themselves and we had a good number attend the movie. There was also increased attendance at the tree lighting this year. A special thanks to all of the commissioners and volunteers who made this event possible.

Our combined efforts with the Chamber went well. I met with Mike McNeily and he provided me with a final expense report for the event. There was a suggestion made that we have a meeting made up of volunteers, community groups, the Chamber and the Village to critique this year's event and brainstorm for next

Special Events Commission

Meeting Minutes

February 9, 2011

1) Call to Order

Meeting was called to order at **7:12 p.m.**

2) Roll call

Voting members present

- Andrea Finnegan
- Debra Kenning
- Dale Schwer

In attendance

- Dave LeClere, Trustee Liaison
- Arlene Rovner, Recreation Department
- Jessica Rovner, Recreation Department

3) New Business

a) Battle of the Bands

The staff update was read. Brookfield Zoo and Studio VMR will once again be offering prizes to the winning band. Alloy Media may sponsor the event and/or distribute free products donated by their clients. Galloping Ghost Arcade may be interested in sponsoring or having a booth at the event. A banner can be displayed in front of the Village Hall for two weeks before the Battle of the Bands.

Commissioners are interested in having the stage repainted and are willing to volunteer their time if the Village will donate paint.

b) Summer Events

Staff update was read. 7 concerts and 2 outdoor movies will be scheduled, with one Friday being held as a movie rain date instead of a third movie night. Commissioners would like the Recreation Department to look into having a food vendor at each concert.

One possible enhancement to the summer events would be to hold a small art fair at the first concert. Community participants could include local art leagues and Recreation Department art classes.

There was a consensus to invite the Nevery Brothers to play after the parade again.

c) Summer Event Sponsorship

The commission would like to ask again for permission to have a banner at the Circle to advertise the summer events and promote the sponsors. Commissioners would like to raise sponsorship rates and look into the possibility of having separate pricing for Brookfield and non-Brookfield businesses.

4) Old Business

a) Approval of Minutes from October 13, 2010

Tabled until the next meeting

b) Holiday Celebration 2010

Commissioners would like to find a way to increase the audience in the Courtroom for 2011.

5) Questions/Comments from the audience

There were no questions or comments from the audience.

6) Next Meeting – March 9, 2011

7) Adjournment

Commissioner Schwer adjourned the meeting at **8:24 p.m.**