

MINUTES
FAMILY DAYS COMMISSION
April 1, 2019

The Family Days Commission met in the Community Conference Room of the Village Hall at 4:00 p.m. on Monday, October 22, 2018. In attendance were:

Present:

Angie Butera	Michael Butera	John Coughenour	Judy Geuder
Barry Gray			

Also Present:

Justin Keenan, Staff Liaison
Vicki Street, DBR Executive Director

Minutes

Commissioner Gray made a motion to approve the October 22, 2018, minutes and Commissioner Geuder seconded the motion. The motion passed unanimously.

Public Comment

No Public Comment

New Business

Sponsorship Opportunities/Changes

Victoria Street, Executive Director of the DBR Chamber informed the Commission that the Village has contracted with the Chamber to take over sponsorships. The Chamber will be reaching out to businesses in Deerfield, Riverwoods and Bannockburn to solicit paid sponsorships. She also relayed to the Commission that the Chamber guide which is mailed out to every home in the 60015 area code will include a Family Days article. Additionally, Street relayed that she worked with Communication Specialist Kylie Cerk to re-brand the Family Days forms and applications. The online applications are available on the Village and DBR Chamber websites.

Booth Fee Increase

Staff Liaison Keenan and Commissioner Geuder proposed raising the booth fee from \$200 to \$250. Commissioner Gray motioned to raise the fee and Commissioner Mike Butera seconded the motion. The Commission unanimously approved the motion.

Post Card Design

Liaison Keenan distributed five postcard options for the Commission to select from for the 2019 mailing. The Commission selected version three.

Ticket Sales

After the resignation of Commissioner Edelmuth, Liaison Keenan asked the Commission who would take over ticket sales on July 4th? Commissioner Geuder responded that she will email the Optimist Club to ask for volunteers.

Committee Reports

Bike Parade

Commissioners Mike and Angie Butera informed the Commission that the event is ready to go. They will be reaching out to Erik's Bike Shop again this year to determine if they would like to have a larger role as a sponsor this year.

Parade

Commission Geuder has received confirmation from all the paid vendors with the exception of the Ragtime Band which unfortunately will not be returning. She also mentioned that Circ Esteem has raised their fee by over \$1,000 so they may not return. Her applications to businesses and organizations have all been sent out and she is waiting on their return.

Rotary Race

Commission Gray relayed to the Commission that the race route will be moving to the northwest quadrant due to construction. Due to the move, the CARA certification will not be renewed. Gray is unsure of how many runners sign up for the race solely due to the CARA certification. Therefore, if the number of runners remaining level for 2019, the Commission may want to consider not ending its relationship with CARA due to the cost and difficult renewal process. Gray further mentioned that Liaison Keenan is working to produce directional signs due to the new route.

Bazaar

Liaison Keenan discussed the possibility of decreasing the Bazaar application fee from \$75 to \$50 per booth. He stated that multiple vendors mentioned that the price was high and it was difficult to recoup the fee. Additionally, the number of vendors has been decreasing over the last few years. Commissioner Geuder mentioned that she used to have over forty vendors compared to under 20 now. Geuder proposed decreasing the application fee even lower to \$30 per booth and \$50 for two booths. Commissioner Gray seconded the motioned and the Commission voted unanimously to lower the fees.

Fireworks

Liaison Keenan relayed to the Commission that he is working with Mad Bomber Fireworks to obtain a contract for \$12,500.

Other Items for Consideration

Commissioner Angie Butera asked the Commission to consider an event that could be held under the Brickyards Park Pavilion. The silent auction was previously held in the location and now the area is vacant. The Commission will consider options and report back at the next meeting.

Commissioner Angie Butera also raised the point of setting minimum pricing for food vendors. Liaison Keenan will discuss this with food vendors and will notify them that all prices are subject to approval.

Staff Liaison Report

Liaison Keenan relayed to the Commission that he has been in contact with Playground Games to host “blowup” rides in the PW/PTC parking lot on July 3rd. The Commission would not pay Playground games therefore they would charge for wristbands the day of the event. Commissioners Angie Butera and Geuder raised concerns that residents wouldn’t want to pay for separate wristbands on July 3rd and 4th. Geuder and Street offered the solution that the Commission combine the wristbands. The Commission directed Staff Liaison Keenan to give Playground Games a May 1st deadline to submit their proposal. The Commission can then consider it’s options at the May Meeting.

Liaison Keenan and Commissioner Coughenour discussed food vendors for the event. The ice cream vendor from last year has pulled out of the event. Tiki Hut has already submitted their application. Coughenour and Keenan will discuss food vendors after the meeting to begin contacting potential participants.

Commissioner Geuder discussed selecting a Parade Marshal. Geuder mentioned that she had received an email from Trustee Barbara Struthers that requested the Commission select the League of Women Voters as the Parade Marshal. However, Victoria Street mentioned that the 100th anniversary of the 20th Amendment was actually 2020. Therefore, the Commission should wait until next year. The Commission decided to select the owner Deerfield Auto and Tire, Rich Harris. Deerfield Auto is a longtime Village business and Rich is very active in the community including roasting chestnuts every year at the Winter Celebration.

Next Meeting Dates

May 6, 2019

June 3, 2019

Adjournment

Respectfully submitted,

Justin Keenan, Assistant to the Director of Public Works and Engineering