

**VILLAGE OF HOFFMAN ESTATES
PLATZKONZERT COMMISSION
MINUTES
July 14, 2025**

Members in Attendance:

Gary Pilafas, Chair
Ken Busch
Linda Dressler
Gene Walters
Wendy Schmidt

Members Absent:

Jeremy Janhke

Others in Attendance:

Ben Gibbs
Craig Kuehne
Eric Palm
Michala Souronis
Alicia Guerrero

I. Call to Order/Roll Call

Chairman Pilafas called the meeting to order at 4:02 p.m. A quorum was present.

II. Approval of Minutes

Commissioner Dressler made a motion for approval of the minutes from May 12, 2025. Seconded by Gene Walters. Motion approved by voice vote.

III. Public Comment

None.

IV. Old Business

Discussed below.

V. New Business

Discussed below.

VI. Committee Reports

1. *Site Layout- Jeremy Janhke (Public Works)*
 - *Ben to buy fabrics.*
2. *Entertainment- Ben Gibbs (NOW Arena)*
 - *Bands and PA settled, Bears game is Monday. Video board, only when Bears play. 5K.*
 - *Fireworks:*
 - *The cost is approx. 12-15K. We decided that if Ken finds a 10K sponsor we will do fireworks.*
 - *Ken tried Motor Werks (MW). They could have cars, a representative to talk with people on Sunday. This may draw MW to come. Pawel has done vendor packages before. Pawel will send to Ken. Drop dead = Confirm by Aug 1. Then call fireworks people for inventory. This would be for Friday night.*
 - *1-Call fireworks vendor for inventory -*
 - *2-Promotion - Promote Pawel*

- *MASCOT - Gus-t - Ben to get him to come. Sunday, 12-5.*
- 3. *Food/Beverage-Arturo Abod/Alecia Guerrero (Levy Restaurants for the NOW Arena)*
 - *Menu is set.*
- 4. *Kinderplatz-Linda Dressler (Commission Member)*
 - *Linda, said she is ready. She will coordinate her own volunteers, balloon and face painter confirmed. Inflatables. Euro bounds, 2 slides. Do the same as last year. Micaela to assist. Linda to get boy scout popcorn.*
- 5. *Games-Gary Pilafas/Wendy Schmidt (Commission Member)*
 - *Adding barrel, Ben to put together a plan. We will need volunteers for games.*
 - *Bratt toss, Ben to look into where to put this.*
- 6. *Volunteers-Wendy Schmidt (Commission Member)*
 - *Volunteers get vouchers - Get them from Michaela, they are for the Beer Garden*
 - *More Volunteers: We can look at running a Facebook and Instagram campaign to help recruit more volunteers. We could offer them \$50 F&B vouchers per day for their time. They could help with the following:*
 - *Merch sales*
 - *Assist with dachshund race*
 - *Assist with Kinderplatz*
 - *Assist with additional adult games*
 - *Assist with tent additional tent décor*
- 7. *Schedule of Events -Ben Gibbs (NOW Arena)*
 - *Wendy - Add barrel and wing a weenie games to the agenda.*
- 8. *Vendors -Michaela Souronis (NOW Arena)*
 - *Makers Market on Saturday*
- 9. *Grants-Ben Gibbs (NOW Arena)*
 - *Grant, LED for Bears Game*
- 10. *Marketing (Signage/Promotion) - Craig Kuehen (NOW Arena)*
 - *The schedule is good, then contest settled. Update website. Push with paid ads, 1 month prior.*
 - *Poster: Craig to provide posters to whomever wants to help put up in the community. List of locations.*
 - *Small Handout/Postcard: We used these in years past, but not last year - to pass out at the other Thursday Village on the Green concert events. These postcards too should be handed out with the posters at businesses with a countertop or place where their clientele are able to pick one up and take home.*
 - *Put in the Hoffman Estates Citizen newsletter*
 - *NBC news*
 - *Daily Herald*
 - *WGN*
- 11. *Sponsors - Paul Sienko (NOW Arena) Pawel.sienko@nowarena.com*
 - *Cancel Audi. Pawel to ask KIA. 3-4, 10x10 across from beer area. He can reach out to companies. Aug 1 deadline.*
 - *Sponsorship board Ben will make.*
- 12. *Master of Ceremonies (MC):*
 - *Confirmed:*
 - *Friday = Eric Palm*
 - *Saturday = Fred Stadtler/Harris Kal djfredstadtler@gmail.com; harriskal14@gmail.com*

- *Sunday = Darrel Dupit ddupit@bulls.com*
- 13. *Platzkonzert Display. Aug 28 - Sep 25, 2025. Michelle is the contact. The ask would be of the commissioners to hang the display. Michelle will hold the time slot for now. We have pre-made photos that need to be hung. The hard part is done. Those photos are by the frames at the village.*
- 14. *Budget/Expenses - Gary/Michaela/Ben (Ben buys)*
 - *BUDGET - 40K*
 - *Ben - Increase marketing budget by 25% as the ROI is there.*
 - *Payment to bands*
 - *Vouchers for volunteers*
 - *Tablecloths - under big tent*
 - *Merch table:*
 - *Alpine hats - sold at merch table, Michaela does this*
 - *Pins - sold at merch table, Michaela does this*
 - *White hats w/braids - sold at merch table, Michaela does this*
 - *T-shirts - sold at merch table, Michaela does this*
- 15. *Success Measurements (KPIs)*
 - *Website Traffic. Based on ESN cell phone*
 - *Profit*
 - *Google reviews*
- 16. *Photographer*
 - *Mona Morrison (Mona Morrison <monayomo@hotmail.com> is confirmed.*
- 17. *Parking (Golf Carts)*
 - *7/14 - Gary to reach out to some friends. 2 from Art's from Village. Jeremy. Stored in warehouse. Linda gets 2 for her for Bridges. He knows what to do.*
 - *3/10 - Golf Cart Drivers - Linda to email Brian, we will do this. Min age is 16.*
 - *Community parks at the NOW Arena*
- 18. *Logo Creation*
 - *3/10 - Ryan Johnson created it, Linda edits it.*
- 19. *Fire/Medical - Who ensures they are notified.*
 - *3/10*
 - *Depends on fireworks.*
 - *Public works handles this.*
- 20. *Clean Up*
 - *3/10*
 - *Linda organizes w/Boy Scouts.*
 - *Ben does the bathrooms.*
- 21. *Lesson Learned (AAR) -*
 - *Ben and his team keep notes and bring to the wrap up meeting.*
 - *Wrap up meeting scheduled for Oct 13.*

VIII. Adjournment

The meeting was adjourned at 4:45 pm. Motion to adjourn made by Linda Dressler and seconded by Ken.

Next Meeting Date- August 11, 2025