

THE VILLAGE OF HOFFMAN ESTATES
4th OF JULY COMMISSION
MEETING MINUTES
Thursday, July 10, 2025

In Attendance:

Mayor Bill McLeod	Linda Scheck
Craig Kuehne	Pawel Sienko
Amy Decker	Ben Gibbs
Karrie Miletic	Alicia Guerrero

Excused: Hallie Karle – Administrative Events Assistant – General Government

Village Staff:

Dan O’Malley, Deputy Village Manager
Jon Pape – Assistant Village Manager
Sue Tompkins – Finance Department
Kevin McGraw – Public Works Department
Mark Wondolkowski – Police Department
Michala Souronis – NOW Arena

CALL TO ORDER

Linda called the meeting to order at 4:00 pm.

APPROVAL OF MINUTES

Craig moved to approve the minutes of **May 8, 2025**, meeting seconded by Ben, vote taken, motion carried, minutes approved.
No quorum at the June 12, 2025, meeting. Notes were site plan reviews for 2025 fest.

PUBLIC COMMENTS

None

OLD BUSINESS

Discussion reserved for committee reports

NEW BUSINESS

- A) 2025 recap – discussion moved to committee reports
- B) Discuss 2025 dates:
2026 dates discussed were 7/1 – Wednesday, 7/2 – Thursday, 7/3- Friday, 7/4 – Saturday and 7/5 Sunday. Carnival will most likely be onsite 7/1-7/5. Commission discussed which nights to hold the full fest. 7/3 – Friday and 7/4 – Saturday was decided upon. Which day to hold parade? Which day to hold fireworks? Which day to repeat drone show or find another attraction to draw crowds? Mayor asked the Commission to be mindful of the 250th Centennial of the USA in 2026. Commissioners were asked to research surrounding community plans for 2026 so they can determine the parade date, drone show or alternative attraction and which night should we hold fireworks.

COMMITTEE REPORTS

SPONSORS – Pawel provided a detailed breakdown of the sponsorships and fest attendance. He reports \$44,100 in total sponsorships, up \$14,000 from 2024. Tracked attendance was 26,300, down 3,000 from last year. Those figures track cell phones so do not include guests that might not have phones. 12,000 came out for the drone show on the 4th and 14,000 came out for fireworks on the 5th. 60169 was the top zip code tracked. Dan asked Pawel what percentage of guests were from Hoffman Estates. Pawel to advise. Pawel asked that sponsor tents not be placed in “the bean” as there was little foot traffic and dark.

PARADE – 2025 parade saw an early morning rain that cleared before the parade started. Amy reported that the parade marshal, Jim Fabbrini was happy and enjoyed the recognition. She hopes to have more musical acts next year . Bubbles along the route were great. A few groups complained they were too far back in the lineup. Mayor suggested that the Commission receive a recap of the lineup before the 2026 parade so they can provide input/suggestions. Amy asked if she and Hallie could have radios to be in better contact. Mark said the Police Department could provide. The Commission was asked to think of a parade theme for 2026. The 2025 parade will be posted on YouTube.

MARKETING – Commission thanked Craig for a wonderful job marketing the fest as evidenced by our attendance. He will update the website once the Commission decides on details of activities for each day.

KIDS ZONE - Karrie thanked the Commission for great support during the fest shuttling in entertainers and providing support to the animals and acts. She suggested we begin the live entertainment at 1 and conclude at 6 based on extremely low attendance at noon. Commission agreed. Face painters would be listed as stopping at 6 also so last in line would be completed by 7.

ENTERTAINMENT – Ben thanked everyone for their assistance in shuttling entertainers from the Arena cooling zone in golf carts to the stage. Good comments on the entertainment choices for this year. Ben discussed entertainers asking for a tented shelter with sides (10x10) stage left. Better shelter at the Arena with golf cart access to the stage.

BEER – Alicia provided a detailed breakdown of food and beverage sales at each location that was further broken down by F&B type, day and hour. Total sales were down \$8,005.09. On Friday 7/4 we had a 9% increase. On Saturday 7/5 we had a decrease of 24%.

PUBLIC WORKS – Commission thanked Kevin and all the Public Works associates that went above and beyond from morning to night in the heat to support every aspect of the fest. GIS site maps were viewed by over 4,000 onsite and 5,100 from 7/3 to 7/6. Sidewalks PW created really helped guests navigate the site even after it was filled.

CARNIVAL/FIREWORKS/DRONE SHOW – Dan reported carnival had good attendance. The 2025 drone show was increased to 250 drones but wasn't much different from the 2024 show. Looking at other drone vendors or alternative attractions – sky divers?

BINGO – no feedback from the Knights of Columbus on Bingo.

POLICE – Mark reported there were no serious incidents during the fest. One issue – someone moved the large cement blockades to get out of the fest site – we have no information on who moved them. Brief discussion of the Commission's decision to not allow individual tents to be set up – too much liability, needs to be enforced.

FOOD VENDORS – There were 9 vendors in the tented food booths – each was queried for feedback. Hoffman Estates restaurants represented reported a serious reduction in sales – heat killed sales. They are requesting to return to their previous site along Prairie Stone Parkway facing the fest grounds. 9 Food Trucks were added this year that were set up along Prairie Stone Parkway and on the fest site. They reported good sales. Linda asked to meet with Kevin to discuss site locations.

VOLUNTEERS – no report

OTHER BUSINESS

Next Meeting will be on August 14, 2025, at 4:00pm at Village Hall

ADJOURNMENT

Ben made a motion to adjourn, seconded by Craig, motion carried, meeting adjourned at 4:40 pm.

Respectfully Submitted: Linda Scheck- Food /Volunteer Chair 4th of July Commission