

**VILLAGE OF HOFFMAN ESTATES
PLATZKONZERT COMMISSION
MINUTES**

August 11, 2025

Members in Attendance:

Gary Pilafas, Chair
Wendy Schmidt, Co-Chair
Linda Dressler
Gene Walters
Jeremy Janhke

Members Absent:

Ken Busch

Others in Attendance:

Ben Gibbs
Eric Palm
Michala Souronis
Alicia Guerrero

I. Call to Order/Roll Call

Co-Chairman Wendy Schmidt called the meeting to order at 4:01 p.m. A quorum was present.

II. Approval of Minutes

Commissioner Linda Dressler made a motion to approve the minutes from July 14, 2025. Seconded by Gene Walters. Motion approved by voice vote.

III. Public Comment

None.

IV. Old Business

Discussed below.

V. New Business

Gary will take the lead on recognizing Joan Jarzemski, a former committee member who passed away 2-3 years ago.

VI. Committee Reports

1. Recognizing Joan Jarzemski - Gary Pilafas (Commission Member)
2. Site Layout- Jeremy Janhke (Public Works)
3. Entertainment- Ben Gibbs (NOW Arena)
4. Food/Beverage-Arturo Abod/Alecia Guerrero (Levy Restaurants for the NOW Arena)
5. Kinderplatz-Linda Dressler (Commission Member)
6. Games-Gary Pilafas (Commission Member)
7. Volunteers-Wendy Schmidt (Commission Member)
8. Schedule of Events -Wendy Schmidt/Ben Gibbs (NOW Arena)
9. Vendors -Michaela Souronis (NOW Arena)
10. Grants-Ben Gibbs (NOW Arena)
11. Marketing (Signage/Promotion) - Craig Kuehen (NOW Arena)
12. Sponsors - Paul Sienko (NOW Arena)
13. Master of Ceremonies (MC)

14. Platzkonzert Display (Michelle Pilafas) - Art's Commission
15. Budget/Expenses - Gary/Michaela/Ben
16. Success Measurements (KPIs)
17. Photographer
18. Parking (Golf Carts)
19. Logo Creation
20. Fire/Medical
21. Overnight Security
22. Clean Up
23. Lessons Learned

NOTES:

1. *Recognizing Joan Jarzowski - Gary Pilafas (Commission Member)*
 - *Refer to "New Business"*
2. *Site Layout- Jeremy Janhke (Public Works)*
 - *Ben handed out the event map.*
 - *There is a change on Saturday from last year, we are adding the Fall Market in South area. 85 vendors.*
 - *No LED screen or extra chairs as the Bears play on Monday.*
 - *Ben will figure out where the Dachshund derby will be.*
 - *Tent will be installed Wednesday or Thursday. Thursday afternoon put up the stage.*
 - *Kids concession is new.*
 - *Same generator needs as last year.*
 - *Ben asked Alecia for her power needs for concession. She will get with Ben. She needs a tent (10x10).*
 - *PA guy on Friday morning. Ben to email Dustin to confirm a portable PA.*
 - *Public Works trailer behind the beer garden.*
 - *Extra dumpster will be secured.*
3. *Entertainment- Ben Gibbs (NOW Arena)*
 - *MASCOT - Gus-t - Ben to get him to come. Sunday, 12-5.*
4. *Food/Beverage-Arturo Abod/Alecia Guerrero (Levy Restaurants for the NOW Arena)*
 - *Menu is set. Community pricing on Friday.*
5. *Kinderplatz-Linda Dressler (Commission Member)*
 - *Linda will get 10 volunteers, 2 per game.*
 - *Boy scout popcorn – confirmed by Eric.*
6. *Games-Gary Pilafas/Wendy Schmidt (Commission Member)*
 - *Wendy, Gary and Ben to meet on 8/21 at 3:30pm at Calibre to organize games.*
 - *We are adding the Wing a Wiener and Barrel Race games on Saturday, 9/6 in the area by the bleachers where the Dachshund Derby will be Sunday.*
7. *Volunteers-Wendy Schmidt (Commission Member)*
 - *Wendy, Gary and Ben to determine how many volunteers we need for games.*
 - *Volunteer vouchers will be given to each volunteer. Get them from Michaela.*
8. *Schedule of Events -Wendy Schmidt/Ben Gibbs (NOW Arena)*
 - *We reviewed the schedule during the meeting.*
 - *Alpine Blast starts at 5pm.*
 - *We added Wing a Wiener and Barrel Race to Saturday in the Olympic Beer Stadium. Ben will create signage.*
 - *We added "Fall" to the Makers Market.*

- *The German Dancers will be at the Main Stage and the S.V.EV dance group at the Hideaway.*
- 9. *Vendors -Michaela Souronis (NOW Arena)*
 - *Michaela is taking the lead on ensuring this is coordinated.*
- 10. *Grants-Ben Gibbs (NOW Arena)*
 - *Grant, LED for Bears Game. We did NOT get the grant.*
- 11. *Marketing (Signage/Promotion) - Craig Kuehen (NOW Arena)*
 - *Pawel and Craig to discuss.*
- 12. *Sponsors - Paul Sienko (NOW Arena) Pawel.sienko@nowarena.com*
 - *Pawel, Wintrust sponsors the event at 2K.*
 - *Thrive Pet Health care will have an activation space on Sunday - 1K.*
 - *Pawel will work with Michaela and Craig on promotion/space needs.*
 - *Pawel will make a list and write up of who the MC's should recognize.*
- 13. *Master of Ceremonies (MC):*
 - *Friday = Eric Palm*
 - *Saturday = Fred Stadtler/Harris Kal djfredstadtler@gmail.com; harriskal14@gmail.com*
 - *Sunday = Darrel Dupit ddupit@bulls.com*
 - *Gary, Wendy, Ben to create the script for the MCs.*
- 14. *Platzkonzert Display.*
 - *Aug 28 - Sep 25, 2025. Michelle is the contact. The ask would be of the commissioners to hang the display.*
- 15. *Budget/Expenses - Gary/Michaela/Ben (Ben buys)*
 - *BUDGET - 40K (this is what Gary put in the budget)*
 - *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*
- 16. *Success Measurements (KPIs)*
 - *Website Traffic. Based on ESN cell phone*
 - *Profit*
 - *Google reviews*
- 17. *Photographer*
 - *Mona Morrison (Mona Morrison <monayomo@hotmail.com>) is confirmed.*
- 18. *Parking (Golf Carts)*
 - *Gary to own. Use explorer program.*
- 19. *Logo Creation*
 - *Ryan Johnson created it, Linda edits it.*
- 20. *Fire/Medical*
 - *They need to be there. Eric to email the chief.*
- 21. *Overnight security (Eric)*
 - *Eric to TT chief – DONE during the meeting.*
- 22. *Clean Up*
 - *Linda organizes w/Boy Scouts. Ben organizes the bathrooms.*

23. Lesson Learned (AAR)

- *Ben and his team keep notes and bring to the wrap up meeting.*
- *Wrap up meeting scheduled for Oct 13.*

Approval to Adjourn

Commissioner Linda Dressler made a motion to adjourn. Seconded by Gene Walters.

Next Meeting Date-September 3, 2025 (site visit)