

THE VILLAGE OF HOFFMAN ESTATES
4th OF JULY COMMISSION
MEETING MINUTES
Thursday, September 12, 2024

In Attendance: Craig Kuehne Linda Scheck
Ben Gibbs
Amy Decker
Pawel Sienko

Excused: Mayor Bill McLeod
Alicia Guerrero
Jodie Schulz
Mark Wondolkowski – Police Department

Village Staff: Dan O'Malley, Deputy Village Manager
Kevin McGraw – Public Works Department
Sue Tompkins – Finance Department
Hallie Karle – Administrative Events Assistant – General Government
Michala Souronis – NOW Arena
Kayla Fletcher – 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 the July 11, 2024, meeting, seconded by Ben, vote taken, motion carried, minutes approved. August 8, 2024 meeting did not have a quorum so no minutes.

PUBLIC COMMENTS

None

OLD BUSINESS

Dan contacted the Drone Show vendor we used in 2024 to discuss holding a longer show, costs etc.

NEW BUSINESS

- **New activities for 2025**

Commission discussed hosting a longer drone show in 2025. Dan is speaking with our previous drone vendor, carnival vendor and others to determine the cost of an 18-minute drone show. The Commission discussed advertising a bigger, better more spectacular drone show but not posting the details of the length of the show. Other communities are asking about our drone vendor, we expect competition in 2025. The Commission was asked to research additional new activities that would attract a good audience on both nights.

- **2025 Budget**

Sue advised that Jodi and Amy had requested increased budgets for Kid's Zone and Parade activities/participants. Dan had requested we double the drone show budget to cover the longer show.

COMMITTEE REPORTS

FOOD VENDORS – Linda contacted all food vendors from 2024 for feedback. All report having good sales and want to return in 2025. Several additional food trucks who requested space in 2024 after we closed entries are looking to join us in 2025.

VOLUNTEERS – No volunteers were needed in 2024 since we discontinued having a dining tent. The Commission discussed feedback from attendees, a handful asked but there was plenty of available space and areas in the Hideaway to handle guests. Garbage removal was a challenge due to crowds. Suggest we increase the number of trash receptacles.

SPONSORS – Pawel reported we currently have \$18,750.00 in sponsorships. BMO is interested in sponsoring 2025. He will reach out to Microsoft, Compass Data Centers and American Demolition.

PARADE – Amy and Hallie have already begun contacting groups to participate in 2025. Difficulty in contacting South Shore Drill Team. No parade theme selected, suggestions welcome.

MARKETING – Craig will update the website once details are settled. Too soon to begin marketing.

KIDS ZONE – no report

ENTERTAINMENT – Ben discussed having Hello Weekend and Daniels House on Friday, 7th Heaven on Saturday with Serendipity? Hi Infidelity?

BEER – Commission discussed adding beer tubs or a beer station adjacent to the Bingo tent in 2025.

PUBLIC WORKS – Kevin is again negotiating a 3-event rental agreement (4th, Celtic and Platzkonzert) to obtain the best pricing.

CARNIVAL/FIREWORKS/DRONE SHOW – we have a multi-year contract with carnival and are sending them our selected fest dates. The fireworks were great as always. We need to book the drone show right away and discuss a longer show, costs etc.

BINGO – Lions were pleased with the new tent location. Adding a beer station adjacent to their tent will be appreciated.

POLICE – no report.

OTHER BUSINESS

The Commission discussed adding verbiage to the website, advance marketing, flyer and on-site signage that prohibits guests from erecting individual tents, bringing coolers and on-site cooking so we can enforce the ban in 2025. Ben made the motion, seconded by Craig, vote taken motion approved. Ben suggested we phrase it as a courtesy to all our guests, please do not erect tents etc.

Commission discussed skipping the meetings in November and December 2024. Ben made the motion, seconded by Craig, vote taken motion carried.

Next Meeting will be on October 10, 2024, at 4:00pm at Village Hall.

ADJOURNMENT

Craig made a motion to adjourn, seconded by Ben, motion carried, meeting adjourned at 4:36 pm.

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