

THE VILLAGE OF HOFFMAN ESTATES
4th OF JULY COMMISSION
MEETING MINUTES
Thursday, February 6, 2025

In Attendance: Craig Kuehne Linda Scheck
Mayor Bill McLeod Natalie Wood
Amy Decker
Pawel Sienko

Excused: Alicia Guerrero
Ben Gibbs
Jon Pape – Assistant Village Manager
Sue Tompkins – Finance Department

Village Staff: Dan O'Malley, Deputy Village Manager
Hallie Karle – Administrative Events Assistant – General Government
Kevin McGraw – Public Works Department
Mark Wondolkowski – Police Department
Michala Souronis – NOW Arena

CALL TO ORDER

Linda called the meeting to order at 4:03 pm.

APPROVAL OF MINUTES

Craig moved to approve the minutes of the January 9, 2025, meeting, seconded by Pawel, vote taken, motion carried, minutes approved.

PUBLIC COMMENTS

None

OLD BUSINESS

Mayor Bill was asked to suggest the Parade Marshall for 2025.

Linda introduced Natalie Wood to the Commission representing the Hoffman Estates Park District. Natalie will be taking the Kids Zone responsibility until the Park District hires a full-time Senior Event Manager.

NEW BUSINESS

- **Bingo Tent**
Lions liked the Bingo Tent location. It will cost \$1500 to rent the tent. The Organization pays \$2500. Brief discussion of the option to charge the Lions an additional \$1500 to cover tent rental. Lions donate all funds they raise at Bingo to other non-profits and community initiatives. Motion made by Craig, seconded by Pawel to only charge \$2500 to the Lions, vote taken, motion passed.
- **Fireworks Contract**
Dan advised that the fireworks contract was processed, going to the Board in March. Commission discussed the song play list that was previously distributed for their consideration. The Commission discussed making the accompanying music louder. No objections to the playlist.

COMMITTEE REPORTS

FOOD VENDORS – As of February we have 8 vendors requesting booths in the food tent. 3 more are pending. Do we want to create a second row? We also have 6 food trucks confirmed with 2 more pending. Vendors have until April to return their applications with payment to be confirmed. Gilmore candies requested they be allowed to set up their booth/tent in the kids' zone area. Kevin advised that only tents installed by our vendor or staff would be allowed due to liability.

VOLUNTEERS – We discontinued the dining tent in 2024. The volume of trash we remove is too heavy for youth volunteers. We will rely on Public Works for trash removal in 2025.

SPONSORS – Pawel reports some interest from Village dispensaries. He is working with the beer vendor for Modelo to create an activation onsite. KIA has referred him to Elgin KIA.

PARADE – Amy and Hallie report they continue to secure participants for the parade. The commission was again asked to suggest a theme for the parade. Amy has encouraged our Sustainability Commissions to put in an entry.

MARKETING – dates have been updated for 2025 on the event website.

KIDS ZONE – Commission welcomed Natalie Wood, Program Manager, Early Childhood from the Hoffman Estates Park District. Natalie will be organizing activities/attractions for the Kids Zone of NW 4th Fest, 7/4 & 7/5 from 1-7pm. Face painter has increased her cost from 2024. Brief discussion of full vs. partial face painting., Send info to Natalie if you have other contacts. 2 balloon artist stations, Zoos R US, Nanny Nikki Brian Wismer are confirmed. Working with Schuler.

ENTERTAINMENT – Stage contract has been received. Dan has received contracts for all entertainers except Davids House and 7th Heaven but both are confirmed.

BEER – Commission discussed the beer station adjacent to Bingo with an exterior tent for sales working out of the merchandise storage area inside the arena.

PUBLIC WORKS – too early to report on detailed set up and generator/tent needs.

CARNIVAL/FIREWORKS/DRONE SHOW – Dan has requested the drone vendor provide a longer show in 2025. Contracts for Fireworks will go before the Board in March.

BINGO – Dan will reach out to the Lions to advise their sponsorship fee remains the same at \$2500.00 and that we are setting up a beer station adjacent to their tent.

POLICE – no updates

OTHER BUSINESS

Linda asked Amy to describe what involvement the Sustainability Commission wants at the NW 4th Fest. Various ideas were discussed. A good location will be identified on the fest site if the Sustainability Commission wants to have a tent/booth. Amy asked us to present recycling ideas to our food vendors. Linda suggested Amy attend the mandatory food vendor meeting in June to brainstorm with Food Vendors. Maybe a soda can redemption program with prizes to encourage guests to visit their booth.

Next Meeting will be on March 13, 2025, at 4:00pm at Village Hall.

ADJOURNMENT

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

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