

**VILLAGE OF HOFFMAN ESTATES
PLATZKONZERT COMMISSION
MINUTES
May 12, 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 4:00 p.m. A quorum was present.

II. Approval of Minutes

Commissioner Dressler made a motion to defer approval of the minutes from March 10, 2025. Seconded by Ken Busch. Motion approved by voice vote.

III. Public Comment

None.

IV. Old Business

Discussed below.

V. New Business

Discussed below.

VI. Committee Reports

2025 Platzkonzert Germanfest Planning

○ ***Tent Layout- Jeremy Janhke (Public Works)***

1. Ben to buy fabric.

○ ***Entertainment- Ben Gibbs (NOW Arena)***

- Bands are secured. On 5/14, the NFL schedule comes out to see when the Bears play.
- Ken will talk to potential sponsor in person as they have not called him back about fireworks.

○ ***Food/Beverage-Arturo Abod/Alicia Guerrero (Levy Restaurants for the NOW Arena)***

- Will have 8 beers vs. 15 from last year.

- **Kinderplatz-Linda Dressler (Commission Member)**
 - On track.
- **Games-Gary Pilafas (Commission Member)**
 - Gary, Ben & Wendy met on 3/11 to discuss games. Ben suggested a brat toss. Video was shown, and Ben will look into where to put it.
- **Volunteers-Wendy Schmidt (Commission Member)**
 - No update.

VII. Other

- **Marketing (Signage/Promotion) - Craig Kuehen (NOW Arena)**
 - New outlets. Bring local news reporters to the event. Wendy to talk to Missy. Options WGN, Daily Herald, etc.
- **Master of Ceremonies (MC):**
 - 3/10 - **Platzkonzert Display**. Aug 28 - Sep 25, 2025. **Michelle** is the contact and no immediate action is needed. 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.
- **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
- **Success Measurements (KPIs)**
 - Website Traffic. Based on ESN cell phone
 - Profit
 - Google reviews
- **Photographer**
 - 3/10 - Mona Morrison (Mona Morrison <monayomo@hotmail.com>) is confirmed.
- **Golf Carts/Parking**
 - 3/10 - Golf Cart Drivers - Linda to email Brian, we will do this. Min age is 16.
 - Community parks at the NOW Arena
- **Logo Creation**
 - 3/10 - Ryan Johnson created it, Linda edits it.
- **Fire/Medical** - Who ensures they are notified.
 - 3/10
 - Depends on fireworks.
 - Public works handles this.
- **Clean Up**
 - 3/10
 - **Linda** organizes w/Boy Scouts.
 - **Ben** does the bathrooms.

- ***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 Gene Walters.

Next Meeting Date- May 12, 2025.