

**EVENTS COMMITTEE MEETING
JOINT MEETING WITH CHAMBER OF COMMERCE
MAY 8, 2012 – 5:00 P.M.**

Chairman Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Bill Clow, Laura Evers, Mark Lancaster and Barb Rowe. Members Wanda Marzahl, Tammy Herrera, Mike Vest and Jay Schultz were absent. Also present were Crystal Musgrove, Vicki Schulz, Kim McFarlin and Joe Miller.

TRI COUNTY PRO RODEO JULY 27-28, 2012

Advertising

The Committee discussed advertising in the following publications:

- Northwest Herald stickers on Thursday, June 26th - Cost is \$65/1,000. Sticker color will be red with the focus on the rodeo not the sponsor. The Committee discussed doing Zone 1 which covers Woodstock, West Wonder Lake, Harvard, Hebron, Capron, Garden Prairie, Union, Marengo, Genoa City, Sharon, and Walworth with a circulation of 8, 034 and perhaps Zone 4 which covers McHenry, Richmond, Ringwood, East Wonder Lake and Spring Grove. Crystal will confirm the date and design with the Northwest Herald and a final decision on zones will be made later when we find out which zones we did last year.
- McHenry County Living - Cost is \$350 for ¼ page and \$500 for ½ page. Consensus was not to advertise.
- McHenry County Magazine: cost is \$195 for 1/6 page; \$275 for 1/3 page; \$425 for ½ page & \$695 for full page. Consensus was not to advertise and maybe do a regular ad in the Tribune and/or Northwest Herald.
- Vicki recommended putting something in the Boone County Shopper as opposed to the Boone County Journal; Crystal will get a price.
- Mark suggested looking into putting something in the Beacon which covers Walworth County.
- Mark is working on the final radio ad with Q98.5.

Beer Tent

- Tom Condon of Dean Foods has offered us the use of a refrigerated trailer or truck.
- The Liquor Commissioner has approved the purchase of beer and water from Wal-Mart; Manager Mic Woods will allow us to return any unopened cases of beer.

Entertainment

Mark reported that Smokin Gunz will perform Friday evening and will be on the float in the Milk Day Parade. Max Motor Sports will not be sponsoring the Saturday entertainment but will donate the use of an all-terrain vehicle; Mark, Scott and Cowboy will have attend a class on how to operate the vehicle and sign a waiver. Buck Bros will also donate gator which will be for general ground use.

Grounds

- The actual arena area will be shifted further to the south than last year so the holding pens will be in the dirt. Scott noted that it is Big Hat's responsibility to prep the arena.
- Four sets of bleachers (236 seats per unit) have been ordered from Bleachers on the Move at a cost of \$5,400.
- Chairman Logan will contact Jim at Sign Crafters to advise that we will need 1,300 – 1,400' of fencing to go around the whole event and will check with Chief Kazy-Garey to see what dates the McHenry Co road crew have been scheduled for. Scott would like them to assist on the Monday or Tuesday before the event to put the fencing and the Monday after the rodeo for cleanup.
- Lenora has ordered the light towers through Burris at the same price as last year. We will either need to refuel the lights at the end of the weekend or pay Burris \$5.75/gallon for refueling. Vicki will check to see what it would cost through Twin Garden.
- Lori will ask Bob to contact the Amvets to see if they would do parking again this year. The east parking lot will be participants only (Lenora will need to provide signs) with the front gate entrance for everyone else. We will need to have someone at that east entrance to monitor to ensure that only participants are entering. Each participant will receive two wristbands. Anyone else in their vehicle will have to enter through the west entrance.
- There was discussion about the possibility of having a carnival this year or next year. Most of the carnivals have already been booked for this year, but Lenora will send Crystal some contact information. Other areas discussed were police protection, background checks and cost of electricity.
- The picnic tables will be set up similar to last year. Mark will ask Jim Kruckenberg if we can borrow his large canopy tent his year.

Kid's Program

- After discussion, the decision was to open the grounds at 5 p.m. with the Kid's Program to start at 6 p.m. on Saturday evening. Crystal noted that we will not do the chute gate tours for the kids this year, but Big Hat will still do something with the kids.
- Kim noted that she has everything for the stick horses and would like to have a few additional stations such as face painting, temporary tattoos, balloon animals, clowns, etc. Vicki will contact her sister-in-law who has a business with inflatable bouncy house, face painting, kid's games, etc.
- The Committee discussed whether or not we want to sell cowboy hats during the rodeo. The consensus was for Lori to order 3 dozen kids cowboy hats with star from Oriental Trading at a cost of \$18 per dozen to be given away during the Kids' Program.

Partners

Presenting Partner - Harvard Chevy @ \$5,000
 Grand Champion Partner - Mercy Health System @ \$3,500
 Performance Partner – Behr Iron and Metal @ \$2,500
 Event Partner – Brown Bear Daycare, New Balance Shoes of Crystal Lake and Adams Collision @ \$750
 Chute Gate Partner – Signcrafters, Deans @ \$750
 Kid's Partners – Wal-Mart @ \$500
 Saturday Night Entertainment – Logan Actuator @ \$750

New this year will be a sponsor night to be held the Thursday before the rodeo with hamburgers, hot dogs, sweet corn and chips, soda and water. We will either have to get a health department permit or hire someone, such as Steve Creviston. Mark will bring out his dj equipment to provide music.

Tickets

Crystal and Courtney are working on the ticket design for adult, child and VIP. Tickets will be the same for Friday and Saturday, with perforated tickets for the adults. The consensus was to order 1500 adult tickets and 500 kid tickets. We will use wristbands instead of the stamp with a different color for each day; Lori will check to see what is left from last year.

Ticket prices are as follows:

Advance Adult	\$12	Advance Child (3-12)	\$ 8
Gate Adult	\$15	Gate Child (3-12)	\$10
Weekend Adult	\$22	Weekend Child	\$14
		Child 2 & under	Free

The weekend pass tickets will only be available at the Chamber or City Hall.

Vendor Contracts

Vendor contracts will be mailed out to all of last year's participants with the exception of the mechanical bull as we have a new vendor.

Other

If allowed by Milk Days, the consensus was to just to put up the rodeo banner at the Chamber booth and not have people actually man the booth.

At 6:20 p.m., moved by Bill Clow, seconded by Barb Rowe to adjourn the meeting. All ayes. Motion carried.

Submitted by:
 Lori Moller, Secretary