

**EVENTS COMMITTEE MEETING
JOINT MEETING CHAMBER OF COMMERCE
FEBRUARY 22, 2011 – 5:30 P.M.**

Chairman Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Wanda Marzahl, Bill Clow, Mark Lancaster, Darrell Perkins, Barb Rowe and Jay Schulz. Member Mike Vest was absent. Also present were Mayor Nolan, Chief Kazy-Garey, Crystal Musgrove, Ericka Bluhm, Greg Bontz, Vicki Schulz, Mark Castiglioni, Joe Miller and Reggie Logan.

TRI COUNTY PRO RODEO JULY 30-31, 2011

There will be joint meetings with the Chamber of Commerce and Events Committee on the 1st Tuesday of each month for sub-committees to report.

Sponsors

Crystal said that Lenora from Big Hat Rodeo was not going to make the meeting and related her conversation with Lenora who suggested that we not target businesses that already sponsor other rodeos and that she would send over a list of rodeo sponsors not to contact. Crystal advised her not send the list and that she couldn't guarantee that we wouldn't seek sponsors from those areas and that we would do whatever it takes for our event to be successful. Crystal has already sent a letter to sponsors of the Wauconda rodeo. Lenora also advised Crystal that we weren't big enough this year for National Sponsors and that we should target National Sponsors next year. The consensus was that we need to ask Lenora for the list of national sponsors so we can contact them.

Sponsorship levels:

Presenting Sponsor (1 @ \$5,000) – Harvard Chevy-Buick-GMC

Grand Champion (1 @ \$3,500) -

Performance (2 @ \$2,500) –

Event Partners (7 @ \$1,000) –

Chute Gate (6 @ \$750) – Logan Actuator, Adams Collision

Kids (2 @ \$500) -

Other businesses that have expressed interest are Harvard Ford, New Balance and Stan's Office Technologies. Mark noted that Buck Bros. does a lot for Milk Days so he will contact Anderson Bros. first about sponsorship.

Sub-Committees

Committees were set up as follows with each committee to determine the committee chair:

Sponsors: Crystal Musgrove, Wanda Marzahl, Mark Lancaster

Vendors: Lori Moller, Sandy Nolan, Chuck Marzahl, Vicki Schulz, Scott Logan, Jay Schulz

Grounds: Scott Logan-Chairman, Darrell Perkins, Mark Lancaster, Mayor Nolan, Bob Burkart, Chief Kazy Garey

Designer Team: Bill Clow, Ericka Bluhm, John Trione

Kids Program: Bill Clow, Scott Striegel, Ericka Bluhm

Advertising: Crystal Musgrove, Scott Logan, Mark Lancaster (Jay Schulz will help to coordinate)

Dance: Mark Lancaster-Chairman

Liquor: Mayor Nolan, Darrel Perkins, Ericka Bluhm, Scott Logan, Andy Wells, Chief Kazy-Garey, Mark Lancaster and Greg Bontz

Tickets: Barb Rowe and Judy Zeien

Parking: Jim Olson, Joe Miller, Dr. Crosby, Crystal Musgrove, Bob Burkart

Treasurer: Vicki Schulz, Lori Moller

Grounds

Lori and Wanda related issues that were discussed at the last Milk Day board meeting with the proposed location for the rodeo: interference with AYSO fields, underground electric and the existing soil compaction with respect to the layout for Skinner's rides. Mayor Nolan proposed that we permanently locate the rodeo further west of the dairy barn. This location could be designated for this type of event. Mark Lancaster noted an issue with a lack of electricity – there is one box by the pavilion and one to the east side of the barn. The Mayor felt that should be sufficient power for the event and suggested that the pavilion could be the beer sale location and that we should consolidate the vendor area so it's not too spread out. Alderman Perkins did not have any concerns with using this area as a permanent arena. The proposal needs to be discussed with Milk Days to see if they would be interested in using the area for the Horse Show and if they would be willing to contribute financial support to till the area. The general consensus was to proceed with a permanent arena to the west of the dairy barn. Prior to the event, we will need Blue Ribbon or other electric co. to come out and check out the electricity to make sure everything is working.

There was discussion on possible event protestors. At Crystal's inquiry, Chief Kazy-Garey stated that he could recommend protestors be in a certain area, but as long as they are peaceful and don't inhibit any person or vehicle, they can locate on any public right-of-way.

Signs

Crystal is currently working with Jim at Sign Crafters on prices for the signs for the rodeo. We should be able to reuse the Pig Roast banner and the \$100 sponsor signs which won't be sold until after the major sponsors are filled. Crystal will check with other sign companies: Signorama in Woodstock, Sergeant in Hebron and Hartman Signs in Woodstock.

Scott asked that Crystal or Mark check to see what size the banners can be for the chutes for the Chute Gate Sponsors.

Vendors

We currently have two vendors: Twin Garden Farms and someone selling Kettle Corn. Vendor spaces will be \$200 for a 10 x 10 space for both days. Vendors should be at the grounds no later than noon. We will accommodate the sponsors to whatever size they need to display. Same type vendors will be limited on a first come, first serve basis.

Designer Committee

The consensus was for Crystal to give John Trione the quote from Printing...& and Then Some, to see if he can match their quote.

Advertising

- Crystal has been in contact with various radio stations.
- Lori spoke with Denny Bischke, Chairman of the Milk Day Market Place who has agreed to swap the booth fee in exchange for the Chamber Expo booth fee.
- Other ideas discussed were a contest for best dressed business, t-shirts and buttons.

Dance

Mark related he has attended different shows where bands were playing with cover charges ranging from \$3-\$8 with the higher cost in more populated areas. Crystal recommended that the cost for dance tickets be \$1 off with proof of purchase of a rodeo ticket. The band County Line is promoting the rodeo on their website, Facebook and during all their shows. The dance will start immediately following the rodeo performance until midnight. Chief Kazy-Garey suggested we use the gang unit in their "soft clothes".

Liquor License/Beer Sales

The Mayor suggested we sell draft beer at a cost of \$2 instead of cans which could get thrown into the arena. Ericka expressed concern and felt the cost per beer should be higher. After discussion, the consensus was to leave the details up to the committee to make a decision and report back.

Parking

Joe Miller has volunteered to be there with his horse and assist in directing parking. Discussed having a volunteer organization help and split the profit with them. The consensus was to leave the details up to the committee to make a decision and report back.

Miscellaneous

- Require plastic bottles, no glass or plastic.
- Discussed VIP seating in the middle for partners and providing an area for upgrading tickets.
- Discussed having a float in the Milk Day Parade. Wanda said that Milk Day has two decorated floats that rent for \$500 each. We could also decorate our own float. Other discussion was decorating a pickup and just having horses in the parade.
- Wanda will contact the mechanical bull co. that Milk Day uses out of Broadhead, WI as well as a contact that Mark has in Rockford
- Contact Bob Mundis or other groups who might be interested in helping empty trash cans

At 6:45 p.m., moved by Jay Schulz, seconded by Mark Lancaster to adjourn the meeting. All ayes. Motion carried.

The next meeting is Tuesday, March 1, 2011 @ 5 p.m.

Submitted by:
Lori Moller, Secretary

