

**EVENTS COMMITTEE MEETING  
JOINT MEETING WITH CHAMBER OF COMMERCE  
APRIL 5, 2011 – 5:00 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 Chuck Marzahl, Crystal Musgrove, Vicki Schulz, Mark Castiglioni, Kim McFarlin, Denny Bischke and Reggie Logan.

**TRI COUNTY PRO RODEO JULY 30-31, 2011 - SUB-COMMITTEE REPORTS**

Sponsors (Crystal Musgrove, Wanda Marzahl, Mark Lancaster)

Sponsorship levels:

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

Grand Champion (1 @ \$3,500) – Mercy Health System

Performance (2 @ \$2,500) – Behr Recycling

Event Partners (7 @ \$1,000) – Kristen's K-9 Cuts, Hometown Landscaping

Chute Gate (6 @ \$750) – Adams Collision, Harvard Ford, Logan Actuator, Sign Crafters

Kids (2 @ \$500) – Wal Mart, The Grove

Crystal related that Nationwide Insurance in Hebron is interested in a Kids Sponsorship, but we have already sold the two that were allocated for the sponsorship program. Crystal didn't think Wal-Mart would have any objections if we increased the number of sponsorships. After discussion, moved by Jay Schulz, seconded by Scott Logan to add one more Kids' Sponsor, so long as The Grove and Wal Mart do not have any objections. Mark will check with The Grove and Crystal will check with Wal-Mart. After further discussion, Jay and Scott amended the motion and second respectively to increase the Kid's Sponsors up to four. All ayes. Motion carried.

Next year, we will revisit the sponsor levels to have additional lower end sponsorships available.

Crystal reported that Behr Recycling has changed their name to Behr Iron and Steel, Inc. They will e-mail their new logo and will mail us their pole and flag.

Crystal brought up discussion of placing an ad in the Business Journal which targets McHenry County businesses to see if we can get any sponsors; the cost would be \$150 or \$300 if we want color. Scott thought that direct contact and phone calls would be the best way to go and didn't think we would get any return from the ad. Mark suggested making some phone calls before placing an ad and noted that Bopp's is interested in either being an Events or Chute Gate sponsor.

Donley's had also expressed interest in being a sponsor so we should follow-up with them.

Liquor (Mayor Nolan, Darrel Perkins, Scott Logan, Andy Wells, Chief Kazy-Garey, Mark Lancaster, Greg Bontz)

Crystal reported that she forwarded the information she received from Lamonica Beverage to the mayor who felt we could get it cheaper from Wal-Mart and Sullivans.

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

- Current vendors are Twin Garden Farms, Avon and Bill Nieman for concessions.
- Barb spoke with Kathy Leonard's about their pony rides who is going to see if they have manpower for that weekend.
- A vendor letter will be sent to Pat Skinner to see if Skinner Amusements would be interested in providing any concession stands.
- Other businesses that have expressed interest in having concessions are Donley's and Rocky's. Mark is waiting to hear back from 3T's Mechanical Bulls to confirm if they are going to be there.

Grounds (Scott Logan-Chair, Darrell Perkins, Mark Lancaster, Mayor Nolan, Bob Burkart, Chief Kazy Garey)

Scott and Mark have laid out the arena and JULIE has been out to do locates. Mark is anticipating having someone start tilling this coming weekend. The cost of 4" sand is approximately \$3,500 to be split between the rodeo and Milk Day if they decide to use this arena for the horse show. There was discussion as to whether or not the arena would be ready in time for the horse show. Denny said that the arena might be too soft for them to use and further noted that 4" of sand might be too much for the horses. Mark is meeting with members of the Milk Day Horse Show Committee on Thursday and can further discuss their requirements. Scott and Mark noted that the arena

should only need a touch up after the horse show and Lenora recommended that we not do anything until a couple days prior to the rodeo. Crystal expressed concern about the cost of the arena requirements which are more extensive for the horse show than what is needed for the rodeo. Crystal has a contact from Jim Bryan for sand that she will forward to the Ground Committee. Darrell will contact Merryman for prices.

Moved by Scott, seconded by Darrell to proceed with the quote from Jack Terpstra, PortaJohn for 10 portable toilets and two sinks at a cost of \$500.00 to be serviced early Sunday am. All ayes. Motion carried.

Designer Team (Bill Clow, John Trione)

Crystal is waiting to hear back from John Trione on the quote for tickets.

Scott noted the website has been updated to order tickets online. Instead of mailing tickets, people will need to print their receipt to be exchanged for tickets the day of the show.

Crystal will contact Lenora to get copies of the program and to find out where we can get a copy of the working file.

Kids Program (Bill Clow, Scott Striegel, Kim McFarlin)

Kim and Bill updated the committee on the Kids Program. The chute tours are done two hours prior to the event: Saturday at 4:30 and Sunday at 12:30 with the kids' events to take place immediately after the tour. We are responsible for the craft and are anticipating doing a stick horse. Big Hat takes care of a lot of the other kids' activities.

Karen Sutura will have the library participate in a "story hour" as part of the program.

Bill is also working to coordinate assemblies at schools both locally and out of town, depending on Big Hat's availability.

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

Dance (Mark Lancaster-Chairman)

Mark reported that everything is set for the dance. The band will set up on a moveable stage (flatbed) that can be backed into the end of the arena by the time chutes. Another possibility would be to build the arena around the trailer and move the gates at the end of the rodeo. County Line is promoting the rodeo at all of their shows.

Tickets (Barb Rowe and Judy Zeien)

Barb reported that Skinner's will let us use their ticket trailer at no charge, but we will need to pay to have it moved.

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

Bob and Dr. Crosby are working on the parking details.

Treasurer (Vicki Schulz, Lori Moller)

Expense/Budget report attached.

Miscellaneous

- Instead of waiting to sell all the sponsorships before we print posters/flyers, the consensus was to print with a blank space that says "your ad here" which might promote sponsorship.
- Laura Evers, First Place Promotions and Awards can do embroidered shirts available in black or blue in a range of styles and sizes. The shirt is \$18 plus a \$20 embroidery charge.
- Scott spoke with Jeremy Adams who reported the Fire Protection District has talked about the event and there will be an ambulance assigned to the rodeo for both days similar to what they do for Milk Days.
- Crystal commended Jim at Sign Crafters who is really promoting the rodeo and selling sponsorships.

At 5:45 p.m., moved by Jay Schulz, seconded by Wanda Marzahl to adjourn the meeting. All ayes. Motion carried.

The next meeting is Tuesday, May 3<sup>rd</sup>, 2011 @ 5 p.m.

Submitted by:  
Lori Moller, Secretary