

**EVENTS COMMITTEE MEETING
JOINT MEETING WITH CHAMBER OF COMMERCE
MAY 3, 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, Mark Lancaster, Barb Rowe and Jay Schulz. Members Bill Clow, Darrell Perkins and Mike Vest were absent. Also present were Crystal Musgrove, Vicki Schulz, Raul Meza, Kim McFarlin and Bob Burkart.

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

Treasurer (Vicki Schulz, Lori Moller)

Expense/Budget report attached.

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

- Lisa Zaehler with Avon has offered to make phone calls to help solicit sponsorship. We haven't heard anything back yet from the Army. Other businesses interested in sponsorship are Buck Bros., Woodstock Power Sports and Woodstock Harley. An ad has been placed in the McHenry Co. Business Journal for sponsorship.
- We need to determine who has banners and who doesn't so we can get them ordered. Also discussed was the banner size for the chute gates and who is responsible to provide the banners. Next year, we need to clarify the language in the sponsorship package because it doesn't specifically say who provides the banners. Crystal will e-mail Ford and Mark will contact Dennis at Adams and give them Sign Crafters contact information to order a banner if they don't already have one.
- Other banner prices from Sign Crafters:
 - Website banner (tricityprorodeo.com over the top) 10" x 115" - \$60
 - Center gate banner 102" x 60" - \$175. The consensus was that the Rodeo would provide Chevy's banner due to the size of their sponsorship. However, Crystal will check with Martin to see if Chevy already has a banner that size before we purchase one.
 - Side bar 32" x 48" - \$50 (2). Mercy Health System may already have banners.
 - Chute gate banners 26" x 30" - \$35 (6).
 - Optional magnets for the Chute gates instead of banners 18" x 70" \$47.50 (6). The magnets will also have the chute number and sponsor info on them. The consensus was that the Rodeo would purchase the magnet signs so the signs can be uniform and advise the sponsors that they can bring their own banners to be displayed elsewhere. Mark is going to check with Adams as to what size magnet signs they have for their vehicles to see if they will work before we order one for Adams Collision.

Crystal will order the website banner and Chute Gate signs for Harvard Ford, Sign Crafters and Logan Actuator. The consensus was not to reuse the Pork for the Pantry banner and order a new banner with the rodeo logo and dates. Scott will work on the yard signs; we can reuse the ones we had for the pig roast.

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

Crystal thought that the plan was to use the cooler and tanks similar to what we did for the pig roast only not having so much in the tanks.

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

- Current vendors are Twin Garden Farms, Avon and Nieman Concessions.
- Mark spoke with Stan Thorson, 3T Mechanical Bulls, who said he needs a couple weeks to make payment. The committee advised that he can send in the contract with a deposit and make payment later. Mark will also confirm their space requirements.
- Other interested vendors are La Rosita with tacos, La Loncherita who also wanted tacos and Rocky's with a hot dog stand. Lisa Zaehler will contact some barbecue places in Woodstock and Crystal Lake such as Famous Dave's. Mark related that the Sportsman's Club has expressed interest in selling the 500 #'s of smelt they had left over from the Smelt Fry if they can get the equipment/manpower.

- Barb hasn't heard back from Kathy Leonard about their pony rides. If she isn't interested, we could contact A Zoo to You or Party Ponies. Wanda will forward Crystal contact info for a petting zoo in Huntley and Torrence Lee with Chinese food. Also suggested was Dairy Queen or other ice cream vendor, Chop Suey Hut in Woodstock and Harvard Happy Hop or LaLocura Party Rentals.
- A vendor letter was sent to Renata Skinner to see if Skinner Amusements would be interested in providing any concession stands.

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

- Scott noted that Bob and Mark have tilled the arena area. The porta-potties have been ordered. Scott and Mark will make adjustments to the grounds layout so that the drawing will match what's actually out there. Beer sales will be located in the west pavilion, food sales will be between the pavilion and the dairy barn and other vendors would be to the south and east. Crystal noted that the kids program would like to be at the end of the dairy barn closest to the chute gates. Big Hat Rodeo will have all their equipment to the north of the arena between the arena and the railroad possibly wrapping around the west side of the arena and heading east off the drive to park trailers.
- Lenora will order 10 light towers. The consensus was to have them delivered which will cost \$50.
- Dr. Crosby is getting a count of school bleachers that we can borrow. Bob noted that the City bleachers can be moved but the bleachers with cages in the back may have to be put on a flatbed to be moved. Scott has a contact with a longer fork lift that may be able to assist in picking them up. The baseball bleachers can be moved anytime and the other bleachers can be moved after T-ball and soccer are done, probably the Wednesday before the rodeo.
- Crystal related that Jim from Sign Crafters has flatbeds that could be used for additional seating behind the bleachers. Scott and Mark will be working on the layout in the next couple of weeks and will let Jim know.
- We need to provide holding tanks for water for the animals at the north end of the arena by the chute gates. Mark thought Lenora said they needed 2 tanks, but he wasn't sure what gallon capacity. Suggestions were to use the City's jetter or to contact the Fire Department about having a tanker to fill the holding tanks. Discussed whether or not we could use horse troughs or stock tanks similar to what we used for the pig roast which belonged to Jim Kruckenberg and the Moose. Crystal will check with Lenora to find out exactly what we need and Bill Olbrich to see what he uses for the Milk Day Cattle Show.
- Scott noted that vendors would be responsible to bring in whatever water they needed. Wanda noted that Milk Day supplies a water hook up and a gray water tank for vendors. Skinner Amusements has a tree with ten different hookups for water for concessions. Scott will ask Jack from porta potties about portable gray water and water tanks that could be used for the horses. Bob inquired if we need to use Milk Days' white water hose going from the hydrant that vendors can use. The committee was advised to let Lori know anything else we need to borrow so we can put together a request for use of any of their equipment.
- We need to contact Jim Kruckenberg and Tom McKenzie to see if we can borrow their tents. We will also need a tent for the kids program.
- One corner of the pavilion will be used for registration.

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

Kim reported on the Kid's Program. Bill will contact Representative Franks and LeFew Insurance to see if they will donate yard sticks for the stick horse craft. Samples of the stick horse will be put at advance ticket locations to advertise the Kids Program. No refreshments/snacks will be served. Bill is also working to coordinate assemblies at schools both locally and out of town, depending on Big Hat's availability. Several volunteers will be needed for the program.

Designer Team (Bill Clow, John Trione)

- Crystal hasn't heard hear back from John Trione on the quote for tickets. We need to compare prices from Printing and Then Some and what Scott put together. Moved by Scott Logan, seconded by Barb Rowe to compare ticket prices and order the tickets that are the cheapest. All ayes. Motion carried.
- We didn't get a copy of the working file for the program.
- Crystal is working with the Northwest Herald and checking demographics to put stickers on the paper at a price of \$65/1,000 stickers either the Thursday or Friday before the rodeo. Scott recommended that we not do in the Harvard area as we are already promoting the rodeo in town and noted that the Herald has a subscription plan that covers Thurs-Sunday which would be their highest distribution days.
- We will have to get ahold of John Trione to finalize posters with sponsor information so we can get them out.

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

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

Milk Days

- A parade application needs to be filled out and submitted to Milk Day.
- Volunteers will be needed to walk the parade and to work the Rodeo Booth at the Milk Day Market Place.

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

Crystal brought up discussion on the radio advertising. Scott recommended that the advertising committee decide where to place ads and report back to the committee.

Dance (Mark Lancaster)

Mark said everything is set for the dance and noted we will need to get permission to use the Milk Day stage. His plans are to set the stage and build the arena and time gates around the stage. Bob inquired if he wanted to use one section or both sections of the stage which takes Public Works about a half a day to set up. Mark would prefer both sections, but could use the single section if necessary. Mark was advised to contact City Administrator Nelson about coordinating set up.

Miscellaneous

- Moved by Scott Logan, seconded by Wanda Marzahl to donate a family pack of tickets to the benefit being held for Vicki's sister-in-law who is battling cancer. All ayes. Motion carried.
- Bob suggested getting ahold of Chief Kazy-Garey to see if we can coordinate with the McHenry Co. Sheriff's Dept. to clean up after the rodeo.

At 6:15 p.m., moved by Barb Rowe, seconded by Scott Logan to adjourn the meeting. All ayes. Motion carried.

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

Submitted by:
Lori Moller, Secretary