

THE VILLAGE OF HOFFMAN ESTATES
4th OF JULY COMMISSION
MEETING MINUTES
Thursday, May 11, 2023

In Attendance: Norm Darling, Chair
Yousuf Ahmad Ben Gibbs
Jodie Schulz – HE Park District Chris Wall – NOW Arena
Craig Kuehne
Mike Czopek
Linda Scheck

Excused: Mayor Bill McLeod
Aaron Howe, Public Works Department
Sue Tompkins – Finance Department

Village Staff: Dan O’Malley, Deputy Village Mgr.
Mark Wondolkowski – Police Department
Hallie Karle – Administrative Events Assistant – General Government

CALL TO ORDER

Norm called the meeting to order at 4:03 pm.

APPROVAL OF MINUTES

Mike moved to approve the minutes of the April 13, 2023 meeting, seconded by Craig, vote taken, motion carried, minutes approved.

PUBLIC COMMENTS

None

OLD BUSINESS

None

NEW BUSINESS

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COMMITTEE REPORTS

FOOD VENDORS – So far 9 tented food vendors are returning in 2023. We also have 2 trucks – Kona Ice and Seps Street Food. We were contacted by another food truck, My Cocina Grill, commission approved sending them an application. Linda asked if the trucks can be placed closer to the beer garden not the food vendor tent area. Commission discussed if we need an information tent. Linda asked if we can post large signs of the map of the festival layout that uses pictures and one word to help guests locate areas of interest. Commission suggested asking public works to man an ice station selling ice to the food vendors (\$5 per bag) on Saturday and Sunday. Last year we sold 60 bags to vendors (\$300) and 90 bags that were used for Police, Fire, Public Works and volunteer coolers for a total of 150 bags.

VOLUNTEERS – Linda has been reaching out to HE based Scout Troops to take shifts to clean the dining tent with good response.

SPONSORS – Mike advised that the sponsor tents will be maned at 3:00pm each day instead of opening time of 12 noon. will be onsite to assist sponsors in finding their tent locations. Mike is meeting with Aaron onsite to walk through tent placement based upon those vendors that might need power.

PARADE/MARKETING – Commission asked who is Parade Marshall this year? Craig to reach out to Mayor to determine who we are honoring this year. Schaumburg Radio Club will be onsite to assist during the parade again this year. Pat Kinnane, Park District Board President will co-announce the parade this year. Commission also discussed our outreach to the Hoffman Estates and Conant high school marching bands and wondered if Mayor would reach out to the principals at each school to personally invite their participation. Linda will send the request to Mayor. Craig inquired who he should reach out to at the Park District to have NW 4th Fest on their digital billboards. Jodi suggested Jeff Ney but will inquire at the Park District also.

KIDS ZONE – Jodi has confirmed her vendors and activity providers. She has contracted the hula hoop performer. Jodi will send her tent count and suggested locations to Aaron. Additional face painter and balloon twister will be placed adjacent to sponsor tents to draw foot traffic.

ENTERTAINMENT – Ben to check on getting contracts signed and returned from American English and Daniel's House. Entertainment line up is confirmed.

BEER – Beer sales will be available during the fest hours both days from 12-11pm.

PUBLIC WORKS – Commission discussed having specific walk areas defined with snow fencing/staked roped areas to allow better guest access with defined paths. Craig to work with Public Works on signage and site map posting.

CARNIVAL/FIREWORKS – Carnival Thursday, June 29 through Sunday, July 2. Dan will advise the date/time for the Disabled Commission guests. Dan asked commissioners to **review the draft flyer Hallie circulated and ensure their portion is accurate and send him corrections/additions right away.**

BINGO – Lions have signed the agreement

POLICE – Mark advised that the Chief held a Command meeting to discuss additional coverage and security measures our Police Department will provide for the parade route and fest site. Cook County will walk the parade route with their bomb sniffing dog. A Command Center/Post will be established adjacent to the cable coverage tent. Command response officers will be dispersed through the parade route and fest/carnival site. Fire Department will have paramedic units dispersed through the parade route. Dan suggested we have the visiting town fire department trucks at the beginning of the parade and utilize HE fire trucks through out the parade as they can provide easy cut off/blockade if needed.

Commission discussed allowing coolers/backpacks – without a completely fenced off site there are too many access points to effectively enforce. Flyer will state no coolers or dogs allowed.

Mark asked if we should issue a press release or direct mail piece to residents to alert them to the additional security measures they will encounter at this year's parade and festival. Dan advised we bring this issue to the Village Manager, so he can decide if any letter is sent.

OTHER BUSINESS

The next meeting of the 4th of July Commission will be **Thursday, June 8, 2023 at 4:00pm at the Hideaway Brew Garden.**

ADJOURNMENT

Craig made a motion to adjourn, seconded by Jodi, motion carried, meeting adjourned at 5:06 pm.

Respectfully Submitted: Linda Scheck- Food /Volunteer Chair 4th of July Commission