

VILLAGE OF HOFFMAN ESTATES
CULTURAL AWARENESS COMMISSION
Meeting Minutes
Tuesday, May 2, 2023

7:15pm – Regan Room – Village Hall – Also virtually via GoToMeeting

I. CALL TO ORDER

Chair Kathryn McCord called the meeting to order at 7:16 pm.

II. ROLL CALL

Present

Kathryn McCord, Chair
Ximena Atristain-Bigurra
Susan Cooper
Bonnie Wurster
Arlene Montanez
Alisa Kapusinski
Demetrius Gibson

Absent

Minerva Milford - excused
Sandra Lahoz - excused
Jean Stone - excused
Kevin Wendorf - excused
Minerva Milford - excused
Eric Fox – not excused

Staff Liaison Patrick Seger
Staff Liaison Cathy Doczekalski

III. PUBLIC COMMENTS

None

IV. APPROVAL OF MINUTES – April 4, 2023

Motion to approve the minutes as read made by Kathryn, seconded by Ximena. Voice vote, all in favor. Motion passed and minutes approved.

Chair McCord was notified by Kevin Wendorf that he will not be continuing in the commission for the next year. Patrick Seger mentioned that he was one of the original members of the commission and is one of the longest serving commissioners. The commission would like to give Kevin a Certificate of Appreciation and/or Proclamation for his years of service.

V. OLD BUSINESS

Unity Day – June 3, 2023

The Unity Day program was discussed. The doors will open 11:30 AM and children's craft and cultural display will start at 11:30 AM.

The food will be served at 12:00 PM
Kathryn's roommate will pick up the food.

The Sister Cities Commission would like to be included in this event. They will also donate French pastries to share at the event. The chair of the commission will give a 5-minute speech and have a table in the lobby. Kathryn made a motion to have the Sister Cities Commission participate in Unity Day. The commission was in favor of this and motion passed.

The Unity Day schedule is as follows:

Welcome from Kathryn and Mayor introduced 12:30 PM

- Edizon, Filipino entertainer 12:30 PM to 1 PM
- Pat Barch, Speaker, Hoffman Est historian 1:00 PM to 1:30 PM
- Grupo Folklorico Quetzal, Mexico, Adelita 1:30 PM to 2 PM
 - This group is not able to perform. The Ecuadorian group will replace this group, but will be at 3:30-4 slot.
- German Hott Productions, Donica 2:00 PM to 2:30 PM
- Academy of Irish Music/Kevin 2:30 PM to 3:00 PM
- I Radha India Dance Troupe/ Medha 3:00 PM to 3:30 PM
- Thistle & Heather/Scottish/ Nancy 3:30 PM to 4:00 PM
 - They may not be able to perform. Mulligan Stew (band) may replace this group, but will need the 1:30-2 slot.
- Aztec Dance Chicago/Susana 4:00 PM to 4:30 PM

Marketing:

- Schaumburg Township will advertise for the event.
- The Village Communications staff will reach out to the Daily Herald in the Events section.
- The library is posting the event.
- St. Hubert's will put the event in two weeks of bulletin.
- The Chamber of Commerce will market the event.
- Hoffman Estates Park District has the event listed on their special event calendar and on social media.
- Kathryn reached out to Barrington Square to see if they could post it within their complex.

Hoffman Estates High School and Conant High School are not able to attend, as it may conflict with graduation weekend. The Commission may need to consider running the event a week later next year.

Northwest Suburban Women's League may help out with the event.

All commission members should arrive Saturday at 11am. Those that can help with flowers, arrive Friday at 2pm.

Hispanic Heritage Fiesta

At the June 6 commission meeting, all details for Hispanic Heritage Fiesta need to be finalized including speaker and entertainment.

Ximena motioned to have the event on October 21, 2023. Kathryn seconded the motion. On voice vote, the motion passed.

Ximena asked if there is stipend for the entertainers as it is getting harder to secure entertainers. There may be more motivation to get new groups if there is a small stipend. Kathryn made a motion to provide \$100 stipend for each group up to \$500. Alisa seconded the motion. Motion passed.

The budget is \$2,500 for all expenses. Ximena asked for a total of what we spent last year. She will look into Valli's costs for this year's food.

Black History Month

Kathryn discussed that she met a jazz drummer at her church. The church pianist would be willing to play along with the drummer.

Kathryn also reached out to Northwest Bible Baptist Church to see if their choir may be available. The choir used for previous events is not always available.

This event needs to be planned within the next few months and not done last minute. The deadline for the newsletter is November so all details need to be finalized in October.

Ximena asked if the sororities who help with MLK Day may be able to help with this event.

Patrick discussed that the recap report from the 2022 event summarized the event, but there needs to be a leader who wants to step up and lead the planning of this event. Is there another idea for a way to honor the month that is not the typical food, entertainment format?

Ximena suggested opening of an Art Display the night of our February meeting date on February 6, 2024. The idea was to have the art display with light refreshments. The artists can present details on their art.

Kathryn asked Demetrius to explain the Juneteenth event. The event was started by the NW Suburban Peace Affiliation 3 years ago. Last year the Township, Library, Hoffman Estates Park District and alumni sororities partnered to run the event. Entertainment and speakers took place around the Schaumburg Square. There were around 300 people who attended last year; they are looking to have around 600 this year.

Kathryn asked who could lead the event. Bonnie stated that she could lead the event, Alisa and Ximena* is willing to help Bonnie (*if the event is not on a Saturday).

Bonnie stated that the budget is \$1,500 which is less than the other events. She doesn't think there is enough money for this art display plus an event. Bonnie would still like to do an event with entertainer and speakers.

Kathryn asked the commission to give their feedback on ideas. Alisa stated that the two events are very close together and very similar events. Bonnie stated that the Black History Month did not have high turnout due to low marketing efforts. Demetrius agreed with Bonnie that the budget for this event should match the other events for equity. Both events celebrate different topics; black history celebrates the culture in a broad sense. Combining into one event would be a disservice to both. Ximena stated that this event is rather new (2nd or 3rd year). Ximena would like Bonnie to present her idea on the event.

Cathy confirmed that the budget is \$1,200. Kathryn asked the Village for a budget increase for FY24.

Bonnie made a motion that the \$8,000 annual budget be split equally amongst all four events for the FY23. Susan seconded the motion.

- Discussion: Arlene stated that MLK should have more money as it serves the highest attendance. Alisa stated that Black History had the least amount of attendance and to spend the same amount as the higher attended events gives less money to the events that have higher turnout. Demetrius stated that if the budget was higher, a better event could be offered.

Voice Vote: 3 Yes – 4 No – Motion did not pass.

Bonnie made a motion for the FY24 to divide expenses equally. Susan seconded the motion.

- Discussion: Patrick stated that equal expenses (with a 15% increase as the Commission discussed) brings each event to \$2,300 for FY24. Ximena is willing to accept the adjusted budget amounts for each event,

but if Black History Month does not bring in a larger group, the event needs to be re-evaluated. Susan believes that all events should be equitable.

Voice Vote: 5 Yes – 2 No – Motion passed.

Event ideas will be shared at the June meeting and a proposal will need to be presented at the August meeting.

MLK Jr. Breakfast

Bonnie will co-lead the MLK event. Ximena and Susan are able to help.

\$1,800 was the budgeted amount for FY23.

VI. NEW BUSINESS

None

VII. ADJOURNMENT

Motion was made by Kathryn and seconded by Bonnie to adjourn the meeting. Voice vote, all in favor. Motion passed and meeting was adjourned at 8:52 PM.

The next meeting of the Cultural Awareness Commission will be Tuesday, June 6, 2023.