
NORTH AURORA DAYS COMMITTEE MEETING

MEETING DATE: Monday, September 10, 2018

MEETING TIME: 6:00 p.m.

MEETING LOCATION: North Aurora Village Hall, 25 E. State St. North Aurora, IL



AGENDA

CALL TO ORDER

ROLL CALL

AUDIENCE COMMENTS

APPROVAL OF MINUTES

1. Approval of the North Aurora Days Committee Minutes dated August 13, 2018

NEW BUSINESS

1. Discussion of North Aurora Days

OLD BUSINESS

COMMITTEE MEMBER UPDATES

OTHER INFORMATION

TRUSTEE COMMENTS

ADJOURN



NORTH AURORA DAYS
COMMITTEE MEETING MINUTES
Monday, August 13, 2018

Call to Order

Mark Gaffino called the meeting to order at 6:00 p.m.

Attendance

Mark Gaffino, Kim Haeger, David Fisher, Robyn Stecklein, Jessi Watkins, John Laskowski, Doug Botkin, Dave Arndt, Steve Bosco, Bill Hannah, and David Hansen.

Approval of Minutes

Kim Haeger made a motion to approve the July 9, 2018 meeting minutes which were seconded by Robyn Stecklein.

Motion to Approve: All in Favor

Discussion

1. Discussion of North Aurora Days

Doug Botkin updated the committee on how the events portion of the festival went. Botkin mentioned that the emergency vehicle parade went relatively smoothly except for the portion that had to go through garage sales and construction sections of town. Botkin said that the fishing derby and softball tournaments went well and had good turnouts. Police Chief, David Fisher, mentioned that there were no issues with the crowds at North Aurora Days and Party in the Park. Public Works Director, John Laskowski, mentioned that there were no issues with clean up or anything else regarding Public Works at the event.

Jessi Watkins updated the committee on the carnival, and the Run for the Riverfront event. Watkins said the carnival owner was very knowledgeable, switched out some of the rides for better ones at no costs and worked well with Village staff. Finance Director, Bill Hannah, stated that the ticket booth sold over 2000 more tickets than last year (\$11,894 compared to \$9,233) while wristbands were about the same. Watkins mentioned that the VIP did not have

a lot of sponsors show up and that the run was light compared to last years (over 100 runners less). The committee stated that they would have future talks regarding the VIP tent and if the wristband time frame should be changed.

Kim Haeger updated the committee on food vendors. Haeger mentioned that Oberweis placement by the generator may want to be changed in the future, but overall all food vendors seemed to do okay. The only major complaint from the vendors was about getting to the Clock Tower at 2pm on Saturday due to the lack of the crowds. The committee stated that it will need to discuss the time frame food vendors should be at the event on Saturday along with the cost vendors pay per day.

Haeger also updated the committee on the beer tent. She mentioned that Friday sales was great and Saturday sales were okay and that tips were down compared to the previous years. Haeger stated that the beer tent wristband line needs to be more organized next year especially during the busy times. Overall, the selection of beers were larger than normal which many people seemed to like. The Mothers Club and Lions Club also mentioned that Superior's service was great and they helped fixed any glitches in a timely manner. The committee also started to discuss if beer should be draft or canned in the future.

Hannah updated the committee on the finances of the event. Hannah mentioned that the sponsorships totaled \$44,850 which was \$7,150 less than last year. Hannah stated that the beer tent sales on Friday was the best Friday sales on record at \$18,109, but Saturday sales were the worst beer tent sales on record for a Saturday at \$13,503. The grand total of the beer tent sales were \$31,612. Hannah said the beer tent sales split between the Mothers and Lions Club was approximately \$11,000 after all expenses were taken out. Beer tent wristbands sold 21 more wristbands this year compared to last year (2,180 vs 2,159).

Dave Arndt updated the committee on social media usage for the event. Arndt mentioned that social media was used a lot during the event to help answer any resident questions and that there was also a few complaints. One of the complaints was about the North Aurora Days website regarding the location of the fishing derby and that it showed the sites old location. Another complaint regarded stopping traffic on Randall Road for the fireworks and that it should be for a shorter time frame if possible. Robyn Stecklein mentioned that the Child ID, car seat check, and Touch-a-Truck event went great. Stecklein said that 310 child ID's were made, 48 car seats were checked, and almost 600 kids attended the events.

North Aurora Days Chairman, Mark Gaffino, mentioned that Sarah Deer resigned from the committee and that her spot will be need to be filled for next year. Gaffino also updated the committee regarding the bands. He mentioned that the stage access needs to be supervised by someone in the future so no one gets on the stage that isn't supposed to. Gaffino also mentioned that he would like to get the bands signed and locked down for next year by

October or November. The committee said it will discuss the North Aurora Days band options in the near future.

Steve Bosco updated the committee about the Party in the Park, volunteers, and fireworks. Bosco said the Party in the Park went well despite lower attendance due to the heat. Bosco mentioned that three margarita vendors may be better than having four and that food vendors were pleased. Bosco said that the volunteers from West Aurora High were great and helped with the inflatables amusements on Friday and Saturday. The committee also talked about the fireworks for the event and whether or not the company should be changed going forward. Bosco also shared some ideas that should be taken into consideration for next year such as banner signage for North Aurora Days on west side of the Village, moving Party in the Park's date, changing wristband times, making an inflatable archway for Village events, and using different marketing and incentives to recruit volunteers.

The committee said it will need to discuss if Party in the Park date should be part of North Aurora Days or if it should be moved to the spring or fall as a separate event. The committee also started to discuss what type of liquor could be sold if the date was changed.

Adjournment

Mark Gaffino made a motion to adjourn the meeting at 7:26 p.m. which was seconded by John Laskowski.

Motion to Adjourn: All in Favor

Respectfully Submitted,
David Hansen