
NORTH AURORA DAYS COMMITTEE MEETING

MEETING DATE: April 11, 2022
MEETING TIME: 6:00 p.m.
MEETING LOCATION: Village Hall, 25 East State Street



AGENDA

CALL TO ORDER

ROLL CALL

AUDIENCE COMMENTS

APPROVAL OF MINUTES

1. Approval of the North Aurora Days Committee Minutes dated March 14, 2022

NEW BUSINESS

1. Discussion of Shuttles
2. Discussion of North Aurora Days 2022

OLD BUSINESS

COMMITTEE MEMBER UPDATES

OTHER INFORMATION

TRUSTEE COMMENTS

ADJOURN

NORTH AURORA DAYS

COMMITTEE MEETING MINUTES

Monday, March 14, 2022

Call to Order

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

Attendance

Mark Gaffino, Jessi Watkins, Doug Botkin, Julie Shoemaker, Steve Bosco, and Chris Wagner. Also present; Shannon Halikias, Executive Director of Messenger Public Library of North Aurora.

Approval of Minutes

Jessi Watkins made a motion to approve the February 14, 2022 meeting minutes, which was seconded by Doug Botkin.

Motion to Approve: All in Favor

Discussion

1. Discussion of North Aurora Days Layout

Administrator Bosco provided the committee members with highlights of the proposed layout from staff. Staff proposed shifting the tent south slightly in order to accommodate more space for food vendors while leaving room for sponsor booth spaces. An alternate layout was presented as a second option that could accommodate a higher number of sponsorships. Committee members determined that the first option was preferred with the addition of areas for non-profit or municipal partners. The tent proposed was twenty feet by eighty feet with the costs to be reimbursed through beer sales. Committee members discussed the amount of ice used in previous years and determined the need to monitor the amount used throughout the upcoming event in case more needed to be purchased.

2. Discussion of Sponsorship Booklet

Administrator Bosco provided background of sponsors in previous years and the various category counts (gold, silver, bronze, etc.). Changes to the pamphlet were noted, such as the increased fee amount at the bronze level. Jessi Watkins suggested staff look into placing banners on the sides of the shuttle busses as a potential sponsor benefit. Doug Botkin expressed concern over the increased bronze level fee. Administrator Bosco provided the reasoning behind the decision, with the limited number of booth spaces available. Committee members discussed the pros and cons of the fees for various sponsorship levels and decided to keep the pamphlet as it was proposed.

3. Discussion of North Aurora Days

Administrator Bosco outlined the research performed on the costs for inflatables. The addition of the inflatable area as a sponsorship perk was discussed by committee members. Administrator Bosco stated that staff proposed the purchase of ten new air dancer inflatables (in addition to the

one already owned by the village) over the rental fee for a single larger inflatable. Jessi Watkins spoke in favor of having multiple larger inflatable animals to draw attention to the event, while others felt the cost was too high and preferred the air dancers proposed by staff. The location of the inflatable area was discussed, with options to move the area further north in the park, along the path and other locations. Bosco suggested the area behind the stage could also be utilized for additional seating with picnic tables. Committee members viewed inflatable options online, compared prices, and discussed potential locations for placement in the park. Signage for the inflatable area was also proposed by staff as either a single banner with multiple sponsor logos, or yard signs. Committee members spoke in favor of individual banners so that they could be re-used year to year. Mayor Gaffino spoke in favor of the purchase of ten new air dancers.

Various other sponsorship benefits were discussed, such as the banners on State Street, social media posts and message board posts, and their duration.

The Executive Director of Messenger Public Library of North Aurora, Shannon Halikias introduced herself and gave an overview of possible children's programming for North Aurora Days. Administrator Bosco stated that contact had also been made to the school district with the hopes of a partnership in children's programming.

Village Administrator Steve Bosco gave the committee an update on staff's progress on food vendors, tents, and various events. Doug Botkin expressed interest from the Lions Club to park a mobile hearing testing bus in the library parking lot during North Aurora Days. Executive Director Halikias voiced her support. Bosco stated that staff would ensure the park reservation had been arranged. He stated that lighting and generators still needed to be lined up, but staff could try white bulbs in the existing park fixtures to see if additional lighting would be necessary. Mayor Gaffino encouraged committee members to volunteer if they had not already for various responsibilities and reiterated that help was always needed.

With no further discussion, Doug Botkin made a motion to adjourn the meeting at 7:52 pm, which was seconded by Jessi Watkins.

Motion to Adjourn: All in Favor

Respectfully submitted,

Chris Wagner