
NORTH AURORA DAYS COMMITTEE MEETING

MEETING DATE: November 14, 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 September 12, 2022
2. Approval of the North Aurora Days Committee Minutes dated October 10, 2022

NEW BUSINESS

1. Discussion of North Aurora Days Budget
2. Discussion of North Aurora Days

OLD BUSINESS

COMMITTEE MEMBER UPDATES

OTHER INFORMATION

TRUSTEE COMMENTS

ADJOURN

NORTH AURORA DAYS

COMMITTEE MEETING MINUTES

Monday, September 12, 2022

Call to Order

Mark Gaffino called the meeting to order at 6:03 pm.

Attendance

Mark Gaffino, Robyn Stecklein, Jessi Watkins, Julie Shoemaker, Holly O'Brien, Lynn Miller, Steve Bosco, Doug Botkin and Chris Wagner.

Approval of Minutes

Lynn Miller made a motion to approve the July 11, 2022 meeting minutes, which was seconded by Robyn Stecklein.

Motion to Approve: All in Favor

Discussion

1. Discussion of North Aurora Days 2022

Chairman Gaffino and Administrator Bosco summarized the positive points of the 2022 North Aurora Days event, highlighting Frankie the Dinosaur, fishing derby, shuttles, band choices and others. Items of less success were also discussed alongside options to improve for 2023 such as additional lighting needed near water wonders, an alternate ATM source as it was out of order, and options for processing credit cards. Administrator Bosco suggested that further investigation would be needed as there are legal concerns and regulations relating to the Village's processing of credit cards.

Challenges of food vendors was discussed along with layout changes proposed for beer tent sales. Another challenge noted was a lack of kid's activities aside from Frankie the Dinosaur and face painting. Jessi Watkins voiced concern over the lack of volunteerism to help host new events. Doug Botkin stated that the committee would need to determine where its priorities lie for 2023.

Lynn Miller suggested the possibility of hosting a bingo game with the Lion club. Chairman Gaffino voiced support of the idea and stated that it had been done in the past on Saturday morning when the park was quiet.

Administrator Bosco stated that one of the challenges of the event is the public perception when they hear the word festival, and have specific things in mind such as fireworks or a carnival, which does not fit North Aurora Days. Stecklein agreed and commented that people may also not want to move around to different locations for various events, preferring to stay in one place. Watkins also agreed and suggested a different name for the event to get away from that idea. Bosco stated that having the term "days" in the title implied that the events are spread out throughout the community over multiple days. Watkins suggested putting a slogan or tagline underneath it to help differentiate the event.

2. Discussion of North Aurora Days 2023

Building upon previous discussions, Administrator Bosco pointed to the need for individual committee members to take on a greater role in the planning and execution processes of the event and identified categories of the event could be selected by various members to lead research, plan and coordinate with the support of Village staff. Secondly, Bosco stated the importance of establishing a budget very early in the process to help guide the various category decisions and activities. Example of categories may include food vendors (with a new process for applications), bands, sponsors and location/layout.

Chairman Gaffino discussed the challenges with sponsorships and the opportunity to gain support by going to businesses individually with sponsorship materials and speaking with the owners or managers. Bosco agreed that there are challenges, and stated that there are questions of ethics when businesses have open permits, are political in nature or other general concerns over false perceptions of relationships with the Village. Bosco also pointed out that numerous other communities have non-profit 501C3 organizations that operate events, not the municipality itself. Holly O'Brien asked if a 501C3 would be formed. Watkins pointed out that it would be a long arduous process.

Administrator Bosco listed some event ideas that had been suggested for 2023: fireworks, light show or drone show, and event shirts for volunteers and staff working, having someone to MC the event on stage, fans for the beer tent areas, additional kid's events/games, and a new logo.

Discussion was had regarding the event dates and the possibility of having it a different weekend. O'Brien stated that anything in the fall would be too difficult due to families with kid's schedules and a lack of volunteers. Miller stated that garage sale participation was much better in the summer months.

Administrator Bosco stated that staff would bring a proposed budget forward for the committee at the next meeting and also email everyone a list of categories for consideration to take lead upon with staff support for 2023.

With no further discussion, Lynn Miller made a motion to adjourn the meeting at 7:18 pm, which was seconded by Jessi Watkins.

Motion to Adjourn: All in Favor

Respectfully submitted,

Chris Wagner

NORTH AURORA DAYS

COMMITTEE MEETING MINUTES

Monday, October 12, 2022

Call to Order

Mark Gaffino called the meeting to order at 6:07 pm.

Attendance

Mark Gaffino, Robyn Stecklein, Julie Shoemaker, Holly O'Brien, Steve Bosco and Chris Wagner.

Approval of Minutes

Having no quorum, no action was taken to approve minutes.

Discussion

1. Discussion North Aurora Days Stage Contract

Chris Wagner gave a brief outline of the proposed stage contract and noted only a slight increase in price and suggested adding some verbiage to allow flexibility with future dates and locations. Administrator Bosco agreed and let the committee know that staff would handle the details of the contract.

2. Discussion of North Aurora Days Budget

Chairman Gaffino went through the various categories of North Aurora Days planning and suggested individual committee member assignments to involve the committee more effectively. Each member would be the primary contact for each category of planning while receiving staff support. Administrator Bosco stated that the committee member could do research for their category, such as bands or entertainment, and then bring those findings to the committee to discuss. Chairman Gaffino added that the Village would still be providing the materials and supplies for the day's activities. Chairman Gaffino and Administrator Bosco outlined the activities for all categories.

Holly voiced concern regarding her other commitments that could be problematic. Chairman Gaffino made several suggestion on how other members and staff can help work around the challenges.

Administrator Bosco went through the proposed budget that staff created for North Aurora Days. He stated that the document can be used as a planning tool by committee members and staff. He went over several options that can be considered for a main event or other attractions. The group agreed that carnival type games should be explored further for 2023. Bosco went through the logistical aspects for each planning category that staff would be focused upon such as light towers in parking areas, generators for electric and others.

3. Discussion of North Aurora Days

Julie Shoemaker inquired if North Island Park would be utilized in any way. Bosco remarked that it would be up to the committee but poses several challenges with reduced parking, security, electric and permissions from the park district. Committee members discussed events held in years past, both in the park and elsewhere. The committee discussed possible event ideas done in partnership with a local business at their location. Several additional events had taken place, such as a car show at the dealership that stopped and had not returned to the lineup of events.

Bosco noted that the presentation did not include the school or park districts, and these entities could also be approached by committee members for further involvement in North Aurora Days.

Holly O'Brien inquired if they should collect a fee at the ID check table, stating that they had not in 2022, but could be an avenue to raise funds in the future for a particular attraction or event.

The committee members also discussed the need for an ATM or possibly two depending on what attractions are available, along with other credit card payment options.

With no further discussion, Holly O'Brien made a motion to adjourn the meeting at 7:05 pm, which was seconded by Julie Shoemaker.

Motion to Adjourn: All in Favor

Respectfully submitted,

Chris Wagner