
NORTH AURORA DAYS COMMITTEE MEETING

MEETING DATE: January 9, 2023
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 December 12, 2022

NEW BUSINESS

1. Discussion of Bands for North Aurora Days
2. Discussion of Sponsorship Materials for North Aurora Days
3. Discussion of Food Vendors for North Aurora Days
4. Discussion of North Aurora Days Entertainment
5. Discussion of North Aurora Days

OLD BUSINESS

COMMITTEE MEMBER UPDATES

OTHER INFORMATION

TRUSTEE COMMENTS

ADJOURN

NORTH AURORA DAYS

COMMITTEE MEETING MINUTES

Monday, December 12, 2022

Call to Order

Mark Gaffino called the meeting to order at 6:02 pm.

Attendance

Mark Gaffino, Jessi Watkins, Julie Shoemaker, Lynn Miller, Robyn Stecklein, Steve Bosco, and Chris Wagner.

Approval of Minutes

Lynn Miller made a motion to approve the November 14, 2022, meeting minutes, which was seconded by Jessi Watkins.

Motion to Approve: All in Favor

Discussion

1. Discussion of bands for North Aurora Days

Village Administrator Steve Bosco gave a summary of the previous meetings' discussion regarding the band selection process. Jessi Watkins voices concern that the desires of some age groups are overlooked in the selection process. Robyn Stecklein commented that the scheduling could be modified to help reach different audiences. Bosco suggested that several bands should be selected as a priority to begin the quote process early for booking.

Jessi Watkins shared the approach of a different community that hired a popular one-hit-wonder band to play original music that people likely remember. Administrator Bosco stated that many communities do not directly put on events, and many are at a high cost. Watkins suggested looking into a booking agent to see if it would add value to the event planning process.

The committee listened to several samples of music from various band genres and selected several bands of which to obtain availability and quotes.

2. Discussion of sponsorship materials for North Aurora Days

Committee member Lynn Miller made several change suggestions for the sponsorship pamphlet for 2023, including the deletion of a category and change in price structure. Miller also went over past sponsorship levels and what businesses had been top sponsors in previous years. Miller suggested that various levels be selected as title sponsors for a particular event, such as bands or children's entertainment. Miller also recommended that the sponsorship booklet be more widely distributed throughout the village. Discussion was had regarding the mailing of sponsorship and booklet materials. Past years sponsorship benefits were discussed including a VIP tent and preferred parking. The pricing structure was discussed regarding booths and reasons for increases. Bosco stated that staff would

rework the pamphlet based on the committee's discussion and bring back for final approval at the next meeting.

3. Discussion of North Aurora Days

The committee agreed that an emcee was needed throughout the event to better engage the audience and thank various sponsors. Watkins suggested seeking a partnership with an outside entity at a secondary location to host a water wars type of event, such as the park district, to keep the main event location dry, but still offer the entertainment. The committee discussed challenges of parking, connectivity and litter produced if water balloons are used.

Chairman Gaffino directed staff to explore options for setting up a golf driving range station along the riverfront using biodegradable golf balls as seen in Batavia.

Administrator Bosco stated that staff will get the costs and availability for the bands selected by the group and provide the list to the committee for final selections.

Robyn Stecklein provided an update regarding the safety coalition and the possibility of its dissolution due to limited membership. Stecklein stated that if this happens, it could potentially impact the location for the touch a truck event with the elimination of the indoor portion of the safety day at Mooseheart. Stecklein stated that more information would become available in January after their next meeting.

Discussion was had regarding past activities held at various locations such as car and equipment shows and a fire department demonstration.

With no further discussion, Robyn Stecklein made a motion to adjourn the meeting at 7:49 pm, which was seconded by Lynn Miller.

Motion to Adjourn: All in Favor

Respectfully submitted,

Chris Wagner