

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES
OSWEGO VILLAGE HALL
100 PARKERS MILL, OSWEGO, ILLINOIS
February 1, 2022**

CALL TO ORDER

President Troy Parlier called the meeting to order at 6:03 p.m.

ROLL CALL

Board Members Physically Present: President Troy Parlier; Trustees Tom Guist, Kit Kuhrt, James Marter II, Terry Olson, and Jennifer Jones Sinnott.

Board Members Absent: Trustee Brian Thomas (attended at 6:03pm).

Staff Physically Present: Dan Di Santo, Village Administrator; Christina Burns, Deputy Administrator/HR Director; Tina Touchette, Village Clerk; Jeff Burgner, Police Chief; Jennifer Hughes, Public Works Director; Rod Zenner, Development Services Director; Scott McMaster, Economic Development Director; Joe Renzetti, IG/GIS Director; Corey Incandela, Administrative Intern; Julie Hoffman, Community Engagement- Special Events; and Karl Ottosen, Village Attorney.

CONSIDERATION OF AND POSSIBLE ACTIONS ON ANY REQUESTS FOR ELECTRONIC PARTICIPATION IN MEETING

President Parlier noted that Trustee Thomas would like to electronically attend tonight's meeting. Trustee Thomas submitted the necessary documents to the Village Clerk.

A motion was made by Trustee Olson and seconded by Trustee Marter II to approve Trustee Brian Thomas to electronically attend the February 1, 2022 Committee of the Whole Meeting.

Aye:	Tom Guist	Kit Kuhrt
	James Marter II	Terry Olson
	Jennifer Jones Sinnott	

Nay: None

Absent: Brian Thomas

The motion was declared carried by a roll call vote with five (5) aye votes and zero (0) nay votes.

Trustee Brian Thomas attended electronically at 6:03 p.m.

PUBLIC FORUM

Public Forum was opened at 6:03 p.m. There was no one who requested to speak. The public forum was closed at 6:03 p.m.

OLD BUSINESS

There was no old business.

NEW BUSINESS

G.1 2022 Special Events Calendar and Budget discussion

Deputy Administrator Burns and Julie Hoffman addressed the Board regarding special events.

Village event program goals

- Provide cultural and entertainment opportunities for the community
- Promote Oswego as a destination in support of Economic Development initiatives
- Be financially self-sustaining

An effective event program

- Leverages community assets (existing events, locations, promotional opportunities, etc.)
- Relies on effective, advanced marketing
- Has strong sponsor support

Village event program

Event	Revenues	Expenses	Net
LunaFest*	\$ 2,509.68	\$ 2,509.68	\$ -
Drive-Around Scavenger Hunt*	\$ 360.00	\$ 360.00	\$ -
Wine on the Fox	\$ 81,657.80	\$ 77,209.49	\$ 4,448.31
Fireworks	\$ -	\$ 24,000.00	\$ (24,000.00)
Movies in the Park	\$ 614.90	\$ 4,252.00	\$ (3,637.10)
Christmas Walk	\$ 26,280.00	\$ 26,674.36	\$ (394.36)
Christmas Drive Thru	\$ 5,230.00	\$ 17,329.64	\$ (12,099.64)
Pumpkin Pick-Up	\$ 1,000.00	\$ 3,421.53	\$ (2,421.53)
Oswego's Got Talent	\$ -	\$ 2,674.81	\$ (2,674.81)
Community Yard Sale	\$ 443.22	\$ 496.00	\$ (52.78)
Total	\$ 118,095.60	\$ 158,927.51	\$ (40,831.91)

*Event includes a donation of net proceeds and is intended to be cost neutral.

Proposed 2022 Venue 1012 Program

- Free Thursday night series incorporating Movies in the Park and concerts
- Ticketed Saturday night regional bands
- Springbrook Pops Orchestra
- Memorial Day kick off event
- Total of 10 free events and four ticketed events

- Thursday free events= approximately 600 attendees
- Saturday paid events= approximately 1,500 attendees

Event	Date
Community Drive-Around Scavenger Hunt*	Sunday, March 13, 2022
Wine on the Fox	Saturday, May 7, 2022
Wine on the Fox	Sunday, May 8, 2022
Country Music Event/Tribute to Veterans	Saturday, May 28, 2022
Springbrook Pops Orchestra	Sunday, May 29, 2022
Free concert	Thursday, June 2, 2022
Community Yard Sale	Fri., June 3; Sat., June 4, 2022
Movies in the Park	Thursday, June 9, 2022
Ticketed Concert	Saturday, June 11, 2022
Movies in the Park	Thursday, June 23, 2022
Free concert	Thursday, June 30, 2022
Starlifter (Free concert)	Saturday, July 2, 2022
Fireworks	Monday, July 4, 2022
Free concert	Thursday, July 14, 2022
Movies in the Park	Thursday, July 21, 2022
Ticketed Concert	Saturday, July 23, 2022
Free concert	Thursday, July 28, 2022
Movies in the Park/Back to School event	Thursday, August 4, 2022
LunaFest*	Sunday, August 7, 2022
Free concert	Thursday, August 11, 2022
Free concert	Thursday, August 18, 2022
Ticketed concert	Sat., Aug. 20 or Sat., Sept. 3, 2022
Free concert	Thursday, September 1, 2022
Oswego's Got Talent, Rd. 1	Sunday, September 18, 2022
Pumpkin Pick-Up	Sunday, October 16, 2022
Oswego's Got Talent, Rd. 2	Sunday, October 16, 2022
Christmas Walk	Friday, December 2, 2022
Christmas Drive Thru	Date TBD (12/9 or 11/26 alternatives)

- Darker yellow depicts new Venue events
- Saturday events will be at an increased cost

Venue 1012 Series P&L

<u>Expenses</u>		<u>Revenues</u>	
Licensing	\$ 225.00	Ticket sales	\$ 60,000.00
Entertainment	\$ 44,145.00	Beer sales	\$ 100,305.00
Marketing	\$ 11,500.00	Wine sales	\$ 22,500.00
Logistics	\$ 25,700.00	NA bev sales	\$ 9,900.00
Staffing	\$ 54,389.33	Vendors	\$ 6,800.00
Supplies	\$ 4,063.23	Sponsorship	\$ 16,000.00
Beer/Wine	\$ 21,266.50		
Sales tax	\$ 10,438.43		
		Total	\$ 215,505.00
	Total \$ 171,727.49		

Net	\$ 43,777.51
Rain loss (small)	\$ (3,371.99)
Rain loss (large)	\$ (3,329.99)
Total	\$ 37,075.53

Public Works Straight Time

Per small event	7
Per Large Event	103
Total for series	454

National Act P&L

- National act with a band fee of approximately \$35,000
- Assume 4,000 tickets sold at \$20 per ticket
- Would replace one ticketed concert
- May not be a Saturday night

<u>Expenses</u>		<u>Revenues</u>	
Licensing	\$ 25.00	Ticket sales	\$ 80,000.00
Entertainment total	\$ 55,400.00	Beer sales	\$ 44,000.00
Marketing	\$ 8,750.00	Wine sales	\$ 6,000.00
Logistics	\$ 4,550.00	NA bev sales	\$ 2,000.00
Staffing	\$ 19,867.91	Vendors	\$ 800.00
Supplies	\$ 1,176.47	Sponsorship	\$ 10,000.00
Beer/Wine	\$ 10,210.00	Total	\$ 142,800.00
Sales tax	\$ 4,420.00		
Total	\$ 104,399.38		

Net \$ 38,400.62

- Need good weather to have profitable events

Proposed event program benefits

- Achieve program goals
 - Support economic development on Orchard Road and in Oswego more broadly
 - Provide cultural opportunities in Oswego
- Generate revenue

Proposed event program risks

- No event history to predict attendance
 - Ticket sales
 - Beverage sales
 - Cost associated with weather-related cancelations
 - Staffing
 - Supplemental seasonal staff– if we can recruit them.
 - Event management staff
 - Public Works and Police support
 - Securing sponsorships
 - Year 1 challenges
 - Timing
 - Addition of a national act adds more financial risk
- Expand brand

Staff is seeking:

- Village Board direction on the proposed 2022 events calendar
- Based on the direction, staff requests a one-time transfer to the Special Events Fund to “pre-fund” the 2022 season

Board and staff discussion focused on looking forward to 2022 events; returning to normal and maybe better; sponsorship for events; transfer of funds to support programs; had to cancel some events due to COVID; begin marketing; tickets sold at VetFest varied night by night, but the Village did not track; tough to estimate because of the one for one ticket sales; Aurora Visitors Bureau can help with marketing; \$25,000-\$100,000 for a national act; numbers seem high; seasonal workers versus Public Works personnel; time Public Works spends preparing for events taking them away from core functions; whether there is an issue with the union contract by hiring seasonal workers; Public Works wants assistance for events; have rental agreements for organizations wanting to rent the Venue; staff will begin marketing the Venue; number and type of events; can add a national act in lieu of one of the Saturday events; whether there is a chance of oversaturating of events; four paid events; Thursday night before a paid event will be a movie event; spoke to 18-25 communities that are running successful event series'; could take 1-3 years to become successful; like that they are revenue positive; overtime is added to the event expenses; whether events can be insured if there is bad weather; Christmas Drive-Thru was the largest net negative; will determine whether to continue with this event; will bring back to a future meeting to discuss; Board will not pick and approve the concerts; staff will keep the Board updated; staff will keep the genre different; how to gauge the turnout for events; will change marketing plan as we go along; capacity at the Venue; could expand to the parking lots; if an act is over \$25,000, it will need to go to the Board for approval; whether we are getting our money's worth with the Aurora Visitors Bureau; attorney to look at the Special Event Fund; if a contract with an act needs Board approval, we may lose the band if having to wait for a Board meeting; Village will be the producer. Board consensus was given to move forward with the yellowed events, national act and the moving of funds to the Special Events Fund. There was no further discussion.

G.2 Trustee Engagement Opportunities

Trustee Kuhrt addressed the Board regarding ideas of engaging the community. He would like to do coffee with seniors, ice cream socials, engaging with mom groups, and bingo nights with seniors. People don't understand project developments. People could sign up to talk about the Village. He is still brainstorming on what it looks like and how we do it. We have a lot coming in and need different ways to engage; wanting more than the booths and expos; people want to know about the water; if Troy cancels, then the Trustees can go. He wants to get information out and get in front of people. Trying two events and see who signs up. The Oswego Chamber could help. It's staff's job to get involved and market.

Board and staff discussion focused on capitalizing on volunteering with what staff needs; good year to engage more; utilize events; too loud at music venues to engage the public; focus on open houses for the projects; Open Meetings Act concerns; Board is to provide information and not changing discussions into possible actions; after action open house; Board can all be together after a decision has been made; concerns with crowds that might be drawn; extra costs involved and don't know if it will work; if using public funds for these engagements, then it's public funds for a campaign; more workload on staff; being mindful of nights and weekends with regards to staff; Trustees had 65 events they could have attended; how much planning is needed by staff; would need permission from other taxing bodies; concerns with getting staff involved; need to know the costs. There was no consensus to move forward with Trustee engagement opportunities. There was no further discussion.

CLOSED SESSION

There was no closed session held.

ADJOURNMENT

The meeting adjourned at 7:06 p.m.

Tina Touchette
Village Clerk