

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING  
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES  
OSWEGO VILLAGE HALL  
100 PARKERS MILL, OSWEGO, ILLINOIS  
October 3, 2023**

**CALL TO ORDER**

President Ryan Kauffman called the meeting to order at 6:00 p.m.

**ROLL CALL**

Board Members Physically Present: President Ryan Kauffman; Trustees Tom Guist, Kit Kuhrt, Karin McCarthy-Lange, Karen Novy, Jennifer Jones Sinnott, and Andrew Torres.

Staff Physically Present: Christina Burns, Deputy Village Administrator; Tina Touchette, Village Clerk; Jennifer Hughes, Public Works Director; Jason Bastin, Chief of Police; Rod Zenner, Community Development Services Director; Andrea Lamberg, Finance Director; Joe Renzetti, IT Director; Bridget Bittman, Community Relations Manager- Marketing; Kevin Leighty, Economic Development Director; Madeleine Trinco, Management Analyst; Julie Hoffman, Community Relations Special Events Manager; and David Silverman, Village Attorney.

**PUBLIC FORUM**

Public Forum was opened at 6:00 p.m.

John Apple addressed the Board regarding the 2024 special events program. He is the conductor for the Oswego Pops Orchestra; he thanked the Board for honoring the military and honoring them at our events; he has been working with Community Relations and Public Works for the past three years; he shared a picture of a 91 year old Veteran who attended an event at the Venue; the Pops Orchestra events are not a revenue generating event, but they are willing to keep this going and hope to continue to share their vision.

There was no one else who requested to speak. The public forum was closed at 6:04 p.m.

**OLD BUSINESS**

There was no old business.

**NEW BUSINESS**

G.1 2024 Special Events Program Discussion

Deputy Village Administrator Burns and Community Relations Manager Hoffman addressed the Board regarding the special events program history and future events.

**Special Events Recap and Planning**

- ▶ Events Program History
- ▶ 2023 Events Season  
Recap
- ▶ Discussion of Events  
Program Goals
- ▶ Review of 2024 season  
options

## What is the benefit of community events?

- ▶ Tradition
- ▶ Community engagement and connectedness
- ▶ Providing local entertainment options
- ▶ Tourism and marketing/economic development

- Sense of community and pride
- Recognition
- Community awareness
- Economic impact

## History

- ▶ The Village has a long history of hosting community events
  - ▶ Christmas Walk
  - ▶ Wine on the Fox
  - ▶ LitFest, Quilt Festival, LUNAFest and more
- ▶ 2018: Move to a more self-sustaining model
- ▶ 2018: Discussion of a Special Events Fund policy
- ▶ 2020-2021: COVID
- ▶ 2021: Construction of Venue 1012
- ▶ 2022: First Venue 1012 Summer Events Series
  - ▶ Separation of Special Events Fund
  - ▶ \$360,000 transferred to Special Events Fund

- LUNAFest- organization disbanded; event no longer being held
- Established a Special Event Fund with transfers from the General Fund
- Hosted Care-A-Vans, scavenger hunts
- Wine on the Fox supports the majority of the Special Event Fund

# 2022 Events Season

	EXPENSES	REVENUE	NET PROFIT/LOSS
Wine on the Fox 5/7 - 8/22	\$ 68,296.03	\$ 121,604.75	\$ 53,308.72
Country Bash 5/28/22	\$ 13,546.13	\$ 15,765.16	\$ 2,219.03
Springbrook's Oswego Pops Orchestra 5/29/22	\$ 5,124.20	\$ 908.01	\$ (4,216.19)
Johnny Russler & the Beach Bum Band 6/2/22	\$ 4,944.84	\$ 2,668.02	\$ (2,276.82)
Disney's Encanto Movie Under the Stars 6/9/22	\$ 1,526.39	\$ 608.82	\$ (917.57)
Hi Infidelity 6/11/22	\$ 11,714.31	\$ 16,182.38	\$ 4,468.07
Disney's The Game Plan 6/25/22	\$ 1,401.44	\$ 608.82	\$ (792.62)
RGang 6/30/22	\$ 5,047.60	\$ 4,002.29	\$ (1,045.31)
Marina City/Starlifter 7/2/22	\$ 3,954.54	\$ 580.20	\$ (3,374.34)
Fireworks 7/4/22	\$ 27,977.79	\$ -	\$ (27,977.79)
SWAK 7/14/22	\$ 5,428.71	\$ 3,560.43	\$ (1,868.28)
Spider Man: No Way Home 7/21/22	\$ 1,150.00	\$ 608.82	\$ (541.18)
Bad Medicine 7/23/22	\$ 10,764.57	\$ 7,382.88	\$ (3,381.69)
Hillbilly Rockstarz 7/28/22	\$ 5,021.17	\$ 4,197.05	\$ (824.12)
Springbrook's Oswego Pops Orchestra and Back to School Bash 8/4/22	\$ 4,409.67	\$ 638.32	\$ (3,771.35)
1976 Band 8/11/22	\$ 4,402.58	\$ 2,227.37	\$ (2,175.21)
Disney's LUCA 8/19/22	\$ 1,445.25	\$ 458.82	\$ (986.43)
Dancing Queen 9/1/22	\$ 6,057.01	\$ 7,272.66	\$ 1,215.65
AZ/DZ & Pyromaniacs 9/3/22	\$ 12,686.34	\$ 15,895.09	\$ 3,208.75
General Venue Event Expenses	\$ 4,554.27	\$ -	\$ (4,554.27)
Jersey Girls & Serendipity 10/22/22 (Wine Off)	\$ 33,766.44	\$ 31,467.15	\$ (2,299.29)
Pumpkin pickup	\$ 2,972.43	\$ 1,000.00	\$ (1,972.43)
Christmas Walk	\$ 28,208.62	\$ 37,075.00	\$ 8,866.38
	<b>\$ 264,400.33</b>	<b>\$ 274,712.04</b>	<b>\$ 10,311.71</b>

- Ticketed and free events
- Christmas Walk is an expensive event to put on

# 2022 Events Season

	EXPENSES	REVENUE	NET PROFIT/LOSS
Wine on the Fox	\$ 68,296.03	\$ 121,604.75	\$ 53,308.72
Christmas Walk	\$ 28,208.62	\$ 37,075.00	\$ 8,866.38
Venue 1012	\$ 136,945.46	\$ 115,032.29	\$ (21,913.17)
Fireworks	\$ 27,977.79	\$ -	\$ (27,977.79)
Other	\$ 2,972.43	\$ 1,000.00	\$ (1,972.43)
	<b>\$ 264,400.33</b>	<b>\$ 274,712.04</b>	<b>\$ 10,311.71</b>

# 2023 Proposed Events season

2023 EVENT BUDGET FORECAST			
Event	Revenues	Expenses	Net
St. Pat's Scavenger Hunt	\$360.00	\$360.00	\$-
Wine on the Fox	\$100,000.00	\$70,000.00	\$30,000.00
Community Yard Sale	\$450.00	\$450.00	\$-
Fireworks	\$-	\$25,000.00	\$ (25,000.00)
Summer Event Series at Venue 1012	\$124,800.00	\$115,012.50	\$9,787.50
LunaFest	\$2,500.00	\$2,500.00	\$-
Wine Off the Fox	\$35,000.00	\$30,000.00	\$5,000.00
Pumpkin Pick-Up	\$1,000.00	\$2,000.00	\$ (1,000.00)
Christmas Walk	\$30,000.00	\$30,000.00	\$ -
Holiday Caravan	\$-	\$2,500.00	\$ (2,500.00)
Total	\$294,110.00	\$277,822.50	\$ 16,287.50

- Scaled back to 13 events
- Moved events around
- Evaluating how they impact the Special Event Fund

## 2023 Event Recap

Event	Expenses	Revenue	Net
Scavenger Hunt 03/12/23	\$420.00	\$420.00	\$ -
Wine on the Fox 5/6 - 5/7	\$83,938.28	\$163,942.99	\$80,004.71
Country Bash 5/27/23	\$12,290.33	\$17,715.92	\$5,425.59
Springbrook's Oswego Pops Orchestra 5/28/23	\$4,223.93	\$2,357.70	\$(1,866.23)
Sealed With A Kiss 6/1/23	\$3,383.09	\$4,151.53	\$ 768.44
SEMPLE band w/ Fletcher Rockwell 6/10/23	\$14,308.83	\$15,175.89	\$ 867.06
Movie: Minions: Rise of Gru 6/22/23	\$640.00	\$2,357.70	\$1,717.70
Fireworks 7/4/23	\$27,254.17	\$ -	\$(27,254.17)
Hillbilly Rockstarz 7/6/23	\$3,698.11	\$4,744.65	\$ 1,046.54
Boy Band Review 7/15/23	\$11,929.96	\$13,380.03	\$ 1,450.07
Movie: Sonic the Hedgehog 2 7/20/23	\$1,122.49	\$2,432.70	\$ 1,310.21
The GooRoos 7/27/23	\$3,239.27	\$3,518.85	\$ 279.58
Southern Accents 8/5/23	\$12,844.91	\$17,146.92	\$ 4,302.01
Movie: Puss in Boots The Last Wish 8/10/23	\$674.67	\$2,357.70	\$ 1,683.03
Second Hand News 8/17/23	\$4,794.87	\$6,135.06	\$ 1,340.19
Petty Cash: 6/29/23 Moved to 9/22/23	\$3,491.65	\$4,598.45	\$ 1,106.80
LUNAFEST: Canceled. Funds donated	\$2,000.00	\$2,000.00	\$ -
Wine Off the Fox 9/1 - 2/23	\$31,753.51	\$23,031.14	\$(8,722.37)
General Venue 1012 Beverage Expenses	\$8,890.31	\$ -	\$(8,890.31)
General Venue 1012 Event Expenses	\$9,298.10	\$ -	\$(9,298.10)
Christmas Walk (projected)	\$30,000.00	\$30,000.00	\$ -
Total	\$270,196.48	\$315,467.23	\$ 45,270.75

- Overall more profitable
- Huge increase in net revenue for Wine on the Fox
- Continue making incremental progress

## 2023 Event Recap

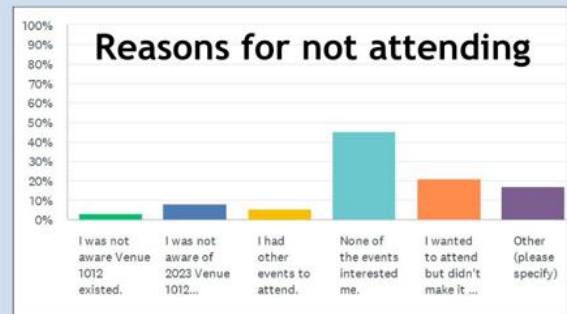
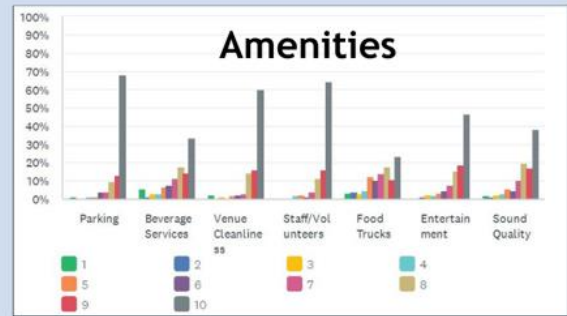
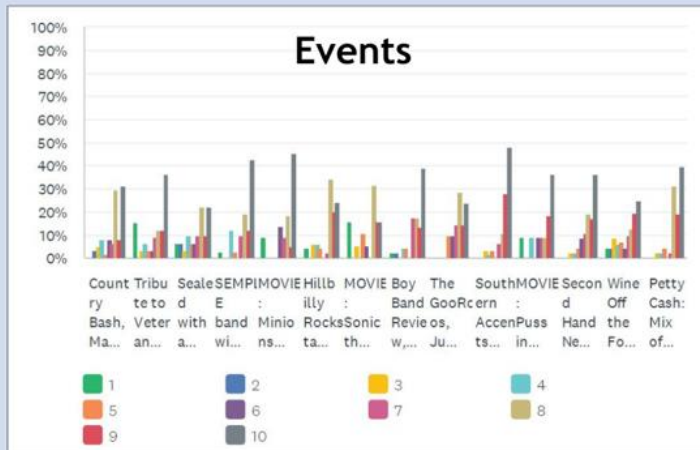
Event	Expenses	Revenue	Net
Wine On the Fox	\$ 83,938.28	\$163,942.99	\$ 80,004.71
Venue	\$ 126,584.03	\$119,104.24	\$ (7,479.79)
Christmas Walk (projected)	\$ 30,000.00	\$30,000.00	\$-
Fireworks	\$ 27,254.17	\$ -	\$(27,254.17)
Other	\$ 2,420.00	\$ 2,420.00	\$ -
<b>Total</b>	<b>\$270,196.48</b>	<b>\$ 315,467.23</b>	<b>\$45,270.75</b>

## 2023 Season Recap

- ▶ Overall increase in event profitability
- ▶ Sponsorship
- ▶ Decrease in attendance
  - ▶ Holiday weekends
- ▶ Volunteer versus staffing
- ▶ Fireworks costs increasing for July 4
- ▶ Resource intensive
  - ▶ Estimated 600 staff hours on events not reflected
    - ▶ Planning, logistics, setup, administration
  - ▶ 4,000 Community Relations hours dedicated to events
    - ▶ Marketing, sponsorship recruitment, budget management

- Struggle with volunteers leading up to events; on-going challenge
- Fireworks costs have increased from \$10,000 to \$25,000
- Focusing on quality of events and not quantity
- Strain to put on this robust of an event schedule
- Community Relations Special Event Manager spends 90% of her time on events
- Community Relations Communications Manager spends 60% of her time on events

# Survey results summary



## Comments:

- Improve entertainment
- Reconsider food & beverage policies
- Improve accessibility
- Appreciation of Venue 1012
- Pricing

- Overall, good responses
- Staff and parking rated very high

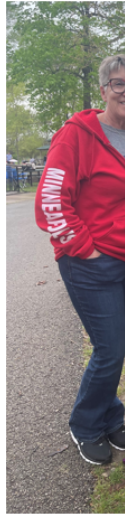
## 2024 Events Program

- ▶ Pared down Venue 1012 events
  - ▶ Focus on current successful events
  - ▶ Continue to build Venue 1012 reputation
  - ▶ Increased risk due to fewer events
- ▶ Reduced staff demand allows increased focus on other priorities
  - ▶ Sponsorship
  - ▶ Strategic communication (water source, infrastructure improvements)
  - ▶ Public Works routine maintenance (tree trimming, sidewalk inspection, etc.)

- Two ticketed and two free events
- Increased risk due to weather
- Quality over quantity

# Proposed 2024 Events Program

- ▶ St. Patrick’s Day Scavenger Hunt (March)
- ▶ Wine on the Fox (May)
- ▶ Fourth of July Fireworks
- ▶ Venue 1012 Summer Series
  - ▶ Ticketed concert (June)
  - ▶ Free concert 1 (July)
  - ▶ Free concert 2 (July)
  - ▶ Ticketed concert (August)
- ▶ Wine Off the Fox (1 day event, October)
- ▶ Christmas Walk (December)



- St. Patrick’s Day event- all proceeds go to the Kendall County food pantry

## Proposed 2024 Events Budget

Event	Expenses	Revenue	Net
Scavenger Hunt	\$500.00	\$500.00	\$ -
Wine on the Fox	\$85,000.00	\$115,000.00	\$30,000.00
Ticketed event 1 (June)	\$15,000.00	\$16,500.00	\$1,500.00
Free concert 1 (July)	\$4,500.00	\$5,000.00	\$500.00
Fireworks	\$30,000.00	\$ -	\$(30,000.00)
Free concert 2 (July)	\$4,500.00	\$5,000.00	\$ 500.00
Ticketed event 2 (August)	\$15,000.00	\$16,500.00	\$ 1,500.00
Wine Off the Fox	\$25,000.00	\$25,000.00	\$ -
Christmas Walk	\$35,000.00	\$35,000.00	\$ -
<b>Total</b>	<b>\$ 214,500.00</b>	<b>\$ 218,500.00</b>	<b>\$ 4,000.00</b>

## National Act

2024 REVENUE	\$89,500.00
2024 EXPENSES	\$84,870.08
2024 TOTAL NET PROFIT	\$4,629.92

- Assumes \$35,000 talent fee
- 2,000 tickets sold at \$22 each
- \$20,000 in sponsorship

# Discussion

- ▶ What is the Board's vision for the Village's events program?
- ▶ What is the Board's vision for Venue 1012?
- ▶ Does the recommended 2024 events program align with those ideas?

Board and staff discussion focused on thanking Trustee Kuhrt for his sponsorship assistance; this is the prime time to book bands and gather sponsorships; credit to Julie for putting together the events and Bridget for promoting and helping at the events; sponsorship money is noted in the revenue numbers and shared across all events; dollar amount assigned to the event hours= approximately \$150,000.00; overtime is charged to the special event fund; hired seasonal staff for the Venue events; Admin. Assistant hired to help at the Venue and process special event permits; 50-60% of staff hours are spent on Venue events; finalize contracts from December to February; use booking agencies and one-offs for booking acts; once booked, it still involves the entire Community Relations team up until the event; a Trustee spent 12 hours getting sponsorships for the 2023 events; someone should be working on sponsorships all the time; providing a service to the residents; lower attendance this year; need better bands; better advertising; less concerts, less revenue, less people; doing an event during fireworks; Wine Off the Fox hasn't generated revenue the past years; whether it's not working because it was held over a holiday weekend; should hold the event the first weekend of October; staff dedicates a lot of time; great things happening; paring down the events is good; ticketed versus free events; cost of bands; attendees enjoy bringing their own food; fees charged to food vendors; whether the revenue from food vendors is important; other venues allow food to be brought in; only allowing dessert type food vendors; venue standards need to be determined; holding one event per month and one kid focused event; Back to School Bash held in 2022; event was fun but expensive; backpack drive; hemorrhaging money at the Venue; Julie was hired to do events; supplementing with part-time hires; dedicated person, for events, has been on place since 2016; Julie is taking on more work; Admin. Asst. is helping Julie and Bridget; looking at the quality of events and sponsorships; Julie has other duties besides events; a lot of internal changes; need to consider another full-time person for Community Relations; work on paring back versus hiring another person; opportunity costs; what we could be doing better; Public Works' personnel getting pulled away to do events versus routine maintenance; having more bodies at Public Works has been beneficial for maintaining the community; renting Venue for local events; more woman focused themed events; staff will re-evaluate the rental fees, policy, and promote more; Cultural Arts Commission has worked on events in the past, but changed when they moved focus to public art; holding Venue events from Memorial Day to Labor Day; when starting something new, it takes three years to become successful; strive for large sponsorships; fiscally responsible; didn't have as many seasonal help or sponsors in 2022; co-op with the school district; poetry concerts; moving one July event to September; hosting movies at Village Hall versus the Venue; alternate kids movies and family movies; cutting down the logistics and set-up for the movies; keep the schedule the way it is with the concerts; not ok with taking out events; like to see it successful; need better entertainment; movies were moved to the Venue because of the number of people attending (200-250 people); success is not about revenue; numbers trending in correct direction; 7-8 events going into September; no negative feedback from artists; they all want to come back; number of events needs to be balanced with staff capacity; 13 events is a lot and not doing it well; could do more if events are spread over a longer period; revamping with food aspect and streamlining events; movies are still sponsored; explore next level of concerts; having the Venue as a destination. Staff was given direction to move forward with 6-8 events with a couple movies. There was no further discussion.

## **CLOSED SESSION**

There was no closed session.

## **ADJOURNMENT**

The meeting adjourned at 7:17 p.m.

Tina Touchette  
Village Clerk