

CITY OF COUNTRYSIDE

*803 Joliet Road
Countryside, IL 60525
www.countryside-il.org*



Meeting Minutes

Special Events Committee Meeting

Wednesday, January 12, 2022

6:15 PM

Council Chambers

Committee Members

Chairman – Alderman Scott Musillami

Member – Alderman Mark Benson

Member – Alderman John Von Drasek

1. CALL TO ORDER

Chairman Musillami called the meeting to order at 6:15 PM.

2. ROLL CALL

Present: Chairman Musillami
Alderman Benson
Alderman Von Drasek

Also Present: Mayor McDermott
Alderman Finn
Alderman Frohlich
Alderman Mikolyzk
City Clerk Kmet
Treasurer Bolt
Assistant City Administrator Peterson
Curt Foreman, Brewfest Partners via Zoom
Katie Goggin, Designer Event Chicago

3. COMMUNICATIONS FROM THE PUBLIC

None.

4. APPROVAL OF MINUTES – September 8, 2021.

The Minutes of the Regular Meeting of September 8, 2021 were previously distributed to the members of the Special Events Committee.

A motion was made by Alderman Benson to APPROVE the minutes from the September 8, 2021 meeting, seconded by Alderman Von Drasek and carried unanimously.

5. BUSINESS FROM THE COMMITTEE FOR DISCUSSION, CONSIDERATION AND IF SO DETERMINED, ACTION UPON:**5.a. Discussion and Consideration of Hosting a Pop-up Beer Garden and Food Truck Festival with BrewFest Partners.**

Assistant City Administrator Peterson explained to the Committee that hosting a beer fest/music fest was discussed last spring, but we didn't feel that there was enough time to put on a quality event. Staff researched what other communities have put together and in their research, were put in touch with Curt Foreman from BrewFest Partners. BrewFest Partners is an organization which creates and promotes successful beer tasting festivals including Pop-up Beer gardens. BrewFest Partners has 25 years of event management experience. Ms. Peterson went on to say that they are proposing a one-day pop up beer garden fest which would include a food truck festival as well. The event would be held on either Saturday, August 27th or Saturday September 10th from 3:00p.m. to 8:00 p.m.

Mr. Foreman introduced himself to the Committee and explained how Sharon and he got in touch. He was initially approached by the City to help in planning a craft beer event. Mr. Foreman stated that he felt that craft beer fests are passé at this time. Mr. Foreman was a pioneer in starting these types of events and the first one his company worked on was in 2004. There have been many since that time and the popularity of these events is not as strong as they used to be. About four years ago BrewFest Partners developed a concept for a traveling pop-up style German Biergarten. These events are usually for three days, and he understands that the City would like to try it for one day. He considers this a social gathering with a German theme, however it doesn't have to be exclusively German. It involves creating the ambiance of a traditional outdoor beer garden. The beer is sold ala carte. We have been working with Hofbrauhaus beer since their inception and we chose them because the product line is not really exposed. You don't see this brand of beer everywhere.

Mr. Foreman stated that they can bring in traditional beer garden tables and large 10" X 10" umbrellas. Adding food trucks will bring in a much broader audience. Typically the beer garden brings a 40 and older audience and with the food trucks that would bring in families with kids.

Assistant City Administrator Peterson suggested either August 27th or September 10th. Chairman Musillami stated that he likes August 27th better.

Alderman Benson asked what are we going to do about entertainment/bands. Assistant City Administrator Peterson said that she would be looking into booking the bands. We can either do one band for the whole evening or two bands. Mayor McDermott mentioned about the bluegrass bands. Assistant City Administrator Peterson said that she does have a website that she is looking at for bluegrass bands.

Alderman Benson wanted to know why we were cutting it off at 8:00 o'clock and thought it would be better going until 10:00 o'clock. Assistant City Administrator Peterson stated that we were just throwing out ideas and that it could be longer. Mr. Foreman suggested that we go until at least 9:00 o'clock because the busiest time is between eight o'clock and nine o'clock.

Mr. Foreman stated that he is strictly advising at this point because we do not have a contract with his company. He feels that the committee needs to determine if they want this to be a true German Beer Garden or not. The bluegrass music doesn't fit with the theme. Mayor McDermott stated that he hears Mr. Foreman's concern and it is a reasonable concern. Alderman Benson asked Mr. Foreman if he could do this event without the German theme. Mr. Foreman stated that you really couldn't because the beer garden is European and it's a German event. Mr. Foreman suggested that if you go with the bluegrass bands that you at least have one German band. Assistant City Administrator Peterson stated that we could start with a German band and later have a different type of band.

5.b. Discussion on the 2022 Summer Concert series.

Katie Goggin from Designer Event Chicago presented her ideas for the 2022 Summer Concert Series. Last year we managed to successfully have the concert series and it was safe and fun. For this year's concert series Ms. Goggin is proposing to start the concerts on June 16th and run until August 4th with one band per concert, and the times would be 7:00 pm to 8:30 pm. Ms. Goggin gave the list of the bands that she proposed to use for the 2022 Concert Series.

Assistant City Administrator Peterson asked Ms. Goggin if she was proposing to have fireworks. Ms. Goggin said that she does not handle the fireworks. Ms. Peterson said that she knew that but usually on the list it has the date for the fireworks and backup date. Ms. Goggin said that typically the City has fireworks the second concert before the end which would be July 28th with the backup date being August 4th.

Ms. Goggin said as far as food vendors it might be easier to have restaurants that make the food at the restaurant and then bring the food over. Ms. Goggin would like to reach out to food vendors and see who would be interested and available. If we don't have success with the restaurants we can try food trucks, however sometimes food trucks aren't reliable. We can also look into local groups such as Boy Scouts, Girl Scouts, Lyons Club, etc. Not sure if we will be able to do raffles this year, depending on what the rules are. As far as the sponsorships Assistant City Administrator Peterson takes care that.

Chairman Musillami stated that in the past the bands played for two hours. He feels that we should go back to that. Ms. Goggin said that the bands did play for two hours with a fifteen minute break. She doesn't think the bands will have a problem with going back to two hours.

Chairman Musillami asked when the City needed to let her know by. Ms. Goggin said the sooner the better. Mr. Musillami said they will look it over and discuss the concerts next month at the meeting.

Alderman Benson asked that in case there is another breakout of Covid will we be able to cancel the concert series. Ms. Goggin said the bands are okay with that if it is something like another Covid outbreak, they only ask that we consider them for next year.

6. OTHER COMMITTEE BUSINESS.

None.

7. ADJOURNMENT

Chairman Musillami asked for a motion to adjourn.

A motion was made by Alderman Benson to adjourn the meeting it was seconded by Alderman Von Drasek and carried unanimously.

There being no further Special Event business, Chairman Musillami adjourned the meeting at 6:47 PM.

APPROVED:

Respectfully Submitted,

Chairman Musillami

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