



## VILLAGE OF SCHAUMBURG

### AGENDA

#### **Septemberfest Committee**

**Monday, November 4, 2024**

**7:00 PM - Al Larson Prairie Center for the Arts Meeting Room A  
and B**

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#### **CALL TO ORDER**

#### **APPROVAL OF MINUTES**

1. September 16, 2024

#### **CONSENT AGENDA**

1. November 4, 2024 Septemberfest Agenda

#### **NEW BUSINESS**

1. Student Representatives photo with Sons and Daughters of Italy in America members for scholarship
2. Presentation of Septemberfest Labor Day Parade trophies
3. Septemberfest Critique List Discussion Continued
4. Septemberfest 2025 Meeting Schedule
5. Septemberfest 2025 Planning Updates

#### **UNFINISHED BUSINESS**

#### **UNFINISHED BUSINESS**

#### **DEFERRALS**

#### **COMMENTS FROM THE PUBLIC**

#### **ADJOURNMENT**

#### **NEXT MEETING**

January 6, 2025

In compliance with the Americans with Disabilities Act and other applicable Federal and State laws, the meeting will be accessible to individuals with disabilities. Persons requiring auxiliary aids and/or services should contact the Village Manager's Office at 847.923.4705, preferably no later than five days before the meeting.



September 16, 2024  
11/4/2024  
Septemberfest Committee

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*

**ATTACHMENTS:**

Description	Type
▣ September 16, 2024	Minutes

**SEPTEMBERFEST MINUTES  
MONDAY, SEPTEMBER 16, 2024**

**COMMITTEE ROLL CALL**

Chair Wiskirchen presiding. Committee members Braheny, Brown, D'Amelio, Flesch, Flynn, Fraser, Hamilton, B. Hansen, N. Hansen, Johnson, Lange, Lenoci, Mendez, Mytych, Prette, Richter-Papaproko, Sanderson, Todd, and Webber present. Committee members Awick, Schuster, and Mussman absent.

**STAFF ROLL CALL**

Roxane Benvenuti (Special Events Coordinator), *Department of Cultural Services*; Heather Soucie, *Septemberfest Event Planner Intern*; Tiana Weiler (Director), *Department of Cultural Services*; Bob Mamrot, *EPW*; Michael Rons, *Fire Department*; and Sgt. Adam Wis, *Police Department* present. Tom Wisniewski, *Community Development*; Adrian Marquez, *EPW*; and Sgt. Arein Kalic, *Police Department* absent.

**STUDENT REPRESENTATIVES ROLL CALL**

Edie Silker, *Schaumburg High School*; and Scott Gilbert, *Conant High School* present. Daniel Lopez, *Hoffman Estates High School* absent.

**GUEST ROLL CALL**

Carol Brey, *Schaumburg-Hoffman Lions Club*; Jack Brey, *Schaumburg-Hoffman Lions Club*; Rich Reiss, *Sons and Daughters of Italy in America*; Valerie Reiss, *Sons and Daughters of Italy in America*; Mary Wroblewski, *Sons and Daughters of Italy in America*; Mike Lange, *Arts & Crafts Show Assistant*; Jerry Jakubczak, *Taste of Schaumburg Assistant*; and Marc Campbell, *Taste of Schaumburg Assistant*.

**CALL TO ORDER**

Chair Wiskirchen called the meeting to order at 7:10 p.m.

**APPROVAL OF MINUTES**

1. August 19, 2024. **Motion to approve made by Mr. Fraser, seconded by Mr. Johnson. Voice vote taken, all ayes. Motion carries.**

**NEW BUSINESS**

1. Septemberfest Critique List Discussion

The committee discussed items on the critique list and some items will be considered in greater detail at future meetings.

**APPROVAL OF EXPENDITURES**

1. Contract Status Discussion

The Special Events Coordinator updated the committee on the status of various contracts which constitute the festival's fixed expenses. The Septemberfest Committee and the Events Coordinator referred to staff memo RB #19-2024 and categorically discussed each contract agreement.

## SEPTEMBERFEST MINUTES

Monday, September 16, 2024

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Currently, only the shuttle bus contract expired in 2024 so a request for bid will be prepared by the Transportation Department accordingly for release in November. The beer & malt beverages provider/sponsor, carnival & novelty vendor, chairs, main stage production, pony rides, private security, tables, and tents contracts are valid through 2026 with an extension approval. The electrical services, fireworks, generators & light towers, sanitation, and temporary labor contracts are valid through 2027 with an extension approval.

Chair Wiskirchen entertained an opportunity for discussion of all the contracts.

- The shuttle bus routes are based on the ridership figures whether more buses need to be added, fewer buses are needed for any of the routes or if another school needs to be added as a park and ride location, and it was determined to leave the bid specifications the same since the current plan works very well.
- The fireworks company will no longer allow people or vehicles in the area located within the 350 ft. restricted area on the evening of the fireworks display scheduled on Sunday with a rain date of Monday during the 15 minutes prior to the show and when it ends which would be from 9:45 to approximately 10:30 pm Sunday or 8:45 to approximately 9:30 pm if held on Monday. Mrs. Benvenuti will contact Our Saviour's United Methodist Church regarding this requirement.
- Return to including all Septemberfest generator rental with the same quote and contract extension agreement to obtain consistent pricing and service for all rentals. The main stage generator rental will be transferred from the main stage production contract to the generator rental agreement. Thus, the main stage production contract budget will be decreased, and the generator contract budget will be increased to accommodate this change for next year.
- EPW requested returning to scheduling the temporary labor until 2 am since the reduction to 12 pm this year was not long enough to complete the cleanup. In addition, schedule the temporary labor two hours earlier on Saturday to assist with set-up.

Motion to approve the contract extensions valid through 2026 and 2007 along with the aforementioned changes made by Mr. Todd, seconded by Ms. Prette. Voice vote taken, all ayes. Motion carries.

### **CHAIR REPORT**

1. Chair Wiskirchen thanked everyone for their hard work especially since there was a lot of stress on the committee during set-up this year.

### **COORDINATOR REPORT**

1. Mrs. Benvenuti said it was wonderful the weather was sunny and fantastic all three days. Septemberfest was a safe, fun, successful, and crowded event for the community to enjoy once again this year due to everyone's hard work. Mrs. Benvenuti thanked the committee members and their families, staff liaisons, and



## SEPTEMBERFEST MINUTES

Monday, September 16, 2024

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- employees from all departments for their dedication ensuring a smooth festival throughout the weekend.
2. Mrs. Benvenuti reminded the committee members the appreciation dinner is scheduled for Tuesday, October 8 at 6 pm at Meze in Schaumburg on Mall Drive and RSVPs are needed by September 30. The volunteer appreciation reception is Tuesday, October 29 from 6 to 8 pm at Chandler's in Schaumburg and RSVPs are due by October 12.

### **COMMITTEE REPORTS**

1. Arts & Crafts Show: No report.
2. Craft Beer & Wine: No report.
3. Layout & Carnival: Mr. Mytych reported that people attending the Committee of the Whole meeting commented that Septemberfest and the carnival was great again this year.
4. Local Entertainment: No report.
5. Main Stage Entertainment: No report.
6. Maintenance & Fireworks: No report.
7. Parade: No report.
8. Sponsorship & Marketing: No report.
9. Student Representatives: No report.
10. Taste of Schaumburg: No report.
11. Taste of Schaumburg's Not-for-Profit Day: No report.
12. Volunteer: No report.

### **STAFF REPORTS**

1. Community Development Department (CDD): No report.
2. Engineering Public Works Department (EPW): No report.
3. Fire Department: No report.
4. Police Department: No report.

SEPTEMBERFEST MINUTES

Monday, September 16, 2024

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**COMMENTS FROM THE AUDIENCE**

1. None.

**ADJOURNMENT**

**Chair Wiskirchen entertained a motion to adjourn. Motion made by Mr. Flesch, seconded by Mrs. Hamilton. Voice vote taken, all ayes. Motion carries. Meeting adjourned at 8:35 p.m.**



**November 4, 2024 Septemberfest Agenda  
11/4/2024  
Septemberfest Committee**

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*

**ATTACHMENTS:**

Description	Type
▣ November 4, 2024 Septemberfest Agenda	Exhibit

## AGENDA

### SEPTEMBERFEST COMMITTEE

MONDAY, NOVEMBER 4, 2024

7:00 PM - AL LARSON PRAIRIE CENTER FOR THE ARTS - MEETING ROOM A

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### COMMITTEE ROLL CALL

### STAFF ROLL CALL

### STUDENT REPRESENTATIVES ROLL CALL

### GUEST ROLL CALL

### CALL TO ORDER

### APPROVAL OF MINUTES

1. September 16, 2024

### NEW BUSINESS

1. Student Representatives photo with Sons and Daughters of Italy in America members for scholarship
2. Presentation of Septemberfest Labor Day Parade trophies
3. Septemberfest Critique List Discussion Continued
4. Septemberfest 2025 Meeting Schedule Review
5. Septemberfest 2025 Planning Updates

### APPROVAL OF EXPENDITURES

1. Contract Status Update

### CHAIR REPORT

### COORDINATOR REPORT

### COMMITTEE REPORTS

1. Arts & Crafts Show
2. Craft Beer & Wine
3. Layout & Carnival
4. Local Entertainment
5. Main Stage Entertainment
6. Maintenance & Fireworks
7. Parade
8. Sponsorship & Marketing
9. Student Representatives
10. Taste of Schaumburg
11. Taste of Schaumburg's Not-for-Profit Day
12. Volunteers

### STAFF REPORTS

1. Community Development Department (CDD)
2. Engineering Public Works Department (EPW)
3. Fire Department
4. Police Department

### COMMENTS FROM THE AUDIENCE

### ADJOURNMENT

**NEXT SEPTEMBERFEST MEETING: 1/6/2025**



**Student Representatives photo with Sons and Daughters of Italy in America members for scholarship**

**11/4/2024**

**Septemberfest Committee**

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*



**Presentation of Septemberfest Labor Day Parade trophies**

**11/4/2024**

**Septemberfest Committee**

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*



**Septemberfest Critique List Discussion Continued**

**11/4/2024**

**Septemberfest Committee**

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*

**ATTACHMENTS:**

	Description	Type
▫	Septemberfest Critique List Discussion Continued	Exhibit



## 2024 Critique List

Updated: October 31, 2024

### **5K Race/Schaumburg Shuffle:**

#### **Advertising:**

#### **Ambulance:**

#### **Animal Prohibition:**

#### **Anniversary Years:**

#### **Applications:**

- All applications should go live at the beginning of the year.

#### **Appreciation Dinner:**

- Consider moving from October to September and having the critique meeting in October instead of November or September.

#### **Arts & Crafts Show:**

- Prohibit sale of political items in the Arts & Crafts Show area.
- Secure a sponsor to provide the pizza for the football team that helps with tear-down.
- On Saturday morning at the main entrance on Prairie Center Drive we were getting many crafters who were trying to figure out where to go for the arts and crafts check in. A suggestion is to give Collins School as a Waze/Google Maps location to go to on Summit Drive and instruct them to drive North on Summit to the crafter parking area. This would be helpful since they were probably using the Village Hall as the location.
- Need to have a better load out plan on Monday night. We need a set way out back into the crafter lot to exit and cannot exit off the curb. We would need a few more volunteers to direct people back to the parking lot to exit.
- If the traffic pattern and check-in remain the same as this year, we need to figure out a pick-up system for crafters selling heavy or large items that can be picked up by customers during show hours.
- Crafters should not be stopped at Stockport for their credentials as this backed up traffic too far and prevented those who already had passes from entering. Staging area could return to D54 or possibly move to Collins school.
- A more detailed map should be provided to all crafters with the new route to get to Stockport Lane for Monday set-up due to the parade. Additional signage would be helpful too. Most crafters had difficulty locating Scully Drive off Roselle Road to get to Stockport Lane.
- It would help for emergencies and patrons to add signage at the end of each row of crafters indicating the range of crafter booth numbers per row. It was difficult to call for assistance to a location with no indication on booth number areas.
- Crafters should have their own radio channel on Saturday morning. Monday evening seems to be significantly quieter but there was some confusion on pickup of exit passes.



**ATM:**

**Banners:**

**Barricades:**

**Beer & Wine:**

- SADIA adheres to the price list set by the committee. It was brought to our attention that Aperol spritz, and wine was sold for \$8/glass, beer was sold for \$9 and \$10/glass at other locations. In addition to the local and national charities we support, SADIA seeks to increase all contributions each year as we are a Not-for-Profit Organization. However, with rising costs from Schaumburg, it is difficult. While we understand costs increase for everyone, we wish to engage in a conversation regarding the cost of our tents.

Note: Septemberfest mandates *minimum* pricing for alcoholic beverages. However, restaurants selling beer and wine have always agreed to sell for the same price in the food and beverage tent. The craft beer sold in the craft beer & wine tent tends to cost a bit more, so those vendors have more of a variance.

**Beer Tent:**

- Place the main stage 10' x 20' beer tent closer to the bridge so it does not block the audience.
- The Septemberfest SADIA banner was not hung over the front of the main beer tent. It was installed in the proper location after EPW was contacted on Saturday.
- The Septemberfest SADIA banner was not placed over the main stage VIP tent this year.
- SADIA needs to be provided with rules for set-up. They brought 4 or 5 cars plus a small rental truck, without a pallet jack, and their wine being delivered-per their specific times was too much.

**Bees:**

- Bee/wasp repellent traps were not provided by the SADIA beer tents and they had to call EPW for them daily.
- Place large fans out to help eliminate some bees and wasps.

**Bike Corrals:**

- There were a few times we had to tell people on a bike or scooter to get off. Security should tell them to bring it over to the bike racks.

**Bingo:**

- Bingo spends more than half of the time selling cards, and less than half of the time calling numbers. On Monday the sanitation truck was running while we called numbers. If we could standardize that process, we could provide a coordinator to direct them when to stop-start and give our players a much better experience. It would only add about 5 to 10 minutes to the cleaning cycle and would avoid our callers from having to out-shout the truck.
- The new tables outside the tent worked very well!

**Budget:**

**Building Entry Passes:**

**Carnival:**

- The carnival operator would like to offer the Pay One Price wristband on Saturday in addition to Sunday & Monday following the free carnival rides for people with disabilities from 11 a.m. to 3 p.m. with sales ending at 2 p.m.
- Request the carnival to sell an all-weekend wristband.
- Make sure all cords are covered to prevent trip hazards.

**Cell Tower/LLAMA/COLT (T-Mobile & Verizon):**

- AT&T customers had difficulty getting service this year.

**Command Center:**

**Committee Members:**

- Reminder that all appointed committee members should be ambassadors of our brand to assist with recommending and securing sponsorships, restaurants, non-profit organizations, craft beer vendors, crafters, volunteers, potential student representatives, etc.
- All teams to update their job descriptions and create SOPs detailing their roles, timing, responsibilities, and requirements from VOS liaisons. Standardized templates to be developed and updated as rolling documents. Committees to document all needs (personnel, resources, etc.) to set expectations internally and externally.
- Committee members should develop a handbook including each person's responsibilities and job description throughout the year and during opening and closing. This was done years ago and needs to be updated.
- Develop an East Side and West Side Volunteer territory and have a committee member in charge of each area.

**Committee Photo:**

**Committee Shirts:**

- Next time shirts are ordered select a bright color to stand out from the crowd.

**Community Development Department:**

**Cook County Loaned Equipment:**

**Cooling Center:**

**Coolers:**

- Schaumburg PD did not enforce the discouraged cooler/no outside alcohol policy with those not complying. Festgoers were bringing in coolers and outside alcohol from the area south of the main stage VIP beer tent. This substantially affects alcohol sales within the fest grounds.

**CPAAAS:**

**Craft Beer & Wine Area:**

- Consider adding simple food offerings to craft beer & wine area that do not conflict with the food and beverage tent (VOS has a general rule of requiring food to be served where alcohol is being consumed).

- Discuss not allowing sugary drinks or slushie machines due to the bee hazard they cause and put evening cleanup rules in place.
- Talk about more strongly worded rules, and consequences for not abiding by the rules.
- Consider using individual 10' x 10' tents for the vendors in the new location east of the pond for next year instead of a 20' x 60' shared tent.

**Dining Tent:**

**Electrical:**

**Emergency Procedures:**

- Review how to handle post event private citizen inquiries for damage/trip and fall reports with Risk Management.

**Engineering Public Works (EPW):**

- This year EPW was operating a little behind schedule compared to previous years. As a result, the committee members were over worked to get the grounds ready for the weekend. The Maintenance & Fireworks committee members were tasked with doing most of the heavy grunt work including setup of tables and chairs. This is tough work done primarily by people in their mid-to-late sixties. The help of EPW was almost nonexistent during initial setup week this year especially on Friday. Perhaps this was due to staffing cuts, new responsibilities for EPW staff and/or retirement of people who have handled this in other years. EPW needs to be scheduled for these tasks going forward.

**Eventeny:**

**Face Painter:**

**Family Area:**

**Fencing:**

- Consider putting orange fencing along the parking lot of the Korean Church to prevent anyone from driving down the path past the security staff on the sculpture path off Plum Grove Road.
- Orange fencing was not properly placed or secured around the SADIA beer tents, especially the VIP tent. People arrived in the morning and secured their tarps too close to the bar (which is also the opening to the main walkway). Additional fencing was installed once EPW was contacted.

**Fest Dates & Hours:**

- Since the Village Hall building will be under construction the next two years we could consider (if approved) opening a portion of the fest a day early on Friday evening next year and possibly close earlier on Monday since 3 ½ days may be too much on the committee, staff, volunteers and budget. Perhaps open the carnival and host a concert on either the main stage or local stage catered to a younger crowd like was done on Monday afternoon this year. The local stage would cost less to use since the main stage would require the main stage production vendor staff an additional evening. Then we could possibly offer a new illuminated kite display in the grass stage area not being used that night (depending upon weather forecast due to wind being needed and no rain to operate).

## **Fire Department:**

### **Fire Extinguishers:**

### **Fireworks:**

- Further discussions are needed with Johnny Rockets and Our Saviour's United Methodist Church regarding the fireworks site and the church parking lot. Our Saviour's United Methodist Church is willing to block off the parking area that is recommended not to use the day of the fireworks; however, they asked the fireworks company to mark the area, so it is done correctly and prior to the fest weekend. This year the church closed the last row of parking in their lot which is approximately 20 spaces on Sunday due to the fireworks.
- Two residents contacted the Village regarding debris on their roof following the fireworks display.

### **First Aid:**

- Emergency Medical Service (EMS) calls seemed to take a long time for response to patrons needing assistance on the outer areas by the crafters.

### **Food Tickets/Vouchers:**

### **Fueling:**

### **Garbage Boxes/Containers:**

- There were minimal trash bins near or around the beer tents. Festgoers were leaving trash and some of the garbage cans were overflowing. Garbage containers need to be provided in these areas each day.

### **General:**

- Committee and VOS staff needs access to project management software. and a CRM to replace outdated Access database in addition to Eventeny.

### **Generators & Light Towers:**

### **Golf Carts:**

- Develop a plan for delivering equipment without a golf cart or use an alternate route around the perimeter of the grounds when the festival is too crowded.
- Golf carts should only be driven by committee members moving equipment and supplies (tables, chairs, ice, equipment, etc.) or needing to get from one end of the festival grounds to the other (volunteer check-in, photographer, etc.) going forward.
- There were a few vendors (mainly veteran's organizations) and handicapped individuals who needed to park a far distance away from their booth who could have used the assistance of the golf cart. Secure a few more carts to help with these situations.
- Having a set plan or schedule for floater golf carts with better communication when golf carts are not being used is necessary. Allocating our resources, sharing within subcommittees, or budgeting for additional ones where we can ensure that those that need to be all over the grounds are able to do so.
- Horns and/or lights added to the golf carts.
- Bungee cords provided for any carts transporting equipment.
- Request spare tires for golf carts.
- Parked golf carts should not block EMS carts by the First Aid tent.

**Grounds:**

**Handicap Accessibility:**

- Elderly people complained about how they do not have sufficient means of getting around the fest grounds.

**Ice Sales:**

- Ice would last longer if areas including the four wristband booths, two information booths, parking lot tent, and volunteer check-in booth had coolers instead of open buckets; 8 coolers would be needed.

**Incident Action Plan (IAP):**

**Incident Reports:**

**Information Booths:**

**Information Technology:**

- IT needs to set-up equipment earlier in August if assistance is needed from EPW.

**Inspections:**

**Insurance:**

**Layout:**

- Layout revisions specifically for the arts & crafts show and carnival need to be discussed due to the Village Hall construction over the next two years.

**LED Video Boards:**

- Modify location of loaned Schaumburg Park District video board on the west side to be more visible for those entering the festival grounds.
- The generator that powered the Schaumburg Park District video board near the Craft Beer & Wine tent put out a lot of diesel fumes.

**Lighting:**

**Local Stage Entertainment:**

- Schedule a Salsa or Latin band to offer additional sound variety.
- We could use one horse barricade by the local stage parking with a sign stating Local Stage Parking Only.
- Thanks to EPW for putting up the 6' fence in the back of the Local Stage and for providing a new gate.

**Logo:**

**Maintenance:**

- Plan for a group to walk the entire grounds for post fest clean-up.

**Main Stage Entertainment:**

- The entertainment was excellent and drew crowds of all ages. The addition of the Taylor Nation Tribute brought crowds in earlier. A few guests said she was very nice and talked to young girls and signed autographs and stayed longer than probably contracted. Several of our volunteers thought all the bands were very good this year, too. 7th heaven was a great choice to close out this year's fest. Is it beneficial/cost effective to have another band playing on the Craft Beer & Wine stage at the same time as the headliner playing on the main stage?
- Make sure the photos provided by the agents accurately depict the shows.

**Main Stage Lawn Seating Area:**

- The "KEEP PATH CLEAR" painted on the paved paths were not enforced this year so it was difficult to exit the lawn seating area.
- Some tarps placed in the seating area were much larger than the approved size.
- Barricade area where cars park by the Main Stage.

**Main Stage Production:**

- Budget to extend the tall green fencing located behind the Main Stage from the bridge to the Main Stage east gate and from the SADIA beer to the east bridge at the Main Stage for security purposes unless the existing set-up can be adjusted to work better with the fence currently being used.
- Order several colors of wrist bands that have Main Stage printed on them so that it differentiates from any color wrist bands being used for alcohol sales. These can be used for VIP and backstage guests.
- Temporary printer with USB and/or mobile printing capability required for production office.
- Ticket scanners and charging docks to be moved to production office for duration of festival.
- EPW, temporary labor, volunteers, rugby team, etc. needed Friday to help set-up VIP chairs.

**Main Stage Reserved VIP Area:**

- For the Main Stage VIP area, we need to be prepared to increase/decrease chairs within the space to maximum set (i.e. 250) to maximize revenue without adjusting the barricades.
- Consider selling a flat fee ticket that includes all fees as opposed to a ticket fee plus service and credit card fees.
- It takes too much work and cost to set-up and take-down to provide the VIP area for little return. The luxury trailer restroom, bike rack, chair rental, wristbands, and security guards would no longer be needed for a cost savings.

**Maps:**

**Meetings:**

- Switch the September meeting with the October appreciation dinner so there is more time to prepare for the critique meeting while still having it earlier than the November meeting.

**Money Room Check-out:**

**Name Badges:**

**Non-alcoholic Beverages including Soft Drinks, Sport Drinks & Bottled Water:**

**PA System:**

**Parade:**

- Need to have advanced messaging and action plan for the weekend around the tarps placed along the parade route.
- Place garbage cans by portable restrooms along the parade route.
- Confirm Wise and Summit Road closure times.
  - Signs say 8am and discussion was for 8am but staff along parade route and staging said they were told 8:30am which is when line up officially begins.
  - Who is responsible for closing roads? EPW, PD or both? Do they both need to be onsite to start closures? Roselle / Wise Road snowplow operator wouldn't pull into place until PD assisted closure.
  - Wise Road should be the first priority as lineup starts at 8:30am.
- Provide a few large print copies of the line up map for the Wise Road and Summit Drive intersection indicating parade line up spots.
- Have the Mayor and Village Board confirm ahead of time who plans on walking or riding in a golf cart to assign golf carts.
- The parade judges' tent is very close to the end of the parade, outside of Collins Elementary School on an incredibly steep slope difficult to get up, let alone perform on. Because of both the slope and its position near the end of the parade (everyone is tired by then), bands have performed poorly in front of the judges for the past few years. It's probably not isolated to us though as the dance troupes, and many of the color guards probably find it a struggle to do their best at that point. It's not that the judging location necessarily makes things unfair for any one group, but all of the performers want the opportunity to be judged at their best, not their worst. For some, it's one of the few performances of the year, and one of the few opportunities to show off to people how good they can be. If the judge's tent was placed somewhere up the road, such as the intersection of Summit Drive and Weathersfield Way, it would make for a much better spot for all these different groups to be evaluated.
- One of the band directors said the bands tend to do better when they can march without interruptions, which generally happens when they're closer to the front of the parade. For the sake of making the competition fairer, could we potentially try to get both bands closer to each other, and closer to the front of the parade?
- The CHS marching orchestra could not be heard over a tow truck group that was blaring loud music right in front of them. Applicants indicating on their application they are not playing music should be told to turn it off if they do since the parade committee separates groups without music from any groups with loud music for this reason.

**Parking:**

**Parking (Handicapped):**

**Parking Lots:**

- Open the Arts & Crafts parking lot or Summit Drive to elected officials (8) or other VIPs to create more space in the VOS lot.

- Designated spots for eight elected officials to park. It would be helpful if the Septemberfest Committee could be notified in advance if all spaces are not needed each day.
- Discuss adding parking for the Septemberfest Committee and some staff at the top of the hill in the main stage area off Greenhill Lane to create more space in the VOS lot.
- If there is a time, such as 15 minutes prior to the festival closing, Taste of Schaumburg and Taste of Schaumburg's Not-for-Profit Day runner vehicles are no longer allowed to enter the parking lot, it needs to be included on the runner parking passes as well as discussed at the Taste of Schaumburg restaurant meeting and Taste of Schaumburg's Not-for-Profit Day meetings.
- Grounds municipal parking lot turn arounds need to be handled differently going forward. It was suggested that we exit the cars out the small police and fire parking lot and have them turn back on Schaumburg Road instead of trying to get them through the parking lots which is causing extra traffic moving people from the grounds parking lot to overflow at the district 54 parking lot as well as rideshare trying to enter the incorrect lot.
- The shared driveway of vehicles and patrons is very challenging. Consider bringing cars in through the entrance that police and fire have blocked. This would be a new traffic pattern but separating cars from humans may be a good idea.
- Consider marking the grass parking lots with parking space lines.

**Parking Passes:**

- Order enlarged parking passes to display for the new barricade checkpoint, so the police can clearly see which passes are allowed to go through the barrier.

**Payroll:**

**Pedestrian Crossing Light:**

**Phone:**

**Photographer:**

**Picnic Tables:**

**Point of Sale Systems:**

**Police:**

- A police officer is needed to direct traffic at the intersection of Summit Drive and Kenilworth Drive during and following the parade until the parade crowd has cleared and the barricade at Beech Drive is removed due to Stock Port Lane and Kenilworth Drive being open for vehicles to enter and exit. Vehicles without an arts & crafts or craft beer & wine vendor parking pass or handicapped placard were instructed to exit on Kenilworth Drive; however, patrons were leaving the parade to head to the festival grounds on Summit Drive and crossing from both sidewalks.
- In previous years, there has been police presence walking the grounds in the main stage area to keep walkways clear; however, this was cut this year, and it was difficult to exit the lawn seating area.
- Police directing traffic need to allow vendors with runner passes to drop-off product even if the lot is full for parking since they are dropping off product and not parking. One vendor said he was turned away at 9:40 pm Sunday night.



- A police officer, CSO or auxiliary officer is needed on Sunday evening following the fireworks from 10-11 pm to direct traffic from restaurant vendors driving on Prairie Centre Dr. towards the food and beverage tent to pick up their equipment. Several trucks were blocking the road which made it difficult for them to pick up their equipment.
- Consider security checks of festgoers for weapons.

**Pony Rides:**

- Two patrons requested to cease offering live animals at the fest especially since a tent is not used to provide shade.

**Prairie Center:**

**Prairie Center Outer Lobby (by entrance/box office):**

**Prairie Center Inner Lobby (by theatre):**

**Program:**

- The one-page, two-sided flier does not contain any sponsor logos but does for all restaurants and craft brew participants. Logos should be included for the naming rights sponsors.

**Propane:**

**Public Relations:**

**Radios:**

- Provide radio training at the second Septemberfest meeting in August.
- Shuttle Bus Transportation needs to keep their radio until patrons have left the grounds and bus service has ceased.
- Double check you have the correct radio assigned to you as some were inadvertently placed in the wrong battery charging slot.

**Refrigeration Truck:**

**Rideshare:**

- Better signage further down Schaumburg Road in both directions for Rideshare.

**RVs:**

**Sanitation:**

- Need to adjust portable restroom sanitation scheduling on Monday so they don't come out during the daytime concert.
- Move the portable restrooms and hand washing station on the north part of the path east of the Main Stage to the south side of the path. This will provide five additional parking spots for opening acts and prevent them from getting blocked in next to the trees on the far east side of the Main Stage viewing area in case they want to leave once their show concludes.

**Seating:**

**Security:**

- Add a private security or police post with one or two guards at Our Saviour's United Methodist Church for one hour from 9:30-10:30 pm prior to and following the fireworks to enforce people not entering or leaving the parking lot between 9:45-10:15pm Sunday or 8:45-9:15pm if a rain date is held on Monday.

**Security Entry gates:**

- The security gate placed on the path going from the main stage to Plum Grove Road did not work with the number of band members entering and exiting each day.

**Shelters:**

**Shuttle Buses:**

- Highlight that parking is limited so patrons should utilize the free shuttle service.
- A resident requested providing a shuttle bus to residents living along Summit Drive.

**Signs/Signage:**

- There should be more signs about the alcohol policy around the grounds.
- There are no signs with emergency contact information for festgoers.
- Suggestion for more directional signage across festival grounds to Main Stage, Craft Beer & Wine Stage, and Crafter Area.
- Add “watch for vehicles” and/or “look both ways” signage throughout grounds.
- Add tarp policy signs to existing parade route signage.

**Smoking:**

**Sponsorship & Promotions:**

**Sponsor/Courtesy Booths:**

- North side sponsor row tents: A few of the sponsors on the north side were concerned that they weren't getting nearly as much traffic on that side as they could have been on the south side because of their positioning on the grass behind the sidewalk as opposed to being directly on the street like the south side tents. They were wondering if, in future years, it would be possible to position the north side tents closer to the edge of the curb so that they could get an equal shot at pedestrians on the road. Note: these sponsor tents were moved to the grass to allow patrons to use the sidewalk to navigate these spaces and prevent a trip hazard at the curb.
- Get more details on how sponsors will use their space which could help determine which space they are assigned.
- Sponsor row needs to be set up and cars off the grounds by a set time with no exceptions. Cars making three point turns at 9:50 am with the fest opening at 10 am is a problem. There a lot of people walking the grounds as early as 8:30 am.
- Consider having a training meeting for the courtesy/sponsor booths like we do for the volunteers.
- Courtesy booth envelopes ultimately take up a significant part of the Volunteer committee’s job responsibilities, and with several shifts of volunteers and different shifts in the courtesy booths it causes a lot of confusion.

**Staff:**

### **Strolling Entertainment:**

#### **Student Representatives:**

- SADIA was thrilled to have the help of the student representatives. We realize they need to serve the fest overall but as scholarship donors, their assistance made a difference.

### **Summer Breeze Concert Series:**

#### **Tables & Chairs:**

- Schedule even more time between the delivery of tables and chairs.

#### **Taste of Schaumburg:**

- Non-VOS vehicles should not drive through the tents. Food and beverage vendors can access their booths from the backsides.
- Relocate the BBQ restaurant to the north side of the tent if they return for better flow and less smoke from the grills in the dining tent.
- Remind restaurants to follow directions or risk not being accepted to participate in future years.
- More help is needed during Friday load-in and Sunday night load-out.
- Spray-paint diagonal parking places for food vendor drop off/pickup.
- Have a golf cart designated to assist food runners.
- Taste vendors arriving too early on Friday was an issue. How do we manage who can enter the grounds in a vehicle before the 2pm start time?

#### **Taste of Schaumburg's Not-for-Profit Day:**

- The Not-for-Profit committee should attend some local non-profit organization meetings (especially those at the local high schools) in the beginning of the year to try and encourage more groups to participate.
- It seems many not-for-profit day groups are hesitant about participating because of the associated \$350 fee. They all know that it's necessary to cover the costs of the event, but many of them are concerned about the possibility of being out \$350 if the weather happens to be bad on Monday and the fest is canceled on that day. A lot of groups might not be able to afford the cost - even just one loss of \$350 could be disastrous, and they'd much rather go somewhere else without a fee. For example, Cub Scout Pack 100 has a tent outside of Our Saviour's United Methodist Church, where, even if they get rained out, they won't owe anything. With participation on Monday being lower, removing that risk factor might encourage groups to start selling again. Removing the fee may not be an option, but providing a refund in the case of bad weather or an alternate method to recoup the money could help. Maybe selling ride passes instead of raffle tickets like previous years would help mitigate this issue.

#### **Teardown:**

#### **Temporary Labor:**

- Tablecloths in the dining tent: Several patrons complained that they weren't being replaced as frequently or weren't as clean as previous years.

#### **Tents:**

- Driving is not allowed under tents during set-up except for necessary Village vehicles.

**Traffic Issues:**

**Transportation On-site:**

- Look into getting the use of a golf cart limo. This is a golf cart with enough seating for at least six adults. Schaumburg Park District has one at the golf club.

**Vendors:**

- Provide vendors with a central number for emergencies and to reach EPW.

**Volunteers (both regular festival and CPAAAS wristband booth volunteers):**

**Volunteer T-shirts:**

**Water:**

- A closer water source to beer tent by Main Stage VIP would be helpful.

**Water Sales:**

**Website:**

- Septemberfest requires a website separate from the VOS website.
  - o Poor resident and patron experience: consistent issues with patrons running into problems navigating the website-within-a-website, primarily due to the double menus.
  - o Far too many comments and direct messages to social media accounts asking where to find information or reports of difficulties navigating the website.
  - o Severe restrictions on spotlighting sponsors on the website who are looking for impressions from patrons visiting the website.
  - o Sponsorship & Marketing team ready and able to support the development, ongoing maintenance and administration of a standalone website in conjunction with cultural services department's support.
  - o General Information page to be modified and converted to FAQ format with input from all teams.

**Wi-Fi/Connectivity:**

- WiFi network and password needs to be updated and provided to committee in advance of event to be supplied to restaurants and vendors.
- Print and provide all committee members the WiFi passwords with instructions so we can hand these to any vendor requiring the information and prevent a radio call for help.
- WIFI connectivity issues made it difficult for participating restaurants and vendors and impossible for committee and staff to do recap posts at the end of the night. Ensuring that we have the infrastructure in place, at least the employee private network, is important moving forward, especially as we continue to grow our marketing initiatives.

**Wristbands/Wristband Booths:**

- Alcohol wristbands should include beverage/21+ indicator/graphic to differentiate from Main Stage wristbands.

**Village Hall Construction for 2025 & 2026**

- Consider a buy-out of Church of Christ, ComEd, Our Saviour's United Methodist Church, and/or WACO childcare center to address layout changes due to AMC construction.

**Feedback:**

- Some really good changes were implemented this year. The new parade route, traffic pattern on Summit Drive, electronic billboards, Monday afternoon headline Taylor Nation Tribute concert, and revised layout of the craft beer & wine tent. Monday afternoon concert was very successful. A family-friendly event should be considered in this time slot going forward.
- Advanced planning of carnival backgrounds checks made for a smoother process.
- Addition of the park district's screen & LED truck were nice additions to our sponsorship offerings.
- Hi-vis shirts for the police were nice. Need to make sure volunteer shirts ordered in the future stay away from the SPD colors.
- Thank you for a great fest! I know it takes a great group to run this event and your volunteers and employees should know they are much appreciated. Taylor Nation Tribute was amazing! Everyone in our group had a blast! Other shows were great too.
- Several Septemberfest Committee members came by regularly to check on SADIA which was helpful and appreciated.
- EMT's/Fire Department - Very helpful with volunteers and patrons.
- We were thrilled to be part of the parade. We are accustomed to the beautiful hometown parades but some of our members who have never been in one were reminiscing of their small-town processions/parades in Italy and thought it was well organized and fun for everyone. A few who have been to village parades before said this one was by far the best. The parade route was full and just long enough.
- New volunteer T-Shirts were widely appreciated.
- New parking pass design was very helpful.
- Adding the meet and mingle to the Volunteer Training was well received.
- The number of volunteers has doubled from two years ago and we already have people requesting to volunteer for Septemberfest next year.
- The football players who helped the crafters tear-down should be recognized by the Septemberfest Committee online if that is an option.
- Ice and water delivery was excellent.



**Septemberfest 2025 Meeting Schedule  
11/4/2024  
Septemberfest Committee**

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*

**ATTACHMENTS:**

Description	Type
▣ Septemberfest 2025 Meeting Schedule	Exhibit



**VILLAGE OF SCHAUMBURG**  
PROGRESS THROUGH THOUGHTFUL PLANNING

**2025 Septemberfest Committee Meeting Schedule**

*All regular meetings will be held in Meeting Room A and B at the Al Larson Prairie Center for the Arts at 7:00 pm.  
All Not-for-Profit meetings will be held in the Lecture Hall at the Al Larson Prairie Center for the Arts at 6:00 pm.*

<b>Monday, January 6, 2025</b>	Regular meeting at 7:00 pm
<b>Monday, February 3, 2025</b>	Regular meeting at 7:00 pm
<b>Monday, March 3, 2025</b>	Regular meeting at 7:00 pm
<b>Monday, April 7, 2025</b>	Regular meeting at 7:00 pm
<b>Monday, May 5, 2025</b>	Regular meeting at 7:00 pm
<b>Monday, June 2, 2025</b>	Not-for-Profit meeting at 6:00 pm Regular meeting at 7:00 pm
<b>Monday, July 7, 2025</b>	Not-for-Profit meeting at 6:00 pm Regular meeting at 7:00 pm
<b>Monday, August 4, 2025</b>	Regular meeting at 7:00 pm
<b>Monday, August 18, 2025</b>	Not-for-Profit meeting at 6:00 pm Regular meeting at 7:00 pm
<b>Saturday, August 30, 2025</b>	<b>Septemberfest*</b>
<b>Sunday, August 31, 2025</b>	<b>Septemberfest*</b>
<b>Monday, September 1, 2025</b>	<b>Septemberfest*</b>
<b>Tuesday, September 23, 2025</b>	No meeting. Committee Appreciation Dinner 6:00-8:00 pm (subject to change)
<b>Tuesday, September 30, 2025</b>	Volunteer Appreciation Reception 6:00-8:00 pm (subject to change)
<b>Monday, October 6, 2025</b>	Not-for-Profit critique meeting at 6:00 pm Regular critique meeting at 7:00 pm
<b>Monday, November 3, 2025</b>	Regular meeting at 7:00 pm
<b>Monday, December 1, 2025</b>	No meeting. Happy Holidays!



**VILLAGE OF SCHAUMBURG**  
PROGRESS THROUGH THOUGHTFUL PLANNING

**\*2025 Septemberfest Hours:**

Saturday 8/30: 10 am - 10 pm (Arts & Crafts Show 10 am - 6 pm, Carnival 11 am - 10 pm, **Craft Beer & Wine Area 10 or 11 am - 10 pm**, Taste of Schaumburg 11 am - 10 pm, Pony Rides 12 - 5 pm & Bingo 12 - 10 pm).

Sunday 8/31: 10 am - 10 pm (Arts & Crafts Show 10 am - 6 pm, Carnival 10 am - 10 pm, **Craft Beer & Wine Area 10 or 11 am - 10 pm**, Taste of Schaumburg 11 am - 10 pm, Bingo 12 - 10 pm & Fireworks at 10 pm).

Monday 9/1: 10 am - 9 pm (Labor Day Parade kicks-off at 10 am, Arts & Crafts Show 10 am - 5 pm, Carnival 10 am - 9 pm, Not-for-Profit Day food and beverages 10 am - 9 pm, **Craft Beer & Wine Area 10 or 11 am - 9 pm**, Bingo 12 - 9 pm & Fireworks rain date at 9 pm).





**Septemberfest 2025 Planning Updates  
11/4/2024  
Septemberfest Committee**

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*

**ATTACHMENTS:**

Description	Type
▣ Septemberfest 2025 Planning Updates	Exhibit





VILLAGE OF SCHAUMBURG  
NEW VILLAGE HALL  
101 SCHAUMBURG CT  
SCHAUMBURG, IL 60193



NO.	DATE	DESCRIPTION

WA No. 2024-028  
Date 09 OCT 2024  
Issue SCHEMATIC DESIGN  
DWR RAN  
CHK Checker



SITE PLAN - AERIAL UNDERLAY

**SD0.2**







**January 6, 2025**  
**11/4/2024**  
**Septemberfest Committee**

Presenter:

Lead Department: Cultural Services

*Executive Summary:*

*Recommended Action:*