



**MINUTES
SPECIAL VILLAGE BOARD MEETING
JULY 16, 2020**

1. CALL TO ORDER – 6:41 P.M.

PRESENT: Mayor Craig B. Johnson, Trustees Nancy J. Czarnik, Patton L. Feichter, Jeffrey C. Franke, Sam L. Lissner, Christine K. Prochno, and Stephen F. Schmidt

ABSENT: None.

A Quorum was present.

Also Present: Village Manager Raymond R. Rummel, Village Attorney George B. Knickerbocker, and Village Clerk Loretta M. Murphy

2. PLEDGE OF ALLEGIANCE

Mayor Johnson announced that there will be a slight change to the lineup for the 2021 Midsummer Classics Concert Series. Bret Michaels will be touring with the band Poison next year so the band Loverboy will take the July 20 date. The lineup for 2021 will be July 4 – Daughtry; July 13 - KC & the Sunshine Band; July 20 – Loverboy; and July 27 – The Beach Boys.

Trustee Franke announced that due to the coronavirus pandemic, Oktoberfest will be cancelled but we hope to resume in 2021.

3. REGULAR AGENDA

The Makers Wanted Bahamas Bowl was a huge marketing success that ran its course. The Village announced a few weeks ago that they will partner with one of the national governing bodies for the Olympic building team for the upcoming 2021 Olympics in Tokyo. An RFP was put out through 4Front asking the governing bodies to submit a response if any of the governing bodies would like to partner with Elk Grove Village. There were twelve (12) governing bodies that submitted proposals to 4Front.

a. Consideration to authorize 4Front to enter into a contract with the selected Olympic National Governing Board to receive a \$100,000 sponsorship grant from the Village of Elk Grove Village.

Since this is the Olympics and there are three medals awarded, Mayor is recommending to the Board that the Village give out a Gold medal award of \$100,000, a Silver medal award for \$50,000 and a Bronze medal award for \$25,000 for the ability to sponsor three different sports through the governing bodies.

The Mayor proposed to the Village Board to formally adopt the funding at the August meeting for approval of the \$100,000 for the Gold medal winner, \$50,000 for the Silver medal winner and \$25,000 for the Bronze medal winner. That \$75,000 funding would come from funds that were allocated for the concert series that is no longer taking place. The Village allocates about a half a million dollars a year for the concerts and the concert series was originally started to promote Elk Grove and showcase that it is a great community.

Motion to concur to move this item to the next meeting agenda and add the additional \$75,000 funding to be approved at that meeting.

Moved by Trustee Czarnik **Seconded by** Trustee Lissner

VOICE VOTE

MOTION CARRIED

4Front reviewed the proposals to determine how they would benefit the community through a sponsorship. There was certain criteria that needed to be met: 1) Elevate awareness of Elk Grove Village in the Makers Wanted brand; 2) Reach business leaders and companies around the country; 3) Activate opportunities for community engagement in Elk Grove Village; 4) Offer visibility in major pre-Olympic events; 5) Leverage local connections to the Elk Grove Village area; and 6)

Contend for medalist level performance at Olympic games.

The following proposals were presented to the Village Board: 1. Archery; 2. Artistic Swimming; 3. Diving; 4. Fencing; 5. Judo; 6. Sailing; 7. Softball; 8. Track and Field; 9. Triathlon; 10. Water Polo; 11. Weightlifting; and 12. Wrestling. The Village was flattered to have such a response to the RFP and would be proud to partner with any one of the groups.

Trustee Czarnik – It was phenomenal to see the videos. Looking at what we had done with the Bahama’s Bowl and what we are looking for to get our recognition and name out to the public - especially for Makers Wanted because this is what we are about, I am looking for the best presentation to accomplish our goal. Track and Field had a lot of activity and a lot more events, which would provide more coverage for us.

Trustee Feichter – I was also impressed with Track and Field and what they were offering to do for our community is amazing. I look forward to the athletes coming to Elk Grove for special events and training with elementary and high school athletes as well as members in the business community.

Trustee Schmidt – One thing that caught my attention watching these videos is how many athletes we have in the area that are involved in the world Olympics. All of the presentations were done very well and it will be a tough decision.

Trustee Franke – Every one of the presentations were fantastic and very heartfelt to see what they have to go through to get the funding for themselves. I wish we had the money to give to everyone but our goal here is to determine what is going to help advertise our Makers Wanted Elk Grove. In that respect, I have to say that Track and Field would give us the biggest bang for our dollar.

Trustee Prochno - All the presentations were done very well given the short period of time they had to put everything together. Some of the uniqueness and creativity shown in the videos, for example with Fencing using the bachelor/bachelorette theme and offering a rose. Roses were actually delivered to the Village Board tonight from the Fencing organization to go with the theme. There was much creativity that went into the videos and I wish we could support every single one of them. Unfortunately, that is not possible but I do wish them all success.

Trustee Lissner – I noticed in all of the presentation’s entrepreneur was mentioned many times with reference to our business park. I too agree with everyone else and the comments about Track and Field.

Mayor Johnson – We are looking to make brand identification for this community. America makes the greatest athletes and Elk Grove makes America’s greatest products so it is a perfect match.

The Village Board choose a Gold, Silver and Bronze sponsorship award from the proposals that were submitted to 4Front from the RFP.

Gold Medal \$100,000 Sponsorship

- Trustee Feichter - Track and Field
- Trustee Franke – Track and Field
- Trustee Lissner – Track and Field
- Trustee Prochno – Track and Field
- Trustee Schmidt – Track and Field
- Trustee Czarnik – Track and Field
- Mayor Johnson – Track and Field

Silver Medal \$50,000 Sponsorship

- Trustee Franke - Wrestling
- Trustee Lissner - Wrestling
- Trustee Prochno - Wrestling
- Trustee Schmidt - Wrestling
- Trustee Czarnik - Diving
- Trustee Feichter - Wrestling
- Mayor Johnson – Wrestling

The first two groups established to 4Front what they were offering to the Village but the third was much more difficult.

USA Track and Field will provide the Village a minimum of seven national commercials on NBC, which is great exposure for us. On the tracks for the races leading up to the Olympic trials, we will have signage on the infield of the track that will be visible. The athletes will come out and do the “Run, Throw & Jump” event here in the community. They will bring the Olympic athletes out here.

Wrestling will have two clinics provided to the community. They are naming their three training camps for the wrestlers leading up to the Olympic trials the "Makers Wanted" after Elk Grove. They have the capability to give a lot of visibility and give a lot back to the community.

Mayor asked if any of the Trustees would like to comment before choosing the team for the Bronze medal award.

Trustee Franke – It is a tough decision and I have changed my mind three different times after watching the videos. We talked about the need for the different groups that need funding but also about our message. 4Front came up with the ideas and the first two were the best choice.

Trustee Feichter – I was impressed with all the presentations. There is one choice for me that I thought has a large fan base. All of these athletes are special for the sacrifices that are made to compete.

Trustee Czarnik – The sacrifice that these athletes make to be able to be a part of this. Especially now with the delay of a year because of what is happening and the funds are difficult to come by.

Trustee Lissner – I was a little disappointed that cycling did not make a bid since Elk Grove Village is such a cycling town.

Trustee Prochno – Initially, I was thinking about diving but then I thought about which one with the greatest appeal to all age groups of the community. As the CEO mentioned in the one video that a lot of business people are in that sport, and what we are looking for is business, I may lean toward Triathlon.

Trustee Schmidt – It has been an educational launch on what it takes to be an athlete in the Olympics. All the dedication and sweat that these athletes put into the sport and train for years but we need to look at what is best for us and get the most coverage.

Mayor Johnson – We want to thank every NGB that participated in the videos. They were very creative and even tied the Village nicely into their videos.

Bronze Medal \$25,000 Sponsorship

Trustee Lissner - Triathlon

Trustee Prochno - Triathlon

Trustee Schmidt - Triathlon

Trustee Czarnik - Diving

Trustee Feichter - Diving

Trustee Franke – Triathlon

4. PUBLIC COMMENT – 8:10 p.m.

5. ADJOURNMENT - Motion to adjourn the Village Board Meeting at 8:15 p.m.

Moved by Trustee Lissner **Seconded by** Trustee Feichter

AYES: Trustees Schmidt, Czarnik, Feichter, Franke, Lissner, Prochno

NAYES: None

MOTION CARRIED

Loretta M. Murphy, Village Clerk

Mayor Craig B. Johnson