

Public participation is invited. When called upon, please approach the microphone and state your name. Kindly limit your remarks to three (3) minutes.

VILLAGE OF VILLA PARK
Village Hall, Second Floor
20 S. Ardmore Avenue
Villa Park, IL 60181

Villa Fest Subcommittee

March 24, 2026

7:00 PM

Chairperson: Leslie Allison-Seei
Commissioners: Carlus Jackson, Steve DeLaRosa, Dee Longfellow, and Stacy Kleyweg
Board Liaison: Trustee Cari Alfano
Staff Liaison: Lily Morgan

- 1. Call to Order - Roll Call**
- 2. Public Comments on Agenda Items**
- 3. Public Comments on Non-Agenda Items**
- 4. Amendments to the Agenda**
- 5. Consent Agenda**
- 6. Business**
 - a. Villa Fest Subcommittee Update
 - b. Budget and Breakout for 2026 Villa Fest — Stacy Kleyweg
 - c. Discussion of Marketing & Branding for Villa Fest — Dee Longfellow & Lily Morgan
 - d. Village Services Needed for Event & Cost
 - e. Motorcycle Parade and Blessing
 - f. Vintage Car Parade and Show - Contest?
 - g. Big Rigs & Kids Event at Villa Fest
 - h. Wienermobile at Villa Fest
 - i. Discussion and Vote on Beer Vendor
 - j. Vendor Update & Vendor Application Digital Cognito Form — Carlus Jackson/Lily Morgan
 - k. Music Update — Steve DeLaRosa
 - l. Village Resident/Staff Participation (Games & Events) — Stacy Kleyweg

- m. Discussion on establishing an Auxiliary Corp of volunteers to support Villa Fest, with recruitment managed through a Village-supported URL/Google Form
- n. Discussion on having Village Staff create a schematic of electricity locations for Villa Fest
- o. Additional comments or suggestions regarding Villa Fest
- p. Commissioner Training Requirement

7. Commissioner Comments

8. Chairperson Comments

9. Village Board Liaison Comments

10. Village Staff Comments

11. Adjournment

The Villa Park Village Hall is subject to the requirements of the Americans with Disabilities Act of 1990. An elevator is operational at the north side entrance to the Village Hall during normal work hours and also during evenings. Individuals with special needs are requested to contact the Village's Compliance Officer at (630) 834-8500 so that reasonable accommodations can be made for those persons.

2026 Villa Fest Ideas

Transportation Theme

- Friday Night
 - Car Show
 - Marketing: Name: “Cruise into Villa Fest” / Tagline: “Cars – Music – Food – Family Fun”
 - Marketing & Participation: If we use the word “vintage” it may limit participants
 - Marketing & Participation: Partners with Local Car Clubs (Possible to get some famous or exclusive cars)
 - Themed Sections – Might be more engaging than random parking (Classic Cars, Muscle Cars, Modern Exotics, Trucks & Jeeps). Not sure if possible with space/logistics available.
 - Emcee announcing cars throughout the night.
 - Fact Sheet on cars
 - Engine Rev-Off – Schedule time where select cars rev engines.
 - Awards – “Best in Show”, “Best Vintage”, “Best Muscle”, “Crowd Favorite”, “Best Paint”, “Loudest Engine”, “Most Unique”, “Kid’s choice”, Etc..
- Saturday
 - Big Rigs & Kids
 - Emergency Vehicles (Fire Trucks, Police Cars, Ambulance), Village Vehicles (Dump Trucks, Snow Plows, Street Sweepers, Utility Trucks), Contraction Equipment (Excavators, Backhoes, Skid Steers, Cement Mixers), Tow Trucks
 - Color Station or Vehicle Temporary Tattoos for kids

Adults

- Villa Fest Bags Tournament
 - Charge a team fee. Part goes to fund Villa Fest, the other goes winning team(s) (whether we have a 1st place prize or a prize for 1st, 2nd, 3rd.)
 - Online signup / Limited walk-up spots
 - Need to put a cap on teams
 - Sponsors – Work with Ace Hardware for materials, maybe even building the boards.
 - Sponsors – Local companies could sponsor boards.

Families & Friends

- Life Sized Candyland
 - Villa Park used to have a life-sized Candyland game. Do they still have it? It used to be stored under the stage in the gym. Could we use it?
- Life Sized Chutes & Ladders
 - Sign-up Sheet – 15 Minute intervals
 - 3 – 5 players at time
 - Kids are game pieces

- Kids roll giant foam dice
- Move forward across a colorful patch
- Ladder – Move forward
- Chutes – Move backward
- Layout Examples
 - o Total Footprint: 20ft by 20 ft
 - o 20-30 squares (2ft x 2ft) to keep it short for line flow
 - o 3-5 ladders
 - o 3-5 chutes
- Spray paint grass or painted plywood squares
- Rope or Pool Noodles for ladders
- Staffing
 - o 1 person at start
 - o 1 person running game
 - o 1 floater, helper for resets
- Petting Zoo
- Face Painting

Learning More of Villa Park

- History of Villa Park
- Fun Facts of Villa Park
- Villa Park Trivia Contest
 - Self-Guided Trivia (QR Code)
 - o Create a trivia quiz using Google Forms or Kahoots.
 - o Generate a QR Codes that links to it
 - o Place signs around the festival: “Test Your Villa Park Knowledge”
 - Live Trivia Contest on stage with Emcee
- Villa Park Scavenger Hunt

Involving Police & Fire

- Firefighters vs. Police Officer – Tug of War

Misc. Ideas

Marketing

- Create Villa Fest Facebook Group
- Advertise in local Facebook Groups (if allowed): What’s happening in Villa Park, Villa Park Illinois Moms
- Flyers at local businesses.
- Have local restaurants attach flyers to food deliveries
- Coloring contest sheets for Kids