



Village of Lombard

Village Hall
255 East Wilson Ave.
Lombard, IL 60148
villageoflombard.org

Minutes

Community Promotion and Tourism

*Trustee Laura Fitzpatrick, Chairperson,
President Keith Giagnorio, Alternate Chairperson,
Jill Payne, Marguerite Micken,
France Langan, Connie Sichrovsky,
Robyn M. Pike, Joe Orsolini and Lori Solyom*
Ex-Officio Members: *Yvonne Invergo - Lombard Chamber of
Commerce;
Beth Marchetti - DuPage Convention & Visitors' Bureau;
Yorktown Merchants' Association; Mary Eckhoff - Embassy
Suites;
Mary Kreshpanji - Extended Stay Deluxe; Randy Kline - Stay
Inn;
Jerry Evans - Hyatt Place; Karen Borris - Marriott Fairfield
Inn;
Brandy Juliano - Homestead Village; Frank Balisteri - Comfort
Suites;
Cynthia Ivey - Marriott Residence Inn; Josh Dieker - Towne
Place Suites;
Mike Feigenbaum - The Westin Hotel*

Tuesday, November 11, 2014

7:00 PM

Village Manager's Conference Room

1.0 Call to Order and Pledge of Allegiance

*Chairperson Fitzpatrick called the meeting to order at 7:01 pm.
Marguerite Micken lead the Committee in the Pledge of Allegiance.*

2.0 Roll Call

Present 6 - Jill Payne, Marguerite Micken, Connie Sichrovsky, Joe Orsolini, Lori Solyom, and Trustee Laura Fitzpatrick
Absent 2 - France Langan, and Robyn Pike

Nicole Aranas, Village of Lombard and Beth Marchetti, DCVB

4.0 Approval of Minutes

A motion was made by Joe Orsolini, seconded by Jill Payne, to approve the minutes of the August 12, 2014, meeting as presented. The motion was approved by a unanimous vote.

3.0 Public Participation

Beth Marchetti, new Executive Director of the DuPage Convention and Visitors Bureau, and ex-officio member to the Committee gave a presentation on the DuPage Convention and Visitors Bureau (DCVB). Following the presentation, Joe Orsolini inquired about the funding for Village participation in the DCVB. Membership to the DCVB is paid by a portion of Village receipts from the Hotel Motel Tax fund. Marguerite asked what the breakdown of hotels is throughout the County. The Village of Lombard has a concentration of hotels along with hotel groupings in Oak Brook/Oak Brook Terrace, Naperville and Itasca. Joe Orsolini asked what attributes attract individuals to choose Lombard as their destination. Beth Marchetti stated that location, easy access and the proximity to quality shopping and dining are a strong draw to Lombard.

5.0 Old Business

6.0 New Business

[140408](#)

2014 Local Tourism Grant Program

Status Update of the 2014 Local Tourism Grants

Nicole Aranas provided the committee with an update on the status of the grants from 2014. Most of the grants have been closed. Grant documents remained outstanding for the Embassy Suites two grants and the Lombard Park District advertising grant.

[140407](#)

2015 Local Tourism Grant Program

Review Local Tourism Grant Program and Application Packet.

Nicole Aranas provided the committee with an update on the 2015 Local Tourism Grant application and process. Portions of the grant packet were modified to reflect the Village Board policy on grant eligibility. A call for grant applications will be issued to past applicants along with a press release to the general public. Grants will be accepted through December with presentations to the Committee in January and February of 2015.

[140445](#)

Westin Lombard Request for Funding

Recommendation from the Community Promotion and Tourism Committee to approve a request from the Lombard Westin for \$500 for marketing.

Nicole Aranas and Beth Marchetti introduced a request from the Westin Hotel to support funding towards attracting a large convention to the hotel. Funding would be necessary only if the hotel was

successful at attracting this national multi-day convention. Joe Orsolini inquired what the spending multiplier for hotel stays is. Beth Marchetti stated that the leisure traveler spends \$130/day on average and more for business travel. Marguerite Micken stated that this was very similar to the request from Embassy Suites to support their attraction of group and convention business. Joe Orsolini stated that this type of funding is exactly the type of the thing that Hotel/Motel Tax funds should be used for.

A motion was made by Joe Orsolini, seconded by Jill Payne, to recommend approval to the Board of Trustees for funding to the Westin Lombard in an amount not to exceed \$500. The motion passed by unanimous vote.

[140446](#)

Hotel Marketing and Promotion Program

Preliminary discussion concerning a pilot marketing program to promote group business.

In light of the request from the Westin Lombard, Nicole Aranas, inquired as to whether the Committee would like to consider developing a formal grant program to support hotels in attracting large group and convention business. Jill Payne stated that this type of program and expenditure is needed and supports the mission of the committee. Beth Marchetti commented that these funds can be used by hotels to establish transportation, which can be a concern for hotels or large groups. Joe Orsolini inquired about whether the program could be structured as a matching fund program, potentially with the DuPage Convention and Visitors Bureau. Lory Solyom stated that while such a program might not be appropriate for small or individual sports events, it could be useful in attracting large group sporting events that are significant draws and hotel stay generators. Nicole will work with Beth Marchetti to put together a draft program for future consideration by the Committee.

7.0 Other Business

8.0 Information Only

9.0 Adjournment

A motion was made by Jill Payne, seconded by Joe Orsolini, to adjourn the meeting at 7:59 p.m. The motion was approved by a unanimous vote.