

# Village of Lombard

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



## Meeting Minutes

Thursday, January 20, 2011

3:00 PM

Village Hall Community Room

## Community Promotion and Tourism

*Village President William J. Mueller, Chairperson,  
Jill Payne, Edward Murphy, Steve Wilk, Sr., Marguerite Micken,  
& Rosalie Loeding*

*Ex-Officio Members: Yvonne Invergo - Lombard Chamber of Commerce,  
Skip Strittmatter - DuPage Convention & Visitors' Bureau, Jim Romano - Yorktown  
Merchants' Association, Mary Eckhoff - Embassy Suites, Amy Kowallis - Extended  
Stay Deluxe, Robert Pierce - Stay Inn, Jerry Evans - Hyatt Place, Edward Rapp -  
Fairfield Inn,*

*Nicole Norwood - Homestead Studio Suites, Frank Balisteri/Rashid Batti - Comfort  
Suites, Cynthia Ivey - Marriott Residence Inn*

*Eileen Libb - Towne Place Suites, Mike Feigenbaum - The Westin Hotel*

## 1.0 Call to Order

*The meeting was called to order by President Mueller at 3:09 p.m.*

## 2.0 Pledge of Allegiance

*The Pledge of Allegiance was said, led by President Mueller.*

## 3.0 Roll Call

**Present:** Chair President William J. Mueller, Marguerite Micken and Jill Payne

**Absent:** Edward Murphy, Steve Wilk, Sr. and Rosalie Loeding

*Also present: Beth Marchetti, Marketing Director, DCVB; Yvonne Invergo, Executive Director, Lombard Chamber of Commerce; Tim Sexton, Director of Finance; Jamie Cunningham, Assistant Director of Finance; Rick Poole, Lombard Park District; Deb Dynako, Friends of the DuPage Theatre; and Joelyn Kott, Communications Coordinator. Staff noted that there was not a quorum.*

## 4.0 Public Participation

*None*

## 5.0 Approval of Minutes

*Motion to accept the minutes as submitted made by Jill Payne, seconded by Marguerite Micken. Motion carried unanimously.\**

## 6.0 Unfinished Business

*None*

## 7.0 New Business

### 100711

#### **Grant Application For 2011 Lilac Time Advertising**

Request from the Lombard Park District for \$11,815 from Hotel/Motel funds for costs associated with Lilac Time advertising.

*Rick Poole of the Lombard Park District was on hand to answer questions and briefly gave an overview of the grant request from the Park District. It is the annual grant request to provide print advertising for Lilac Time in Lombard. The grant request was for \$11,815, which is in line with last year's request.*

*Poole also indicated that the Park District was involved with the International Lilac*

*Society holding its convention in Lombard in April. A motion was made by Jill Payne, seconded by Marguerite Micken, to approve the Lilac Time advertising grant as presented for \$11,815. Motion carried unanimously.\**

*President Mueller indicated that all grants will now be required to submit detailed budget and financial information regarding expenditures and revenues from the past year and the year in which the grant request is intended. President Mueller also inquired as to whether or not the Park District would be continuing its partnership with the Lombard PRIDE. Mr. Poole indicated that he would get back to staff about that after checking the Park District's budget information.*

**It was moved by Payne, seconded by Micken, that this matter be recommended to the Board of Trustees for approval. The motion carried by a voice vote**

### **100713**

#### **Grant Application From Friends Of The DuPage Theatre**

Request for \$3,000 from Hotel/Motel funds for costs associated with the 2011 DuPage Sculpture Show.

*Deb Dynako was in attendance to present the grant request on behalf of the Friends of the DuPage Theatre. The grant request totaled \$3,000 and was to be used for promotions, marketing, printing and mailing costs associated with the sculpture show.*

*Dynako indicated that the grant covered about 25% of the total budget to put on this event, which is the only one of its kind in DuPage. Other revenue will be realized through fundraisers, the primary fundraiser scheduled for March 21 at the Lombard Westin, 6:30-8:30 p.m.*

*The sculpture show, to be held May 7 in Lilacia Park, is focused on DuPage artists and will follow the same schedule as in the past two years. The two most pressing issues for this event are environmental (weather) and security.*

*A motion was made by Marguerite Micken, seconded by Jill Payne, to approve the grant request in the amount of \$3,000 to the Friends of the DuPage Theatre for the purposes outlined in the grant application. Motion carried unanimously.\**

**It was moved by Micken, seconded by Payne, that this matter be recommended to the Board of Trustees for approval. The motion carried by a voice vote**

### **100723**

#### **Hotel/Motel Tax Fund Budget For 2011-2012**

Discussion of 2011-2012 Hotel/Motel budget.

*Village Finance Director Tim Sexton reviewed the information regarding the hotel/motel tax budget for 2011-12. Highlights of the proposed budget were reviewed and Mr. Sexton indicated that while hotel/motel revenues were slightly increased for this year, they are forecasted for the upcoming budget year to be flat.*

*After the budget presentation, hearing no questions from the committee members, President Mueller had a few questions:*

*President Mueller inquired as to why the revenue was projected to be flat for next year.*

*While Mr. Sexton indicated it was a conservative number, Beth Marchetti from the DCVB added that while this year's numbers may have been slightly increased, with additional hotels being built, next year's inventory will be higher.*

*President Mueller also briefly addressed Cruise Night overtime for Police but said after speaking with staff, he would not ask that to be changed. The \$6,000 expenditure for the Lilac Bush program, while he supported the program fully, President Mueller felt that these funds should be allocated instead to the Village beautification funds for flowers*

*and such throughout the Village. He asked Mr. Sexton to check with Public Works about annual flowers that would be in bloom throughout the seasons. Mr. Sexton indicated that the maintenance of the plants is the higher cost when it comes to beautification.*

*President Mueller also questioned Public Works supplies and overtime as well as Fire Department overtime and barricade rental and Mr. Sexton said he would look into these items as well.*

*Marguerite Micken questioned how much it would cost to have Village employees clear the sidewalks in downtown? President Mueller indicated that other towns do this because of a special service area or district that the businesses contribute to and that Lombard at one time tried to implement this but merchants did not want to participate. President Mueller also asked what the reserves are to be held at for the Hotel/Motel Tax fund. Mr. Sexton will check on that as well and provide information to him.*

*A motion was made to accept the Hotel/Motel Tax budget with the changes indicated by President Mueller, by Jill Payne, seconded by Marguerite Micken. Motion carried unanimously.\**

**It was moved by Payne, seconded by Micken, that this matter be recommended to the Board of Trustees for approval as amended. The motion carried by a voice vote**

## **8.0 Other Business**

*None*

## **9.0 Information Only**

*Beth Marchetti of the DCVB indicated that they are busy working on the Rider Cup for the fall of 2012 and that many overnight stays would result in this for players and the media. She estimated 6,000 room nights for this event. She also mentioned a free 60 second video that the CVB is offering all of their member municipalities so Lombard will be participating in this project.*

## **10.0 Adjournment**

*The meeting was adjourned at 3:56 p.m. with a motion by Jill Payne, seconded by Marguerite Micken. Motion carried unanimously.*

*\* Phone poll was made 1/21/2011 to Rosalie Loeding to provide a quorum vote. Other committee members were reportedly out of town.*

*Respectfully Submitted,*

*Joelyn Kott, Staff Liaison*