



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, Colleen Whittington,
France Langan, Connie Sichrovsky,
Robyn M. Pike and Joe Orsolini*

*Ex-Officio Members: Yvonne Invergo - Lombard Chamber of
Commerce;*

*Skip Strittmatter - DuPage Convention & Visitors' Bureau;
Jerry Cohen - 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;*

*Audrey Carillo - Homestead Village; Frank Balisteri - Comfort
Suites;*

*Cynthia Ivey - Marriott Residence Inn; Eileen Libb - Towne
Place Suites;*

Mike Feigenbaum - The Westin Hotel

Tuesday, February 11, 2014

7:00 PM

Community Room

1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order at 7:01 pm by Chairperson Laura
Fitzpatrick.*

Joe Orsolini led the Committee in the Pledge of Allegiance.

2.0 Roll Call

Present 6 - Trustee Laura Fitzpatrick, Jill Payne, Marguerite Micken, Connie
Sichrovsky, Robyn Pike, and Joe Orsolini

Absent 2 - Colleen Whittington, and France Langan

*Also present: Nicole Aranas, Yvonne Invergo (Chamber) and Skip
Strittmatter (DCVB)*

3.0 Public Participation

None.

4.0 Approval of Minutes

A motion was made by Joe Orsolini, seconded by Jill Payne, to approve the minutes of February 11, 2014, meeting. The motion passed by a unanimous vote.

5.0 Old Business

[130613](#)

Communications and Marketing Initiatives

Update of original presentation.

Bridget Doyle, Communications Coordinator, came to provide an update to the December presentation on communications and marketing initiatives. The Village has started an e-mail news program. Each week, the Village will be sending out an e-mail communication piece with 3-5 topical items sent directly to resident e-mail addresses. The current e-mail list has 2,500 individuals and everyone is encouraged to sign up. Trustee Fitzpatrick supports the e-mail initiative and feels that improved electronic communications are long overdue. The Village will still continue with print media for those individuals who do not use or wish to receive e-mails.

6.0 New Business

[140013](#)

Local Tourism Grant Application (Lilac Time Advertising)

Grant request from the Lombard Historical Society in the amount of \$650-\$937.50 from Hotel/Motel funds for costs associated with Lilac Time Advertising to take place from March through May, 2014. The events will be held at Lilacia Park, Victorian Cottage and Sheldon Peck Homestead.

Allison Costanza from the Lombard Park District presented their application for \$650.00 - \$937.50 in grant funding in support of Lilac Time Advertising. The Park District is continually looking for ways to advertise to a broader audience and is looking to partner with Horticulture Magazine to promote Lilac Time in Lombard. Horticulture Magazine has more than 70,000 electronic subscribers that the Park District would like to reach. The Park District is working on their website and providing the ability to advertise hotel rates and book rooms directly from their site.

Trustee Fitzpatrick inquired about the range in the grant funding request. Ms. Costanza replied that the initial amount represented approximately 50% of the total funding but the range in grant funding represented possible funding in excess of 50% of the advertising

costs.

Connie Sichrovsky inquired regarding the number of tours of Lilacia Park and suggested that if tours were increasing, maybe the Park District should raise the price for tours. Ms. Constanza stated that there are already three groups bookings scheduled for Lilac Time this year. The current price is \$3 per person for a large group and the Park District will specialize the tour package for large groups. Connie Sichrovsky inquired about how many times the advertisements would run. Ms. Constanza stated that the advertisements would run a total of three times. The ad copy uses LTC and Village colors and represents branding consistent with downtown.

A motion was made by Joe Orsolini, seconded by Jill Payne, that the grant request of the Lombard Historical Society for Lilac Time Advertising be recommend to the Board of Trustees for Approval in an amount up to \$625. The motion passed by a unanimous vote.

[140014](#)

Local Tourism Grant Application (Lombard Historical Society, Peckapalooza)

Grant request from the Lombard Historical Society in the amount of \$1,387, from the Hotel/Motel funds for costs associated with Peckapalooza: 175th Peck Homestead Anniversary Event, to take place September 2014. The event will be held at the Peck Homestead.

Nicole Lewis, Sheldon Peck Coordinator with the Lombard Historical Society presented the grant request for \$1,387 for their summer Peckapalooza event. This year marks the 175th anniversary of this very important homestead site. The Historical Society would like to do events celebrating this anniversary throughout the year and do a larger event this summer. The summer event would include a Peck family reunion where the family can reunite together to showcase the house. There would be weekend events to encourage people to stay overnight. The schedule would include an event on Friday night, Saturday outdoor events and speakers on Sunday. The event would be a celebration of the house and include discussions regarding the Underground Railroad.

Joe Orsolini inquired what the grant request for \$1,387 represented. Ms. Lewis stated that the amount was exactly 50% of the total projected event costs.

Skip Strittmatter stated that the Historical Society should get the DuPage Convention and Visitors Bureau involved in the event as well. The DCVB recently hosted mini-Abe Lincoln at various sites throughout the County that included the Sheldon Peck House. If the DCVB is informed, they will promote it through social media and will do e-blasts promoting the event.

[140017](#)**Local Tourism Grant Application (Glenbard East Athletic Boosters, Lombard Ale and Food Truck Festival)**

Grant request from the Glenbard East Athletic Boosters in the amount of \$5,000, from the Hotel/Motel funds, for costs associated with the Lombard Ale and Food Truck Festival, to be held June 14, 2014. The event will be held on Parkside Avenue at Lilacia Park.

Mike Fugiel, Greg Ludwig and Josh Seago from the Glenbard East Boosters presented a grant request for the first annual Lombard Ale and Food Truck Festival to take place on June 14, 2014 on Parkside Avenue near Lilacia Park. Mr. Fugiel stated that the Glenbard East Boosters are looking continually to raise funds to pay off \$400,000 over the next 10 years to fund the turf field that was put in. High school sports are increasingly difficult to fund and even with additional fees to play, many students still receive waivers for the athletic fees. The Boosters does a number of fundraising events including a concert, their Black and Red Ball, a 5K run, and golf events. The Ale and Food Truck Festival is a large scale fundraiser with the potential to draw a large number of attendees and raise significant funds as a long term continuing event for the Boosters. The event will draw people from around the region and will likely attract people who wish to take the train to or from the event.

Yvonne Invergo inquired about the specific location for the event. The event will take place on the south side of the tracks and will require closure of the road between Park and Elizabeth.

Connie Sichrovsky asked whether the event would be open to children. The event would be only for those individual 21 and over. The typical age of an attendee is from ages 30-60. The event is marketed to individuals on an e-mail list of more than 3,000 interested individuals. From a marketing standpoint, events along Metra lines do better than those without train access.

Mr. Ludwig stated that neighboring communities including Lisle and Naperville have hosted the same type of event and have been extremely successful drawing people from outside of the community. There will be 130 volunteers on site and 5-6 food trucks. Tickets are sold ahead of time through a website.

Skip Strittmatter inquired whether there is a saturation point for the market whereby the number of events increases resulting in a decrease in participation or attendance. Mr. Fugiel stated that craft beer is increasing in popularity and growing at a rate of 20-30%. Because beers are seasonal and change throughout the summer, the offerings at an early summer event would be very different than those

offered at an end of summer/fall event. Mr. Ludwig added that beer is outperforming wine in sales.

Joe Orsolini inquired about the timing of the event relative to others in the area and questioned whether there would be a problem with the density of people proposed for the area. Mr. Fugiel replied that there are no other events in the same month and the area has capacity for more individuals than they are proposing for the first year of the event.

Trustee Fitzpatrick inquired as to how this event would be integrated with hotels. Mr. Ludwig stated that the Boosters would work with a local hotel and has an RFP with the DCVB to develop a hotel deal that would include a shuttle to and from the event.

[140018](#)

Local Tourism Grant Application (Lombard Chamber of Commerce, Pole Banners at Yorktown Center)

Grant request from the Lombard Chamber of Commerce in the amount of \$1,500, from Hotel/Motel funds, for costs associated with EXPO 2014 to be held October 23, 2014. The event will be held at Yorktown Center.

David Boylan of the Chamber of Commerce presented a request from the Chamber of Commerce for their annual grant to promote the Business Expo through the use of banners at Yorktown Mall. The Business Expo will take place on October 23rd and grant funds are requested each year to modify the banner with an updated date. The event showcases Lombard businesses and promotes industry and commerce within the Village.

[140026](#)

Local Tourism Grant Application (Lombard Lilac Festival Parade)

Grant request from the Lombard Lilac Festival Parade Committee in the amount of \$25,000 from Hotel/Motel funds for costs associated with the Lilac Festival Parade to be held May 18, 2014 at Main and Wilson Streets.

Erica Fisette from the Lombard Lilac Festival Parade Committee presented the committee application for grant funds in the amount of \$25,000 for the Lilac Festival Parade to be held May 18, 2014. The parade committee is a completely volunteer organization that has been planning the parade, now in its 47th year.

Connie Sichrovsky inquired as to whether the organization officially had status as a non-profit organization. Ms. Fisette replied that the committee is still working on it. The application has been filed and will take a year before it is approved. Connie Sichrovsky inquired as to whether the organization could still fundraise. Ms. Fisette stated that while the organization can attempt to raise funds, it currently cannot

officially do so as a tax exempt non-profit organization. This year, the group has added a number of new committee members. Also, this year, they will be notifying participants of upcoming changes to the parade including a forthcoming application fee for 2015. The amount of the fee has not yet been determined. Traditionally the parade has not included a lot of private businesses but the committee is considering ways that private businesses may get involved in the parade while maintaining the entertaining nature and high quality of the parade.

Marguerite Micken asked where the money to fund the parade originally came from. Ms. Fisette stated that the funds were originally from the Village. Marguerite Micken stated her belief that the Village should just continue to fund the parade in its entirety and not place as much emphasis on committee fundraising. Marguerite Micken stated the importance of maintaining the quality of the parade and making sure that it continues to be up to the same high standard.

Connie Sichrovsky stated that people come from far away to attend this parade and therefore it is worth pursuing getting businesses involved in the parade and seek potential support and funding. She encouraged the committee not to cut back on the great work that they already do. Ms. Fisette stated that not a lot of Lombard businesses are looking to participate in the parade and combined with the standards and rules, the committee has determined that they do not just want a commercial vehicle driving in the parade just to receive sponsorship. The committee is looking to keep new blood on the committee energized and involved.

Jill Payne stated her strong support for the parade and that she does not want to see anything happen to the parade that would diminish it. She noted that economy has been bad in previous years, but the committee should be able to find some businesses that would be willing to sponsor a unit. This is something that the parade committee used to do.

Connie Sichrovsky inquired as to the cost to place a unit in the parade. The cost of a float in the parade can vary but it is \$600 just to rent plus the cost of decorations. The parade committee stated that the high cost to simply assemble the float are one reason that they hesitate to charge an additional application fee.

Trustee Fitzpatrick inquired as to what organizations are paid to participate in the parade. Ms. Fisette stated that the parade pays groups such as the Jesse White Tumblers, the horses, certain bands and the drum corps.

Joe Orsolini inquired as to whether this event was similar to Cruise Nights in terms of operation and funding. Ms. Aranas explained that Cruise Nights is a Village event that is funded through the annual budget process. The event is run and organized through the Village of Lombard with volunteer assistance throughout the event. Trustee Fitzpatrick posed the question as to whether the parade should be funded in a similar fashion as a Village event funded through continual annual budget expenditure.

Joe Orsolini inquired as to how much additional work the request for fundraising would cause the committee. Ms. Fisette replied that it is difficult for the committee to integrate this fundraising into their process because they have limited time, staff and support. It has been a difficult process attracting active volunteers committed to running the parade.

Ms. Fisette discussed the parade route. The parade starts at Main and Wilson and proceeds down to Craig Place and Maple. Extending the parade to the downtown was considered but difficult to implement due to logistics and the potential of extending an already long parade route.

Connie Sichrovsky asked whether the parade has any sponsors at all. Currently the parade has maybe \$500 in sponsorships from Culvers and Ace Hardware. Connie stated that the more recognition that can be given to the businesses, the more likely they will be sponsor.

Skip Strittmatter suggested that the group look into a radio sponsor to get increased promotion. The Committee reviewed the finances of the grant noting that the parade committee typically spends \$23,000-\$24,000 annually. Currently the parade committee has approximately \$11,000 in the bank. The Committee encouraged the parade committee to continue to seek ways to bring in financial support for the event and continue to implement their fundraising plan. Trustee Fitzpatrick stated that the committee should not worry as much about this year, but because the event is 100% government funded, they should look towards increasing their outside support moving forward and ensuring that they are accountable for all the funds received.

The Committee discussed the Lilac Parade grant application and agreed that the parade committee should spend down the balance that they already have and should continue to work towards additional fundraising measures in future years as outlined in their proposed fundraising plan.

A motion was made by Joe Orsolini, seconded by Marguerite Micken, that the application of the Lilac Festival Parade Committee for a Local Tourism Grant be recommend to the Board of Trustees for approval in an amount up to \$15,000. The motion passed by an unanimous vote.

7.0 Other Business

Discussion concerning the 2014 Local Tourism Grant Program

Local Tourism Grant Applications (Lilac Time 2014) 140010

A motion was made by Joe Orsolini, seconded by Marguerite Micken, that the grant request of the Lilac Time Committee for Lilac Time 2014 be recommend to the Board of Trustees for approval in an amount up to \$11,574.50. The motion passed by a unanimous vote.

Local Tourism Grant Applications (Midwest Meetings Magazine COOP Advertising) 140015

A motion was made by Joe Orsolini, seconded by Marguerite Micken, that the grant request of Embassy Suites for the Midwest Meetings Magazine Advertising be recommend to the Board of Trustees for approval in an amount up to \$1,500. The motion passed by a unanimous vote.

Local Tourism Grant Applications (American Bus. Association Membership) 140016

A motion was made by Joe Orsolini, seconded by Marguerite Micken, that the grant request of Embassy Suites for the American Business Association Membership be recommend to the Board of Trustees for approval in an amount up to \$600. The motion passed by a unanimous vote.

8.0 Information Only

None.

9.0 Adjournment

A motion was made by Joe Orsolini, seconded by Marguerite Micken, to adjourn the meeting at 8:55 pm. The motion passed by a unanimous vote.