

Village of Lombard

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



Minutes - Final

Friday, September 16, 2011

3:00 PM

This meeting has been rescheduled from September 15, 2011, to
September 8, 2011.
Village Hall/L-22

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, Jerry Cohen - 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 William Mueller at 3:00 p.m.

2.0 Pledge of Allegiance

The Pledge of Allegiance was said, led by Committee member Ed Murphy.

3.0 Roll Call

Present 5 - President William J. Mueller, Edward Murphy, Marguerite Micken, Rosalie Loeding, and Jill Payne

Absent 1 - Steve Wilk Sr.

Also present: Yvonne Invergo, Executive Director, Lombard Chamber of Commerce; Peter Nolan, Lombard Chamber of Commerce, Expo Chairman; Jerry Cohen, General Manager of Yorktown Center; Joelyn Kott, Communications Coordinator.

4.0 Public Participation

None.

5.0 Approval of Minutes

A motion was made by Rosalie Loeding, seconded by Ed Murphy, to accept the minutes of the April 21, 2011 meeting. Motion carried unanimously.

6.0 Unfinished Business

None.

7.0 New Business

1.0 Call to Order

It was moved by Murphy, seconded by Payne, that this matter be recommended to the Board of Trustees for approval in an amount not to exceed \$2,500. The motion carried by the following vote:

Aye: 4 - Edward Murphy, Marguerite Micken, Rosalie Loeding, and Jill Payne

Absent: 1 - Steve Wilk Sr.

A grant was submitted by the Lombard Chamber of Commerce in the amount of

\$5,000 to be used for flags (banners) around the perimeter of Yorktown to promote the 2011 Business Expo. The Expo will be held at Yorktown Center on October 27. Peter Nolan and Yvonne Invergo were both on hand to answer questions about the submitted grant. A budget for the event was submitted at the meeting. Pete announced that this is the second year that they will hold the event at Yorktown; however, there are limited advertising opportunities at Yorktown. One opportunity is the flags that are located outdoors around the mall. Photos were passed out with samples what they would look like and an example of the proposed flag for the Expo was also presented. It was suggested to add "Yorktown Center" to the flag design. 100 of the flags were calculated at \$5,000 and 50 of the flags totaled \$2,500. The difference is whether the flags were on every pole or every other pole. Yvonne Invergo announced that this event is not a fund raiser for the Chamber but rather a member benefit event.

Jerry Cohen offered that a recent event that Yorktown held with a great attendance indicated that 30% of the attendees were aware of signage at the Mall.

Ed Murphy questioned the revenue of 25 @ \$250 and Yvonne explained that is the cost of participating in the Expo. It was also discussed that the cost of electrical is not paid to Yorktown but goes to the Chamber.

President Mueller shared that the first business expo of the Chamber was held at Glenbard East High School and it was extremely well attended with members of the community. Yvonne indicated that the goal is to have not only business to business contacts, but consumer to business as well.

Costs for next year were also discussed. The flags can be updated for \$5 each side, a process called "sniping" to update the date. The installation cost for next year would be \$1,500, which also includes storage and take down of the flags.

A motion was made by Ed Murphy, seconded by Jill Payne, to approve a grant in an amount not to exceed \$2,500 for flags to be used to promote the October 27, 2011 Business Expo at Yorktown. A roll call of votes was taken: Ayes-Jill Payne, Ed Murphy, Marguerite Micken and Rosalie Loeding. Nays-None. Motion carried unanimously. Staff will prepare the item for the September 15, 2011 Board of Trustees meeting.

8.0 Other Business

President Mueller invited the committee members to the DCVB annual luncheon on September 15. Anyone who would like to attend is asked to contact Joelyn Kott at (630) 620-5718.

President Mueller also announced that the Elmhurst Symphony Orchestra will hold a concert at Glenbard East's Biester Auditorium on November 19. The concert is supported by a grant from the committee.

President Mueller also announced that the Lombard Jaycees paid the Village back the entire amount of the grant, plus an additional \$15,000 toward next year.

9.0 Information Only

It was discussed that the next meeting would tentatively be set for January 19, 2012, to discuss the Hotel/Motel budget.

10.0 Adjournment

The meeting was adjourned at 3:33 p.m. with a motion by Marguerite Micken and a second by Jill Payne. Motion carried unanimously.

Respectfully Submitted,
Joelyn Kott, Staff Liaison
Communications Coordinator

