



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, January 20, 2015

7:00 PM

Community Room

1.0 Call to Order and Pledge of Allegiance

The meeting was called to order at 7:00 p.m. by Chairperson Laura Fitzpatrick.

France Langan led the Pledge of Allegiance.

2.0 Roll Call

Present 8 - Jill Payne, Marguerite Micken, France Langan, Connie Sichrovsky, Robyn Pike, Joe Orsolini, Lori Solyom, and Trustee Laura Fitzpatrick

Also Present: Nicole Lewis, Lombard Historical Society, Georgie Ludwig and Beth Simmons, Glenbard East Boosters, Nancy Spartz and Sue Horner, Lombard Junior Women's Club, Bob Lopez and Ellyn Murphy, Lilac Festival Parade Committee and Nicole Aranas, Assistant Village Manager, Village of Lombard

3.0 Public Participation

None.

4.0 Approval of Minutes

Motion to approve the minutes of the November 11, 2014 meeting, as presented, was made by Robyn Pike, seconded by Marguerite Micken. The motion was approved by unanimous vote.

5.0 Unfinished Business

None.

6.0 New Business

[150024](#)

Local Tourism Grant Application 2015 - Lilac Time Advertising

Grant request from Lombard Historical Society for costs in the amount of \$1,312 from Hotel/Motel funds for advertising Lilac Time Heritage Tours of Lilacia Park and to promote the history of Lilacia Park in Horticulture Magazine from March - May 2015. Committee recommendation in an amount up to \$1,050. (DISTRICT #1)

Nicole Lewis from the Historical Society presented the grant request for funds to put towards Lilac Time advertising. Committee Member Lori Solyom asked where the funds to match the grant funding would come from. Nicole stated that the funds would come from the Historical Society budget. Nicole shared that the circulation for the advertisements would be 84,000 in print and 70,000 online.

A motion was made by Lori Solyom to approve the grant request. The motion was seconded by France Langan and approve by unanimous vote.

[150027](#)

Local Tourism Grant Application 2015 - Lombard Ale Fest

Grant request from the Glenbard East Boosters in the amount of \$10,000 from Hotel/Motel funds for costs associated with the 2nd Annual Ale Fest to be held June 13, 2015 on West Parkside at Lilacia Park. Committee recommendation in an amount up to \$10,000. (DISTRICT #1)

Georgie Ludwig from the Glenbard Boosters was in attendance to answer any questions from the Committee on their grant request for funding towards the second Ale Fest. The Ale Fest event is the primary fundraiser for the Glenbard turf field. Josh Chambers, principal, wrote a letter of support for the event which was read into the record by Georgie. Lou Dog Events, a professional event organizer will be used by the committee to plan the event. The Lombard event was one of the most successful of all the events and

45% of all attendees came from outside of Lombard. Visitors to the event spend time in town before the event attending the car show, dining in local restaurants, and staying in local hotels. Two downtown establishments stated that the Ale Fest event last year was one of their most successful events. Chairperson Laura Fitzpatrick inquired about why the Boosters requested an increase in grant funding this year. Beth Simmons from the committee responded that Waste Management would not be able to provide the same donation this year that they provided in 2014 and there are proposed increased expenditures for increased advertising. The Boosters will cover the expenses for police services and road closures.

Chairperson Laura Fitzpatrick asked about the involvement of Lombard Town Centre in the event. Beth Simmons stated that this year LTC will participate in the event through volunteering and sales of tickets. Georgie stated that long term, the Boosters may turn over the event and as the event and group grow over the years, they wish to continue to partner with other agencies. Lori Solyom asked if the costs for Lou Dog Events were the same this year over previous year. A representative from Lou Dog confirmed that the fees were the same for both years at 5% of the proceeds. Committee Member France Langan inquired about how the committee obtained information on where attendees were arriving from. Lou Dog events shared that visitor information it obtained from credit card information. Sales from the previous year came from Milwaukee, Madison, Munster, Champaign, and Bloomington. Leading up to the event, 80% of the ticket sales were from outside of the Village of Lombard. Georgie Ludwig stated that the additional promotion of the event would take place through the 2,000 families of Glenbard East and through individuals. Lori Solyom requested that the group continue logging the metrics on out of town attendees.

Robyn Pike made a motion to approve the grant, seconded by Jill Payne. The motion was approved by unanimous vote.

150025

Local Tourism Grant Application 2015 - Lilac Princess Program

Grant request from Lombard Junior Women's Club for costs in the amount of \$9,500 from Hotel/Motel funds for expenses supporting the selection of the Lilac Queen and her Court, supporting expenses associated with their participation in numerous Lilac Time Events and providing \$1,000 scholarships to each princess. Committee recommendation in an amount up to \$7,125.

Nancy Spartz and Sue Horner from the Lombard Junior Women's Club presented the grant request for funding for the Lilac Princess program. Sue Horner stated that the Juniors have been a part of the Lilac program for many years. Excluding the scholarships provided by the Village, in past years, administration of the program has been 20-25%

of the annual budget each year. Fundraising for this event has declined over past years. While the Club respects that the Village has made a change to not issue grants to family members of Village employees or elected officials, the Club has now committed to set aside program funding to cover the cost of scholarships for any princesses ineligible for scholarships from the Village. Lori Solyom inquired about what metrics would be put into place to track tourism and out of town stays. Sue Horner said that while there are no metrics currently in place, the Club will try to track it moving forward. Lori Solyom requested that the club reach out to the community to expand the current donor base to limit the need for the Village to fund the program at 100% indefinitely.

Committee Member Marguerite Micken stated that the early part of the year is not the best time for fundraising and added that out of town stays are generated by family members and other visitors. The Lilac Princes program is one of the most important components of Lilac Time and has been a tradition since 1934. Sue Horner stated that over the years the obligations upon the Lilac Princesses has grown from 5 events during Lilac Time to more than 20 events on their own time. As the chaperone to the princesses at all of these events, the club commits a tremendous amount of time in support of the program.

Chairperson Laura Fitzpatrick restated the grant program was structured to be a matching grant program and that it was not intended to be used to fund 100% of events. France Langan asked what the additional expenses the club incurs beyond the scholarships. Nancy replied that each year the organization purchases tickets for the Lilac Ball for parents of the princesses. Chairperson Laura Fitzpatrick recommended that the committee provide seed money for the scholarship and some additional expenses, funding the program at 75% or \$7,125. Lori Solyom suggested that the Club seek sponsorships to cover the remaining expenses.

Lori Solyom made a motion for approval of a grant for 75% of program expenses at \$7,000. The motion was second by France Langan. The Motion was approved by unanimous vote.

[150026](#)

Local Tourism Grant Application 2015 - Lombard Lilac Festival Parade

Grant request from the Lombard Lilac Festival Parade Committee in the amount of \$28,000, from Hotel/Motel funds, for costs associated with the Lilac Festival Parade to be held May 17, 2015, at Main and Wilson Streets.

Bob Lopez and Ellyn Murphy presented the grant request for the parade committee. The Lilac Festival Parade is entering its 62nd year and the committee is solely responsible for organizing the

parade. The committee has been seeking sponsorships and conducting fundraising. To date, the committee has raised \$1,200. Chairperson Laura Fitzpatrick requested that the committee application include the actual expenditures from previous years at \$23,000-24,000. Ellyn Murphy stated that the committee has been seeking corporate sponsorships and has been successful at obtaining a major corporate sponsorship from Famous Liquors. Lori Solyom encouraged the committee to seek additional sponsorships and seek additional means of raising funds. Chairperson Laura Fitzpatrick asked the committee to come back with a fundraising plan to the next meeting. Ellyn Murphy stated that the committee is a small group of 12 persons with additional volunteers on the day of the event. The Committee was requested to return to the February Community Promotion and Tourism Committee Meeting with additional information the fundraising plan and the required two years of financial data.

7.0 Other Business

None.

8.0 Information Only

None.

9.0 Adjournment

A motion to adjourn was made by Marguerite Micken, second by Robyn Pike. The motion was approved at 8:50 p.m.