



# Village of Lombard

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

## Minutes

### 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*

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Thursday, January 19, 2012

3:00 PM

Village Hall Community Room

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#### 1.0 Call to Order and Pledge of Allegiance

The meeting was called to order at 3:12 p.m. by Village President and Committee Chair William Mueller. The Pledge of allegiance was led by President Mueller.

#### 2.0 Roll Call

**Present** 3 - President William J. Mueller, Marguerite Micken, and Jill Payne

**Absent** 3 - Edward Murphy, Steve Wilk Sr., and Rosalie Loeding

Also present: Yvonne Invergo, Executive Director of the Lombard Chamber of Commerce; Skip Strittmatter, Executive Director of the DuPage Convention & Visitors Bureau; Jerry Cohen, Executive Director of Yorktown Center; Tim Sexton, Finance Director, Jamie Cunningham, Assistant Finance Director; Jill Hastings, Lombard Park District; Jason Myers, Lombard Park District and Sharon Vish, representing the DuPage Sculpture Show Committee.

NOTE: As there was no quorum, some committee members were polled by email.

### 3.0 Public Participation

None.

### 4.0 Approval of Minutes

Motion to approve the minutes of the September 15, 2011 meeting was made by Jill Payne, seconded by Marguerite Micken. The motion carried unanimously. (Members Steve Wilk, Sr. and Rosalie Loeding were polled by email and concurred on the approval of minutes.)

### 5.0 Unfinished Business

None.

### 6.0 New Business

#### 110725

#### **Grant Application Request from Friends of the DuPage Theater**

Request for \$3,000 from Hotel/Motel funds for costs associated with the 2012 DuPage Sculpture Show.

Sharon Vish, chairperson of the DuPage Sculpture Show committee, was present to discuss the grant application. This is the 4th year the event will be held in Lilacia Park and will be held on May 12 from 10 am-4 pm. The purpose of the juried show is to showcase artists of DuPage County. The grant funds will be used to fund scholarships and cash awards for the artists. The committee has secured corporate sponsors, including the Westin Hotel, which will sponsor the committee's fundraiser on Feb. 13.

President Mueller asked Skip Strittmatter if there is anything that the DuPage CVB could do to help promote the event. Young artists are featured and this gives them a chance to showcase their artwork. Skip indicated that they could help promote the event on their calendar of events as well as the Bureau's website and through social media. Sharon will contact Skip for help with marketing of the event.

Committee member Jill Payne inquired as to how they go into the high schools to get the artists involved? Sharon responded that they have contacts and have recruited from the high school students in the past. Sharon indicated that the attendance last year was about 1,200 and that the Lombard Park District is a partner with the DuPage Sculpture Group. They also intend to have a group from Glenbard East H.S. playing music in the park the day of the event.

**A motion was made by Jill Payne, seconded by Marguerite Micken, that this request be recommended to the Board of Trustees for approval. Members Steve Wilk, Sr. and Rosalie Loeding were polled by email and concurred on**

this recommendation. The motion passed by an unanimous vote.

110727

**Grant Application Request for 2012 Lilac Time Advertising**

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

Jill Hastings, representing the Lombard Park District, presented the grant, announcing that as in the past, this is a matching grant with the State. It will be used for video advertising to be placed 50 miles from Lombard-Joliet, southern Illinois, Rockford, Madison, Milwaukee and Indiana. The Park District also plans to do online advertising as well. They expect to hear about the State grant in March.

Marguerite Micken asked if the Park District intended to do additional advertising separate from the grant and Jill Hastings said that they will be using other media for other locations in the area. Jerry Cohen asked how the Park District chooses markets that they advertise in? Jill Hastings responded that they chose areas that are far enough away that they will come for a day and stay overnight and have to buy gas in Lombard. She added that they don't see people coming for longer than 1-2 days and not further than that destination. Per the State grant, 50 miles is a suggested guideline for the criteria of the grant.

Bill Mueller asked if there are any plans to do specialty advertising, as in **West Suburban** magazine as in the past we've had some articles. Also, what about **Triple A** magazine? Jason Myers responded that the Park District has about 7,000 email addresses, which they will be utilizing for promotions so they are being more "green" with their efforts.

**A motion was made by Marguerite Micken, seconded by Jill Payne, that this request be recommended to the Board of Trustees for approval. Members Steve Wilk, Sr. and Rosalie Loeding were polled by email and concurred on this recommendation. The motion passed by an unanimous vote.**

120008

**Grant Application Request for Showmobile Stage**

Request from the Village of Lombard for \$57,987 from Hotel/Motel funds for the purchase of a new showmobile stage.

President Mueller gave an overview of the Showmobile and indicated that the stage is not safe to use any longer. He inquired of Jason Myers if the Park District would still be willing to deliver it, store it and maintain it for the Village. Jason Myers indicated that the agreement would still be ok.

Jason Myers spoke a little about the history of the Showmobile and its use. President Mueller asked how much the Park District charged for the rental-Jason said that the labor is charged back to the non-profit or out of town group that rents it but others are not charged for the rental. Also, they had not rented it out recently as it has been deteriorating and in disrepair. He also mentioned that the Park District had someone come out from the company that made it and parts are no longer available and if it were to be repaired, they would not guarantee or warranty the work.

Yvonne Invergo, Chamber of Commerce, asked what is wrong with the stage? Jason Myers answered that it is a structural issue. Currently the stage has been stored at Sunset Knolls.

Staff added that the Dan Colpo of the Village's Public Works Department and Bill Mees from the Lombard Park District had looked at it with the specs and Colpo recommended the specs needed to purchase a stage similar to what we have. The color and design of the outside will be signed and marked by the Village's sign shop, similar to the party wagons.

President Mueller asked the Park District to have Bill Mees look over the quote that was received by the selected vendor.

**A motion was made by Marguerite Micken, seconded by Jill Payne, that this request be recommended to the Board of Trustees for approval. Members Steve Wilk, Sr. and Rosalie Loeding were polled by email and concurred on this recommendation. The motion passed by an unanimous vote.**

#### [110737](#)

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

Discussion of 2012 Hotel/Motel budget.

Finance Director Tim Sexton reviewed the submitted Hotel/Motel Tax budget with the committee. Bill Mueller announced that the Village is changing from a fiscal year to a calendar year and explained that we have a 7 month budget and then a new 12 month budget for the calendar year 2013.

Sexton announced that the hotel/motel market in FY11 made quite a rebound but has slowed down a bit over the past few years. The Finance Department projects a slight increase in the future budget years in terms of revenue.

The committee members were asked to note that the showmobile and carriage house items were not included when the budget was considered.

Sexton highlighted the differences in the budget, citing most changes were increases over the previous year, including the Taste of Lombard and most significantly, the Village's landscaping program. It was significantly decreased in the past but because of the emerald ash borer and the trees being claimed by that, the replacement of some of the tree planting funds will be set aside for this area.

Jerry Cohen asked why this was included with the hotel/motel budget and Sexton indicated that this is for beautification and Tree City, USA status so it is able to be funded in this manner. Cohen announced that some 150 trees were removed from the mall and that Yorktown has replaced them.

President Mueller asked a couple of questions about the transfer to General Fund and the Taste of Lombard. Sexton replied that based on the administrative time that is used that doesn't get charged to the hotel/motel fund, the Village is legally allowed to transfer some funds and as far as the Taste of Lombard is concerned, the costs associated with the event, other than the fireworks, will come back to the Village.

Regarding banner replacement, staff indicated that flags and banners were worn and in need of replacement and new banners to fit the new light poles needed to be ordered as well. Staff will most likely begin with new lilac time banners.

Yvonne Invergo indicated that a number of restaurants are forming an alliance and were wondering if they could ask for a grant for an event. She indicated that they want to request funds for the advertising of the event, to be held during restaurant week which is targeted for September. The Chamber and DuPage CVB are volunteering for the event as administrative and marketing arms for the group. Yvonne noted that September 7-16 for Restaurant Week is the target week. President Mueller indicated that they could apply like any other group and see what happens at that time.

**A motion was made by Jill Payne, seconded by Marguerite Micken, to concur with the budget as presented, and forward to the Board of Trustees for approval. Members Steve Wilk, Sr. and Rosalie Loeding were polled by email and concurred on this recommendation. The motion passed by an unanimous vote.**

## 7.0 Other Business

### 110729

#### **Lilac Parade Grant Discussion**

Discussion of 2011 \$25,000 grant to the Lilac Parade Committee.

The Finance Department asked for clarification on the 2011 Lilac Parade grant. The committee did not spend the entire grant and had a surplus in the end. The question as to whether they would be requested to give the balance of the grant back to the Village, or if the future grant would be reduced by that amount, was requested by Finance. President Mueller indicated that he would like to wait and see what the Parade Committee has when they come into the committee for the grant-to see what their budget is and what they request. This item will be tabled to a later meeting.

## 8.0 Information Only

None.

## 9.0 Adjournment

A motion to adjourn the meeting at 4:20 p.m. was made by Maguerite Micken, seconded by Jill Payne. Motion carried. The next Community Promotion and Tourism meeting is scheduled for April 19, 2012.

Respectfully Submitted,

Joelyn Kott, Staff Liaison

