



# Village of Lombard

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

## Minutes

### Community Promotion & Tourism

*Trustee Andrew Honig, Chairperson,  
Trustee Anthony Puccio, Alternate Chairperson,  
Jill Payne, Marguerite Micken, Joe Orsolini,  
Nancy Schukat, Phil Dahm, , Brad Hanewall and Nicholas Piron  
Ex-Officio Members: Melissa Infusino - Lombard Chamber of  
Commerce; Beth Marchetti - DuPage Convention & Visitors'  
Bureau; Yorktown Centre - Josh Dean; Neil De Guia - Embassy  
Suites; Nashaly Ramirez - Extended Stay America; Randy Kline  
- Sure Stay Plus; Max Schultz - Hyatt Place; Robert Stewart -  
Marriott Fairfield Inn; Adriana DeHoyos - Extended Stay  
America; Frank Balisteri - Comfort Suites; Alan Gagnon -  
Sonesta ES Suites; Ashley Libbe - Towne Place Suites; Mike  
Feigenbaum - The Westin Hotel*

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Tuesday, March 2, 2021

7:00 PM

Community Room

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**NOTICE IS HEREBY GIVEN THAT THE COMMUNITY PROMOTION AND TOURISM COMMITTEE WILL HOLD A MEETING ON TUESDAY, March 2, 2021, AT 7:00 P.M. REMOTELY VIA A VIRTUAL MEETING PLATFORM**

#### **NOTICE OF MEETING MODIFICATION DUE TO COVID-19**

In light of the Disaster Declaration issued by the Governor of the State of Illinois relative to the COVID-19 pandemic, the Chairman of the Community Promotion and Tourism Committee has determined that an in-person meeting of the Committee, or a meeting conducted under the Open Meetings Act requirements, relative to a quorum of the members of the having to be physically present at a meeting when some members of the Committee are participating remotely, is not practical or prudent because of the disaster.

Pursuant to Governor Pritzker's Executive Order No. 2020-07, as extended and modified by Executive Orders 2020-18, 2020-33, 2020-39, 2020-44, 2020-52, 2020-55, and 2020-59, 2020-71, 2020-74, 2021-01 and 2021-04 which suspend the requirement of the Illinois Open Meetings Act requiring in-person attendance by members of a public body during the duration of the Gubernatorial Disaster Proclamation, members of the Committee may attend and participate in the meeting remotely through a virtual meeting platform. Physical attendance at this public meeting will be restricted and residents are invited view and participate remotely through the means offered below.

Public comments may be submitted in advance of the meeting on the Village website at [www.villageoflombard.org/publiccomment](http://www.villageoflombard.org/publiccomment) <<http://www.villageoflombard.org/publiccomment>>, via email to

[communications@villageoflombard.org](mailto:communications@villageoflombard.org)

[<mailto:communications@villageoflombard.org>](mailto:communications@villageoflombard.org) or by calling and leaving a voicemail at (630)620-5929. The Village requests that written comments be submitted to the Village by 5:00 p.m. on Tuesday, March 2, 2021.

Notwithstanding this request, all written comments received before the public comment portion of the agenda will be read into the public meeting record.

Individuals who wish to speak during the live meeting, or wish to listen to the meeting remotely online or by telephone should contact the Village by 6:00 p.m. on Tuesday, February 2 by calling (630) 620-5929, on the Village website at [www.villageoflombard.org/publiccomment](http://www.villageoflombard.org/publiccomment)

[<http://www.villageoflombard.org/publiccomment>](http://www.villageoflombard.org/publiccomment) or via email to

[communications@villageoflombard.org](mailto:communications@villageoflombard.org)

[<mailto:communications@villageoflombard.org>](mailto:communications@villageoflombard.org). Individuals who sign up to speak during the meeting or participate remotely online or by telephone by 6:00 p.m. on Tuesday, March 2, will receive information about how to join the meeting by e-mail or phone, based upon their request, after the sign-up time ends.

The physical attendance restrictions in place for this meeting have been adopted to comply with Governor Pritzker's Executive Orders regarding social distancing and the need to maximize residential self-isolation to slow the spread of COVID-19 to the greatest extent possible.

## 1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order by Chairperson Andrew Honig at 7:06 pm.*

*The Pledge of Allegiance was led by Nicole Aranas.*

## 2.0 Roll Call

**Present** 6 - Andrew Honig, Marguerite Micken, Jill Payne, Nancy Schukat, Brad Hanewall, and Nicholas Piron  
**Absent** 2 - Joe Orsolini, and Phil Dahm

*Present via Remote: Marguerite Micken, Nancy Schukat, Brad Hanewall, Jill Payne, and Nick Piron*

*Also present remote: Ellen Bachner, Glenbard East Boosters, Beth Marchetti, Noonie Aguilar and Angela Rauen of DuPage Convention and Visitor's Bureau, Marc Colbert of Prairie State Cycling Series Inc.*

*and Nicole Aranas, staff liaison*

### 3.0 Public Participation

*None.*

### 4.0 Approval of Minutes

A motion was made by Nancy Schukat, seconded Marguerite Micken, to approve the minutes of the February 2, 2021, committee meeting. The motion passed unanimously.

### 5.0 Old Business

*None.*

### 6.0 New Business

#### [210050](#)

#### **Local Tourism Grant Application 2021 - Ale Fest**

Grant request from Glenbard East High School Boosters in the amount of \$10,000 from Hotel/Motel funds for expenses related to the event. The expenses include fencing, tents, village services, marketing and street closures. The event is scheduled for June 12, 2021.

*The grant application for the Glenbard East Boosters was represented by Ellen Bachner. Ale Fest is a fundraiser that began 7 years ago to help fund the turf field installed at Glenbard East High School. The GBE Boosters has a commitment to District 87 to make the payments for the turf field. The commitment is through 2023.*

*The event was not held in 2020 due to the pandemic. The previous event estimated an attendance of approximately 1,000 people. The Boosters use an event planner who oversees the majority of the operation. The planner works with the craft breweries. The planner has stated that the area must be at Phase 5 in order to hold the event. Because of this, he is doubtful the event can happen in June. GBE Boosters, in conjunction with the planner, will have to decide by the middle of April whether the event will take place. A back up plan would be to hold the event in September or October, but again due to the amount of planning that goes into the event, a decision would have to be made by early July. The Boosters will be in contact with the Village to coordinate changes to date of the event.*

A motion was made by Brad Hanewall, seconded by Nancy Schukat, to approve the \$10,000 grant request from Glenbard East Boosters for Ale Fest. The motion passed unanimously.

[210054](#)

**Local Tourism Grant Application 2021 - Lombard Cycling Classic**

Grant request from DuPage County Convention and Visitor's Bureau and Prairie State Cycling Series, LLC, in the amount of \$7,000 from Hotel/Motel funds for expenses related to the fees associated with the event. The event is scheduled to take place July 20, 2021.

*Beth Marchetti of DVCB and Marc Colbert of Prairie State Cycling Series LLC presented the grant for the Lombard Cycling Classic.*

*Prairie State Cycling Series has a go/no go decision date of May 15th, at the latest. The Lombard Cycling Classic is part of 3 cycling events held in DuPage County this year. They are following the guidelines from the DuPage County Health Dept. website for guidance. The decision to go or cancel will affect all three events. Prairie State Cycling will have a covid mitigation plan which they submit to Nicole Aranas and Beth Marchetti soon. Nicole Aranas stated one stipulation of the grant will be the ability for the community to participate. Marc responded the event would not be held if the community cannot be involved.*

A motion was made by Marguerite Micken, seconded by Nancy Schukat, to award the grant of \$7,000 to the DuPage Convention and Visitors Bureau for the Lombard Cycling Classic. The vote passed unanimously.

## 7.0 Other Business

None.

## 8.0 Information Only

*Beth Marchetti gave a brief follow-up to her February statement on the effects of the pandemic on the DuPage County Hotel/Motel industry. She stated Lombard hotels are operating at 32% occupancy. Last year in January/February/March, occupancy was approximately 45%. The rates in the suburbs cannot compete with the rates at hotels in the City of Chicago. Beth also stated that the goal of DCVB is to look to for opportunities to support local hotels.*

*Nicole Aranas commented that in 2020 hotel/motel tax collected by the Village of Lombard was down 62% from 2019, and in 2021 the Village is expecting to collect 40% less tax than 2019. The Village of Lombard*

*does have money in reserves to cover the shortfall.*

## **9.0 Adjournment**

**A motion was made by Nancy Schukat, seconded by Jill Payne, to adjourn the meeting at 7:49 pm. The motion passed by unanimous vote.**