



Village of Lombard

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

Minutes

Community Promotion and Tourism

*Trustee Laura Fitzpatrick, Chairperson,
Jill Payne, Marguerite Micken, Colleen Whittington,
France Langan, Connie Sichrovsky and
Robyn M. Pike*

*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; Michelle Seamon -
Stay Inn;*

*Jerry Evans - Hyatt Place; Karen Borris - Fairfield Inn;
Nicole Norwood - Homestead Studio Suites; Frank Balisteri -
Comfort Suites;*

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

Mike Feigenbaum - The Westin Hotel

Tuesday, February 12, 2013

7:00 PM

Village Hall/L22

1.0 Call to Order and Pledge of Allegiance

Chairperson Laura Fitzpatrick called the meeting to order at 7:00 p.m.

Chairperson Fitzpatrick led the Pledge of Allegiance.

2.0 Introductions and Roll Call

Present 7 - Trustee Laura Fitzpatrick, Jill Payne, Marguerite Micken, Colleen Whittington, France Langan, Connie Sichrovsky, and Robyn Healy-Pike

*Also present: Joelyn Kott, Communications Coordinator; Erica Fisette;
Jill Hastings; Adam Eakins; Deb Dynako and Yvonee Invergo,
Executive Director of the Chamber of Commerce.*

Members introduced themselves around the table to each other.

*Chairperson Fitzpatrick mentioned that we may have two more
committee members to join for a full committee.*

3.0 Public Participation

None.

4.0 Approval of Minutes

The September 20, 2012 minutes were read but not approved due to the fact that the new Committee members present were not in attendance at that time.

5.0 Review of Ordinance 6766 changing the Committee to a Standing Advisory Committee and Review of the Expenses of the Hotel/Motel Grant Guidelines

Chairperson Fitzpatrick reviewed the ordinance regarding the changes to the Committee, namely, that the Committee went from an Ad-hoc Committee to a Standing Committee. She indicated that the Committee will not meet during the months of May and December as well as two months in the summer. Meetings will be the second Tuesday of the month at 7 p.m. She also reviewed what the duties and responsibilities are of the Committee (will review Hotel/Motel budget, grant program and more.) Grants are given to promote overnight stays/use of hotel rooms. Also, the Committee is still in need of a Vice-Chair. A Chairperson from the membership was named to run the meeting in case the Chair or Vice-Chair is unavailable. The member Chair will be Marguerite Micken.

A motion was made by Jill Payne and seconded by France Langan naming Marguerite Micken to run the meeting in case the Chair or Vice-Chair is unavailable. Motion carried unanimously.

Colleen Whittington asked if grants come throughout the year. Chairperson Fitzpatrick indicated that they generally are in the earlier part of the year but that the Committee is also going to look at different ways of communication for our community.

6.0 Unfinished Business

None.

7.0 New Business

[130074](#)

Status of Grant Funds

Review the status of grant funds and staff's recommendations relative to hotel/motel grant applications for fiscal year 2013.

Finance Director Tim Sexton submitted staff's recommendation relative to the funding of the submitted grants. This recommendation was based on the grant application submitted as well as the budgets.

[130060](#)

Grant Application For 2013 Lilac Parade

Request from the Lombard Lilac Festival Parade Committee for \$25,000 from Hotel/Motel funds, for costs associated with the annual Lilac Parade.

Erica Fisette, Lilac Parade Committee Chair, presented the grant on behalf of the Lilac Parade Committee. Trustee Fitzpatrick explained how the grant applications are submitted with a budget and this year she asked for three years of budgets to accompany the applications.

Erica Fisette indicated that she has been a member of the Parade Committee for six years, two years as Chair, and that she is requesting funds to support the 2013 Lilac Parade. She explained that the grant is used to support honorariums, advertising expenses and functional costs of the committee. From past years, no shows did not get paid an honorarium so they were able to have a surplus as a result. The surplus was built up as well because they were not sure that they were going to get the total grant amount requested from the Village.

France Langan asked who gets honorariums. Fisette responded that Medina Shriners, Jesse White Tumblers and more. The honorariums range from \$600-\$1,000. The Parade Committee negotiates with the honorariums requested. High School bands get about \$400, which was requested by Jill Payne.

Colleen Whittington asked how much the Parade Committee would feel comfortable with having in the bank. Fisette indicated that \$5000 would be a fair amount. Chairperson Fitzpatrick announced that she asked Staff to look at the grant and make a recommendation. Chairperson Fitzpatrick asked if they could get by with \$15,000. Fisette said that they don't generally exhaust their funds.

Marguerite Micken mentioned that increase in costs is a consideration. Fisette said that they want to be fair. Langan asked if any of the participants stay in Lombard. Chairperson Fitzpatrick said that she researched other parades and they all ask for deposits. She gave some suggestions to Fisette to bring back to the Committee: If they are having trouble getting volunteers in town, she suggested partnering up with another non-profit in the Village and also to get a non-profit status so that they can solicit donations and sponsorships. Chairperson Fitzpatrick gave applications from other parades (Elmhurst and Wheaton.) Fisette asked if anyone has seen the Elmhurst parade and they show up because it's St. Patrick's Day and

you can drink on the street. Other members said that the parade is somewhat like the Villa Park July 4th Parade.

Chairperson Fitzpatrick asked for a motion on the grant. Micken mentioned that the grant should be awarded for \$25,000. Whittington agreed that the Parade is an integral part of the community and suggests to contact 5/3 Bank for sponsorships. Fissette said that she appreciates the suggestions but they are an aging and tired group. She also added that she believes they need a surplus to start up. She would be comfortable with the \$20-25,000 range. Jill Payne indicated she would agree to \$25,000 for this year with the sponsorships tried for next year. Langan indicated that it is difficult to make a decision in such a short time on this with no history. Payne also added that for this year, it's too late for sponsorships.

A motion was made by Jill Payne, seconded by Marguerite Micken, to recommend to the Board of Trustees approval of a grant award in an amount not to exceed \$25,000. The motion passed by a unanimous vote.

[120671](#)

Grant Application For 2013 Lilac Time Advertising

Request from the Lombard Park District for \$11,900 from Hotel/Motel funds, for costs associated with the 2013 Lilac Time Advertising.

Jill Hastings, Marketing Coordinator from the Lombard Park District, was on hand to present this grant. The Park District is also requesting a grant from the State Tourism Department and it is a 50/50 matching grant.

The grant would be used for promoting Lilac Time and this year they will be using a video, which is an overview of the lilac time activities. This year's proposal for advertising is similar to last year. The grant request is \$11,900.

Jill Payne asked if the Park District knows the number of hits they received last year. Hastings indicated they received 94,000 impressions for 30 second online video and email blasts are getting more play than print ads. Payne is wondering the cost of the electronic versus newspaper media. Clicks on the website feature restaurants and hotels which are tracked on the Park District website, according to Hastings.

France Langan inquired if anyone knows if any hotel occupancies are up during Lilac Time? Hastings indicated that during Lilac Time Lombard hotels are about 81% occupied.

Colleen Whittington inquired why the Park District comes to the Village for Lilac Time advertising. Hastings explained that it is not in

the Park District budget for this large ad campaign. This will provide a 50 mile radius spread of promotions, which is required from the state request, which may bring people from all over to stay overnight as well.

The Lilac Time brochure comes from the Lombard Park District budget and Trustee Fitzpatrick explained that we have done this intergovernmental partnership for some time now.

A motion was made by Colleen Whittington, seconded by Jill Payne, to recommend to the Board of Trustees approval of a grant award in an amount not to exceed \$11,900. The motion passed by a unanimous vote.

Chairperson Fitzpatrick said that the Committee can review next January the total advertising for Lilac Time.

[130024](#)

Grant Request For 2013 Taste Of Lombard

Request from the Lombard Jaycees for \$35,000 from Hotel/Motel funds, for costs with Taste of Lombard Fest and fireworks.

Adam Eakins, representing the Lombard Jaycees, was present to present the grant for the Taste of Lombard fireworks. This year, the Taste is July 2-6 with fireworks on July 4. Eakins brought invoices from previous years regarding the cost of the fireworks. Last year, he indicated that the Jaycees received \$30,000 from the Village but the Jaycees had put in \$5,000 to make it a \$35,000 fireworks display. He indicated that the Jaycees are looking to make it a \$40,000 show this year. They want to lengthen the show to about 45 minutes with additional fireworks at the end. Taste of Lombard brings people to Lombard for tourism, foods, etc., explained Eakins. He indicated that this is different from past years as now they are filling out a grant application and have been asked to come before this Committee.

Colleen Whittington asked how much the gate fees bring in? Eakins indicated close to \$80,000 or \$90,000, which is used to reimburse the Village for their services. He explained that the grant is only for fireworks.

France Langan inquired as to how the Jaycees know that they are getting \$30,000 worth of fireworks? Eakins indicated that he is confident that they are from the experience of doing it for several years.

Yvonne Invergo asked if the Jaycees collect from donations in the Park? Eakins indicated that no solicitation is allowed in the park.

A motion was made by Jill Payne, seconded by Marguerite Micken, to recommend to the Board of Trustees approval of a grant award in an amount not to exceed \$30,000. The motion passed by a unanimous vote.

[120670](#)

Grant Request From Friends Of The DuPage Theater

Request for \$3,000 from Hotel/Motel funds for costs associated with the 2013 DuPage Sculpture Show.

Deb Dynako, President of the Friends of the DuPage Theatre, was in attendance to present the grant for this event, to be held May 11, 2013 in Lilacia Park.

The grant request is \$3,000. Dynako indicated that the grant is used as startup funds for the event and that the group relies heavily on donations. The grant is also used for scholarship and award money to the artists. President Mueller's legacy was to recognize the culture and arts in our community. This is the fifth year of the event and it has really built up by word of mouth and volunteer hours. The major fundraiser is March 11 at the Westin. This year, they will also do some major student group "Organic" are done by students in which the community can participate in the making of the art. Community organizations are getting more involved, i.e. Lombard Historical Society is giving tours in the Park as well as Lombard Town Centre.

Colleen Whittington indicated that she noticed that the amount of scholarships is up from prior years. Dynako indicated the number and amount of scholarships is determined by the donations that are given in addition to the grant money from the Village.

A motion was made by Jill Payne, seconded by Marguerite Micken, to recommend to the Board of Trustees approval of a grant award in an amount not to exceed \$3,000. The motion passed by a unanimous vote.

[120672](#)

Grant Request For 2013 Lilac Princess Scholarships

Request for \$5,000 from Hotel/Motel funds for 5 \$1,000 scholarships for the 2013 Lilac Princesses.

The scholarships have been awarded since 2001, according to staff. This includes five \$1,000 scholarships that are presented to the Lilac Queen and the Court at the Lilac Ball on behalf of the Village.

A motion was made by Colleen Whittington, seconded by Robyn Healy-Pike, to recommend to the Board of Trustees approval of a grant for five \$1,000 scholarships. The motion passed by a unanimous vote.

8.0 Other Business

Review of materials from the DuPage Convention & Visitors Bureau

(DCVB)

Staff presented a folder of information from the DCVB for the Committee's information. Langan inquired as to whether they could take a look at some of the promotions that the Village does. Chairperson Fitzpatrick asked him to take the packet home to review and that at the next meeting the Committee would be looking at some of the promotional items of the Village.

9.0 Information Only

None.

10. Adjournment

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A motion was made by Jill Payne, seconded by Marguerite Micken, to adjourn the meeting at 8:15 p.m. The motion passed by a unanimous vote.