



# 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, Colleen Whittington,  
France Langan, Connie Sichrovsky,  
Robyn M. Pike and Joe Orsolini*

*Ex-Officio Members: Yvonne Invergo - Lombard Chamber of  
Commerce;*

*Skip Strittmatter - DuPage Convention & Visitors' Bureau;  
Jerry Cohen - Yorktown Merchants' Association; Mary  
Eckhoff - Embassy Suites;*

*Bob Witkiewicz - Extended Stay Deluxe; Adam Delude - Stay  
Inn;*

*Jerry Evans - Hyatt Place; Karen Borris - Marriott Fairfield  
Inn;*

*Amy Kowallis - Homestead Village; Frank Balisteri - Comfort  
Suites;*

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

*Mike Feigenbaum - The Westin Hotel*

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Tuesday, August 13, 2013

7:00 PM

Village Hall

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### 1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order at 7:04 p.m. by Committee  
Chairperson Trustee Laura Fitzpatrick.*

*Committee Member Joe Orsolini led the Committee in the Pledge of  
Allegiance.*

### 2.0 Roll Call

**Present** 5 - Trustee Laura Fitzpatrick, France Langan, Connie Sichrovsky, Robyn Pike,  
and Joe Orsolini

**Absent** 3 - Jill Payne, Marguerite Micken, and Colleen Whittington

*Also present: Skip Strittmatter, Executive Director of the DuPage  
Convention & Visitors Bureau; Nicole Aranas, Assistant Village  
Manager; Tim Sexton, Finance Director; Jamie Cunningham, Assistant  
Finance Director; and Bridget Doyle, Communications Coordinator.*

### 3.0 Public Participation

*None.*

## 4.0 Approval of Minutes

A motion was made by Robyn M. Pike, seconded by France Langan, to approve the minutes of the April 30, 2013 meeting. The motion passed by a unanimous vote.

## 5.0 Old Business

[130116](#)

### **Strategic Planning Session**

Revision of the Hotel/Motel Grant Application.

*The Committee reviewed the program guidelines and revised grant application prepared based upon direction from the April 30, 2013 meeting.*

*Chairperson Fitzpatrick inquired about the requirement of a post-event summary, which is a common requirement of grant applications. Jeanne Schultz Angel from the Lombard Historical Society was asked about the post-event summary and she responded that the types of information requested are typical of those items that grant applicants should be aware of and would want to consider. Ms. Pike confirmed that the applicants would have a fair amount of time to complete the post-event summary following their event. The committee agreed that all the applicants should be required to complete a post-event summary following their event and should be required to do so before receiving future grant funding.*

*Ms. Aranas stated that the Lombard Code does not currently have a provision for setting forth guidelines for a grant program and that the approval of the formal grant program recommended by the Committee would require adoption of a formal ordinance by the Village Board of Trustees. Chairperson Fitzpatrick noted that the application would be brought to the Board of Trustees for consideration at their September 5 meeting.*

A motion was made by Robyn M. Pike, seconded by France Langan, to recommend a formal local tourism grant program to the Board of Trustees for approval. The motion passed by a unanimous vote.

## 6.0 New Business

[130386](#)

### **Historical Commission/Lombard Historical Society Budget**

Presentation of the Historical Commission/Lombard Historical Society Budget by the Lombard Historical Commission.

*Representatives from the Lombard Historical Society present for a presentation to the Committee were Jeanne Shultz Angel, Executive Director, and Leslie Sulla, Lombard Historical Society President, and*

*Rita Schneider, Lombard Historical Commission President. Ms. Angel from the Lombard Historical Society made a presentation to the Committee regarding the Lombard Historical Society and the Historical Commission. The presentation gave background regarding the two entities and their responsibilities, assets, resources, challenges and goals. The Committee walked through the proposed 2014 budget for the Historical Society.*

[130387](#)

#### **Hotel/Motel Tax Expenditures for Fiscal Year 2014**

Discussion of Hotel/Motel Tax Expenditures for Fiscal Year 2014.

*Finance Director, Tim Sexton, walked the committee through the proposed 2014 Hotel/Motel Tax budget. Ms. Strittmatter inquired about the location of grant funds within the Hotel Motel Tax Budget. Mr. Sexton provided an explanation regarding the location of the grant funds within the budget as well as the other types of expenditures funded from the budget that do not come back before the Committee.*

*Chairperson Fitzpatrick inquired about the waterpark program for local hotels. Mr. Sexton explained that the program permits guests of local hotels to acquire free passes to the water park. Mr. Langan questioned the level of usage by local hotel guests. Staff will prepare information regarding the program usage and report back to the Committee at a subsequent meeting.*

*Chairperson Fitzpatrick discussed increasing local outreach to residents through social media and alternative sources, such as e-mail newsletters, smart phone applications and social media. The Committee recommended setting aside additional funding in the amount of \$30,000 to explore and implement increased constituent communications.*

**A motion was made by Joe Orsolini, seconded by France Langan, to recommend to the Board of Trustees, approval of the Hotel/Motel Tax Budget for FY2013 with the addition of \$30,000 for communications and marketing initiatives. The motion passed by a unanimous vote.**

[130389](#)

#### **Hotel/Motel Tax Grant Application (Spooktacular)**

Grant request from Lombard Town Centre in the amount of \$5,000 from Hotel/Motel funds for costs associated with the Spooktacular Fall Festival to be held on October 13, 2013 in Downtown Lombard.

*Chairperson Fitzpatrick stated that Lombard Town Centre had requested grant funding from the Village for their Spooktacular Fall Festival to be held downtown on October 13, 2013. The request for funding will be considered by the ECDC Committee.*

[130390](#)**Hotel/Motel Tax Grant Application (Business Expo)**

Grant request from the Lombard Chamber of Commerce and Industry in the amount of \$1,500 from Hotel/Motel funds for costs associated with the Business Expo to be held on October 24, 2013 at Yorktown Mall.

*David Boylan and Yvonne Invergo of the Lombard Chamber of Commerce presented a request for funding to promote the 2013 Chamber Business Expo to be held Thursday, October 24. The request is for \$1,500 to be used towards advertising the program through the use of banners around the perimeter of Yorktown Mall. The Chamber has 50 preexisting banners that will be modified and updated to reflect the 2013 Expo date.*

**A motion was made by France Langan, seconded by Robyn M. Pike, to recommend to the Board of Trustees, approval of funding to the Lombard Chamber of Commerce for the 2013 Chamber Business Expo in the amount of \$1,500. The motion carried by the following vote:**

**Aye:** 3 - France Langan, Connie Sichrovsky, and Robyn Pike

**Abstain:** 1 - Joe Orsolini

**Absent:** 3 - Jill Payne, Marguerite Micken, and Colleen Whittington

## 7.0 Other Business

*Ms. Aranas introduced Bridget Doyle, the new Communications Coordinator for the Village. Ms. Doyle joins the Village to fill the vacancy created through the retirement of Communications Coordinator, Joelyn Kott. Ms. Doyle discussed the Rand McNally Best of the Road competition where the Village is currently leading as one of the "Most Fun" communities in the Country. Ms. Doyle passed out flyers with instructions on how to vote and encouraged the Committee to support and promote the community through this initiative.*

*Chairperson Fitzpatrick noted that the September and October meetings conflict with meetings of the Village Board of Trustees and will have to be moved to the first Tuesday of each month.*

## 8.0 Information Only

*None.*

## 9.0 Adjournment

A motion was made by Robyn M. Pike, seconded by France Langan, to adjourn the meeting at 9:35 p.m. The motion passed by a unanimous vote.