



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, February 10, 2015

7:00 PM

Village Hall, 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.

Marguerite Micken led the Committee in the Pledge of Allegiance.

2.0 Roll Call

Present 6 - Jill Payne, Marguerite Micken, Connie Sichrovsky, Robyn Pike, Lori Solyom, and Trustee Laura Fitzpatrick

Absent 2 - France Langan, and Joe Orsolini

Also Present: Natalie Trojani, Lombard Historical Society, Whitney Cimaglia, Lombard Chamber of Commerce, Patty Worden and Sarah Richardt, Lombard Town Centre, Karen Lopez and Ellyn Murphy, Lilac Festival Parade Committee, Beth Marchetti, Dupage Convention and Visitors Bureau and Nicole Aranas, Assistant Village Manager

3.0 Public Participation

Beth Marchetti of the DuPage Convention and Visitors Bureau announced that the winner of the #CelebrateDuPage photo contest was a Lombard resident photo of the Lilac Parade.

4.0 Approval of Minutes

Minutes of the January 20, 2015, meeting were not submitted for approval.

6.0 New Business

[150030](#)

Local Tourism Grant Application 2015 - Lombard Civil War Reenactment

Grant request from the Lombard Historical Society in the amount of \$10,045.50, from Hotel/Motel funds, for entertainment, supplies and advertising. The event will held on July 24-26, 2015 at Four Seasons Park. Committee recommendation in an amount up to \$10,045.50. (DISTRICT #3)

Natalie Trojani was present from the Lombard Historical Society to present the grant request for the annual Civil War reenactment. The Society is requesting 75% funding for the Civil War reenactment at Four Seasons Park. The event will begin on Friday evening with a movie in the park followed by skirmishes and battles and additional activities.

Committee Member Lori Solyom asked if there was no admission cost that the Society request a donation of \$20 per family for attendance. Natalie stated that maybe the Society could have a box for people to collect donations from attendees to the event. Connie asked about hotel night stays generated by the event. Natalie stated that there were at least 10 rooms booked through the event that were directly through the Historical Society, but that it is difficult to determine the full number of room nights generated.

Chairperson Laura Fitzpatrick asked if the grant funding was increased, would more people attend the event. Natalie stated that the group is looking for more Union groups to participate and this year they are expanding the role of Mr. & Mrs. Lincoln, adding additional

services like the embalmer, surgeon and blacksmith and opening up the ball to outside visitors.

Jill Payne made a motion to grant \$10,045.50 to the Historical Society for the Civil War reenactment. The motion was seconded by Marguerite Micken and approved by unanimous vote.

[150028](#)

Local Tourism Grant Application 2015 - Lombard Chamber Expo

Grant request from the Lombard Chamber of Commerce in the amount of \$1,500 from Hotel/Motel funds for costs associated with EXPO 2015 to be held October 22, 2015 at Yorktown Center. Committee recommendation in an amount up to \$1,500.00. (DISTRICT #3)

The Lombard Chamber of Commerce grant request for the Business Expo was presented by Whitney Cimaglia. The grant would cover \$1,500 of expenses for updating flags around Yorktown for the business expo. The same fifty flags are used each year and the dates are just changed annually. Lori Solyom stated that the grant request is directly driving business to the Village and supporting outside expenditures in the Community.

Lori Solyom made a motion to approve the request, second by Jill Payne. The motion passed by unanimous vote.

[150031](#)

Local Tourism Grant Application 2015 - Spooktacular

Grant request from the Lombard Town Centre in the amount of \$2,000 from Hotel/Motel funds for costs associated with the Spooktacular event to be held October 18, 2015 in Downtown Lombard. Committee recommendation in an amount up to \$2,000.00. (DISTRICT #1)

Patty Worden and Sarah Richardt presented the grant request of the Lombard Town Center for grant funds for Spooktacular. The past years event was extremely successful, drawing 4,000-5,000 people to the downtown. Nothing about the event will change for the new year. Sarah Richardt stated that the grant request will cover Village fees that are not otherwise covered by sponsorships, such as police, trash, port-a-potties, and barricades. Lori Solyom stated that LTC has a good model for sponsorships and fundraising that is working.

Lori Solyom made a motion to approve the grant request for \$2,000. The motion was second by Marguerite Micken and approved by the Committee by unanimous vote.

[150032](#)

Local Tourism Grant Application 2015 - Lom-bar-b-q and Blues Fest

Grant request from the Lombard Town Centre in the amount of \$7,500

from Hotel/Motel funds for costs associated with the Lombard Bar-b-q and Blues Fest to be held August 8, 2015 on Parkside along Lilacia Park. Committee recommendation in an amount up to \$7,500.00.
(DISTRICT #1)

Patty and Sarah presented the grant request for funds for a first-time event, the Lombard Barbeque and Blues Fest. Patty shared that a local business member who had a contact seeking to move an existing event from Glen Ellyn to Lombard. The former event, called the Backyard Barbeque Competition was held every year in downtown Glen Ellyn and due to logistical issues they wanted to move the event from downtown Glen Ellyn. The Glen Ellyn event raised \$25,000 for charity and now the funds raised would be dedicated to LTC. Lori Solyom asked if the event would be same and just moved to Lombard. Sarah Richardt stated that yes, the event would be moved and like Lou Dog events, LTC would have professional event organizers to run the event. Sarah stated that the event would not be a sanctioned Kansas City Barbeque competition. Samples of the barbeque would be tasted but not sold to the public. The event would last two days and would encourage overnight stays. The event organizers will conduct fundraising through a bags tournament. Volunteers will be used to run the program.

Committee Member Connie Sichrvosky inquired if the event would be in conflict with Cruise Nights. Sara stated that LTC will be coordinating with the Village on collaboration on Cruise Nights regarding entertainment and cross-promotion.

Robin Pyke made a motion to approve the requested \$7,500, seconded by Jill Payne. The motion was approved by the Committee by unanimous vote.

5.0 Old Business

[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. Committee recommendation in an amount up to \$23,000.00.

Karen Lopez and Ellyn Murphy returned to present the fundraising plan and an update on the Parade Committee grant application. Chairperson Laura Fitzpatrick stated that she was impressed with

what the committee had prepared. Famous Liquors has firmly committed to sponsor \$1,000 of the parade. McDonalds will be sponsoring shirts and water for the volunteers. The committee is working with Elmhurst Hospital to get a minimum sponsorship of \$1,000. The committee has planned for a number of dining out events including a 50/50 raffle at the Rock Bottom Brewery event. Whitney Cimaglia presented a \$300 donation from the Chamber of Commerce. Chairperson Laura Fitzpatrick stated that the work of the committee in a month was impressive.

Lori Solyom made a motion to approve a grant of \$23,000. The motion was seconded by Jill Payne. The motion was approved by unanimous vote.

7.0 Other Business

Lori Solyom proposed that the Committee conduct a workshop for grant applicants each year.

8.0 Information Only

None.

9.0 Adjournment

A motion was made by Lori Solyom, second by Jill Payne, to adjourn the meeting at 7:52 pm. The motion was approved by unanimous vote.