

Village of Lombard

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



Meeting Minutes

Thursday, December 17, 2009

3:00 PM

Village Hall Community Room

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, Jim Romano-Yorktown
Merchants' Association, Mary Eckhoff-Embassy Suites, Amy Kowallis-Extended Stay
Deluxe, Robert Pierce-Hampton 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

1.0 Call to Order and Roll Call

The meeting was called to order by President William Mueller at 3:00 p.m.

NOTE: There was no quorum; absent members were called or e-mailed for votes.

Present: Chair President William J. Mueller, Edward Murphy, Marguerite Micken and Rosalie Loeding

Absent: Steve Wilk, Sr., Lorinda Ivey and Jill Payne

Also present: Kathy McManis, Lombard Park District; Eileen Libb, General Manager, Towne Place Suites, Marriott; Amy Wickhoff, Embassy Suites; Mary Eckhoff, General Manager, Embassy Suites; Skip Strittmatter, Executive Director, DCVB; Cynthia Ivey, General Manager, Residence Inn Marriott; Yvonne Invergo, Executive Director, Lombard Chamber of Commerce; Deb Dynako; Marymae Meyer; Brian Koehler, Assistant Director of Finance; Chris Stilling, Assistant Director of Community Development and Joelyn Kott, Communications Coordinator.

2.0 Public Participation

None

3.0 Approval of Minutes

A motion was made by Ed Murphy to approve the minutes of the September 17, 2009 meeting. Motion was seconded by Marguerite Micken and carried unanimously.

4.0 Unfinished Business

None

5.0 New Business

090719

Downtown Landscaping Recommendations

Review of landscaping recommendations for downtown Lombard, as directed by the Village Board.

An overview was presented by Chris Stilling, Assistant Director of Community Development, regarding the plan document that was prepared by the consultant. The Community Promotions & Tourism Committee was asked to look at the report to see what suggestions the committee might have regarding the placement and design of banners, specifically in the downtown area. The types of banners that the Village has available for use were discussed. These banners include American flags and flag banners, Lilac Time, Summer, Fall, Art Fair, Farmer's Market and Shop and Dine banners. It was also mentioned that during the first three years of the banner replacement program, no additional banners have been purchased due to the lower hotel/motel tax revenue that was collected.

One other item that was discussed was if the banners were sponsored by the business

community. Staff indicated that since each banner is different with the sponsor's business included on it, the cost per banner is increased.

President Mueller indicated that he is not in favor of the sponsorships on banners as it is not attractive to him but perhaps it is a time for us to look at this since funding is an issue. Rosalie Loeding asked whether or not the banners are reused. Staff indicated that the banner stock is aging and is reused as long as possible. The banners are worn due to weather, either snow or sunlight, which is the reason for the banner replacement program, plus to make new sizes for the new light poles on Main Street, and to add additional locations.

Marguerite Micken questioned whether or not now is a good time to ask businesses to sponsor this? Businesses can only afford to sponsor so many items so at this economic time, is this the right thing to do?

Bill Mueller asked the committee if the consensus was to eliminate or keep the banners? No one voted to eliminate banners.

Deb Dynako suggested that request a seasonal sponsorship of banners, perhaps quarterly. The Village could use less expensive banners or signage for the sponsorships and display the sponsors at prominent locations in town rather than on the banners themselves.

Marguerite Micken suggested that many of the businesses who could sponsor the banners would not be in the downtown, which is the topic of the discussion. Ed Murphy added that the comments that the ladies came up with are great but these are bad times. This would be a bad time to solicit businesses for this type of thing.

Bill Mueller indicated that he is hearing not to eliminate the banner program but to attempt to find sponsorships if possible.

The Community Promotions & Tourism Committee indicated that they would like to see banners continued in the community in some way. Sponsorships are possible. Continue the banner program with funding available.

Bill Mueller asked if the committee had any other ideas of enhancing the downtown? Mueller indicated that the more the Village gets into the downtown area, the more effort and dollars we put into it, the more it seems to be going the other way. In other words, the property owners are not necessarily working with the Village and rents are being raised significantly. Some businesses are being forced to look elsewhere or move into less expensive locations in the downtown area.

President Mueller indicated if there is anything else that can be done for the downtown, please get that information to the Village. Marguerite Micken asked if the Village has met with downtown business owners to see if there is any way to work out something. President Mueller indicated that those meetings have occurred.

090721

Grant Application From Fairfield Inn & Suites

Request for \$7,500 from Hotel/Motel funds for membership in a professional marketing group, to aide in the promotion of tourism.

The grant was not addressed as no one was present at the meeting.

090723

Grant Application For 2010 Lilac Time Advertising

Request from the Lombard Park District for \$18,091.80 from Hotel/Motel funds for costs associated the 2010 Lilac Time advertising.

Kathy McManis presented the grant request on behalf of the Lombard Park District.

In year's past, the Lombard Park District has requested grant funds to be used toward print advertising. This year, the Park District indicated that they are fortunate to have video gathered for a gold medal video, lilac time, concerts, etc. that they would like to use to change from print to television advertisements. With that, costs go up quite a bit but it is a matching fund grant. Kathy McManis indicated that they have received the grant from the State and one stipulation on the grant is that the video spots must be shown from more than a 50 mile radius away from Lombard. The list of proposed spots and channels was included in the grant application.

Last year, the Village grant to the Park district was \$12,674.88. This year, the Lombard Park District grant request is \$18,091.80. This only covers the television ads as the print advertising will be paid for by the Park District.

The TV spot is 30 seconds and would be running within a three week period.

Marguerite Micken asked about getting them to do a program on HGTV about the park district since some of the spots are scheduled to run on that channel. Kathy McManis said that it would be worth a try.

Bill Mueller questioned the expected attendance of 18,000? Kathy McManis indicated that last year they did not charge for entrance into the park and they did not have that many counters so the number is off.

Marymae Meyer interjected a comment about this from the Lombard Garden Club perspective. She indicated that when conducting the lilac bush sale in the park, the Garden Club has asked the purchasers where they are from and there are an amazing number of people who come from out of state to buy lilac bushes.

Kathy McManis added that 63% of people from last year are from outside of the 60148 area code.

Skip Strittmatter questioned whether or not the Park District considered electronic media and social marketing? U-tube?

Kathy McManis indicated that they are considering those strategies as well and if approved, they will be trying the 30 second spot out on some of those endeavors as well.

Ed Murphy said that there is no question about the need of the money but how much is the hotel/motel tax revenue down? Brian Koehler, Assistant Finance Director, indicated that this year the fund is down about \$600,000 from last year. Ed Murphy said that if we give them \$18,000, we're not being fair to our constituents.... Kathy McManis indicated that if they don't get the entire grant amount, they'd have to cut the amount of spots that were ordered.

Bill Mueller asked if the consensus was to stay with the \$12,674.88, same as last year?

Ed Murphy made a motion to approve a grant in the amount of \$12,674.88 to the Lombard Park District, for Lilac Time advertising. Second? With no seconding, additional discussion ensued.

Marguerite Micken indicated that the return is there and that there is a time to cut and a time not to cut. She asked if they could up it a little to \$15,000? I don't think the money is misspent as it goes to the hotels and the area in general. Bill Mueller indicated that the Village doesn't have a good handle on the amount of money generated for the Village as a result of Lilac time. Kathy McManis indicated that after Lilac Time last year, the Lombard Park District contacted DCVB and the hotels to see the economic impact as it relates to Lilac Time and based on day trip estimates from the Illinois Bureau of Tourism and International Association of Convention and Visitors Bureau, the most recent economic impact study on Lilac Time for 2009 concluded that the direct economic impact of the festival was approximately \$1 million. In addition, most of Lombard hotels enjoyed a nearly 65% average occupancy during the period of Lilac Time 2009.

Marguerite Micken said that what we have to offer at that time of year is extremely important to promote because we all benefit from this. Bill Mueller suggested that the committee recommend what was budgeted based on last year and ask the Park District to go back and see what they can do.

Rosalie Loeding asked if funds were available, could the committee reconsider it? President Mueller indicated that it was possible to reconsider it at a later date.

Deb Dynako asked if the funding received from the Village of Lombard drop the matching grant money from the State? Kathy McManis indicated that it does but President Mueller added that matching funds could be gotten somewhere else.

The motion was brought back presented by Ed Murphy, to recommend a grant to the Lombard Park District in the amount of \$12,674.88, seconded by Rosalie Loeding.

It was moved by Murphy, seconded by Loeding, that this matter be recommended to the Board of Trustees for approval in the amount of \$12,674.88. As there was not a quorum present, Jill Payne was contacted by phone where she voted Aye. Steve Wilk Jr. was contacted by e-mail and voted Aye. The motion carried by the following vote:

Aye: 4 - Murphy, Wilk, Sr., Loeding and Payne

Nay: 1 - Micken

Absent: 1 - Ivey

090725

Grant Application From Friends of the DuPage Theatre

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

Deb Dynako gave a brief presentation on the grant request on behalf of the DuPage Sculpture Show. She indicated that last year, the group presented an art & sculpture show and it was a resounding success. They were able to give away three prizes to the top winners and scholarships to the student artists. The Village of Lombard provided \$3,000 seed money last year and the balance of \$11,000 was raised from private, corporate, individual, grant and fundraisers. The result was a magnificent display with more than 1,200 guests attending last year. She indicated that it was an all volunteer force committee utilizing Village partnerships, especially the Lombard Park District's cooperation with the event.

Some of the committee members had questions. Ed Muphy questioned funds to supporting organizations in the amount of \$1,666. Deb Dynako indicated that it was reimbursement to "Friends of the DuPage Theatre" on reimbursable items but that she

would have to get a more definitive answer on this.

Bill Mueller asked, "What was the total profit made?" Marguerite Micken pointed out that the group receives money from the State and offered that there are a number of organizations that would be applicable to request grants from. Deb said they have applied for grants from these. She also added that DuPage County does not have any kind of art/sculpture show of this type and since it was the first year, groups were trying to see if we were going to make it.

Rosalie Loeding offered the Naperville Art League for contributions and/or participation? Deb Dynako indicated that she would be happy to look into and call whomever the committee thinks might be of help.

Skip Strittmatter indicated that a \$7,000 item is listed for a public art purchase. Deb Dynako indicated that the organization would like to purchase a substantial piece of sculpture and place it in a public venue for people to enjoy.

Ed Murphy advised that having worked on this type of thing before, think large-two days is a must for this type of event. He motioned to recommend approval of a grant in the amount of \$3,000. The motion was seconded by Rosalie Loeding. Discussion followed. Marguerite Micken did not agree with this motion and felt that based on the lower award on the previous grant that if the committee is going to cut things, they should cut everything and only award \$2,000.

Deb Dynako responded that they are having a fundraiser in February and last year they raised nearly made \$3,000 for this event. She indicated that the organization is out there and is trying to get corporate sponsorships. The vote was made on the motion to recommend a grant in the amount of \$3,000.

It was moved by Murphy, seconded by Loeding, that this matter be recommended to the Board of Trustees for approval in an amount not to exceed \$3,000. As there was not a quorum present, Jill Payne was contacted by phone where she voted Aye. Steve Wilk Jr. was contacted by e-mail and voted Aye. The motion carried by the following vote:

Aye: 5 - Murphy, Wilk, Sr., Micken, Loeding and Payne

Absent: 1 - Ivey

090782

Grant Application From International Lilac Society, Inc.

Request for \$1,000 from Hotel/Motel funds for start-up costs associated with the 2011 International Lilac Society Convention.

\$1,000 was requested by Marymae Meyer. She began by explaining that the International Lilac Society Convention is a private meeting -typically they choose venues from around the world. The 2011 event will be held at the Westin, as well as the dinner. The only public part of the event will be the auction. They are hoping to attract 75 people to this auction.

The grant request is for seed money to begin making deposits, etc., on things. Funds will need to be paid out prior to it coming in, which is estimated at a few months.

International Lilac Conference has been around since 1970. The \$1,000 grant would go to the conference? Marymae Meyer indicated that there must to be a non-profit organization that disperses the money so she has to form a new, non-profit organization to disperse this money through for the conference. This may perhaps be called the

"Lombard Lilac League" or "Friends of the Lilacs" committee. Marymae Meyer indicated that the membership in the International Lilac Society has dwindled from 400 to about 200 and they are working on building back up the membership.

Ed Murphy questioned the request for \$1,000 as it was mentioned additional funds would be needed down the road, so will another request be forthcoming? Marymae Meyer indicated that her best math at this time is that not more than \$10,000 will be needed but that's from the community, not just the Village.

Margerite Micken recommended to award \$1,000 for the start up fees for the hosting of the 2011 International Lilac Convention. The motion was seconded by Ed Murphy.

It was moved by Micken, seconded by Murphy, that this matter be recommended to the Board of Trustees for approval in an amount not to exceed \$1,000. As there was not a quorum present, Jill Payne was contacted by phone where she voted Aye. Steve Wilk Jr. was contacted by e-mail and voted Aye. The motion carried by the following vote:

Aye: 5 - Murphy, Wilk, Sr., Micken, Loeding and Payne

Absent: 1 - Ivey

090788

Hotel/Motel Budget Discussion

Discussion of Hotel/Motel budget cuts.

Bill Mueller mentioned that we are looking to cut from this year's budget, as well as more from the next year. He asked Assistant Finance Director, Brian Koehler, to give an overview of the budget situation.

Brian Koehler indicated that there is a \$224,000 shortfall in the next budget year to maintain a zero fund balance. If we were to maintain the normal fund balance, then we need to cut \$476,000.

Bill Mueller went over the items in the budget to ask the committee for recommended cuts. He went through item by item for discussion. The following are recommendation for budget cuts from the committee:

Winter program--perhaps that we don't have as many poles wrapped? Reduce the amount of money budgeted for decorations.

Lilac Parade Activities--recommend cutting the grant to \$25,000 for the parade.

Taste of Lombard--recommend cutting the shuttle service in its entirety or just cutting back to just July 4 only.

Fireworks grant--cut to \$25,000.

Cruise Nights--cut entertainment to \$15,000. Asked whether or not CPA alumni can be utilized for traffic enforcement? Perhaps to reduce police department overtime.

Landscaping program--recommended cutting tree planting expenditure.

Fire Department overtime--Would recommend using on-duty personnel rather than overtime when possible, i.e., Santa in downtown.

Grant Programs --

- Lilac Bush Program-Recommend cutting this program for 2010/2011.

- Elmhurst Symphony Orchestra-What is the \$20,000 used for? Please get breakdown of the event.

After the budget discussion, Mary Eckhoff, General Manager of Embassy Suites Hotel, indicated that she completely understands that any grant that is requested must show a return on investment as there is very little funding available.

Lombard hotels are above the average as far as room occupancy rate, according to the hotels in attendance and the DCVB; however, they are not getting as high a rate as they have in the past.

090793

Video Gaming Discussion

Review, discuss and provide recommendations regarding the level of support for video gaming.

Bill Mueller explained that the Village Board is asking each committee to weigh in on the new video gaming issue and what they think about video gaming in the Village of Lombard.

No regulations are in place yet and it would be approximately 18 months before any rules or regulations are in place so right now it's up in the air.

Marguerite Micken spoke on the benefits of video gaming. She indicated that many people, particularly seniors, go to places and spend money in other towns-bingo, etc. Why shouldn't Lombard get those dollars?

Bill Mueller indicated that most communities are voting to ban video gaming and asked the committee what their thoughts were. He also indicated that there is a survey on the Village's website to gauge what the public opinion is of the issue as well.

Ed Murphy indicated that we don't know what we are voting on and that all the communities around us have voted to ban it, but it's based on the fact that we have no information on it yet.

President Mueller asked the hotels if they would benefit by it. Embassy Suites Hotel indicated that they could benefit by having them if their company would allow them, as it would keep guests in the hotel. The Marriott said that they are too conservative and they would not allow video gaming machines in the hotels.

The motion was made by Ed Murphy to ban video gaming in the Village. It was seconded by Rosalie Loeding.

It was moved by Murphy, seconded by Loeding, that this matter be recommend to the Board of Trustees for Approval to ban video gaming. As there was not a quorum present, Jill Payne was contacted by phone where she voted Aye. Steve Wilk Jr. was contacted by e-mail and voted Nay.

The motion carried by the following vote:

Aye: 3 - Murphy, Loeding and Payne

Nay: 2 - Wilk, Sr. and Micken

Absent: 1 - Ivey

6.0 Other Business

None

7.0 Information Only

None

8.0 Adjournment

The meeting was adjourned at 5:25 p.m. with a motion by Marguerite Micken, seconded by Rosalie Loeding.

Respectfully Submitted,

*Joelyn Kott
Staff Liaison*