



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

Thursday, September 20, 2012

3:00 PM

Village Hall/L-22

Prior to the start of the meeting, the election of a chairperson was necessary. A motion was made by Steve Wilk, Sr. to name Ed Murphy as the Chairperson of the Committee. A second was made by Jill Payne and the motion carried unanimously.

1.0 Call to Order and Pledge of Allegiance

The meeting was called to order at 3:10 p.m. by Committee Chair Ed Murphy. The Pledge of Allegiance was led by Joelyn Kott.

2.0 Roll Call

Present 4 - Edward Murphy, Steve Wilk Sr., Marguerite Micken, and Jill Payne

Absent 1 - Rosalie Loeding

Also present: Yvonne Invergo, Executive Director of the Lombard Chamber of Commerce; David Boylan, representing the Lombard Chamber of Commerce & Industry; Skip Strittmatter, Executive Director of the DuPage Convention & Visitors Bureau; Linette Steinhauer, Marketing Director,

Yorktown Center; Michelle Seamon, General Manager, Stay Inn; Tim Sexton, Lombard Finance Director; Dr. Georgie Ludwig, President, Glenbard East High School Boosters and Bob DeFino, also representing Glenbard East High School Boosters.

3.0 Public Participation

None.

4.0 Approval of Minutes

A motion to approve the minutes of the April 19, 2012 meeting was made by Jill Payne, seconded by Marguerite Micken, The motion carried unanimously.

5.0 Unfinished Business

None.

6.0 New Business

[120483](#)

Grant Application For Glenbard East Booster Turf Stadium Project

Request from the Glenbard East High School Boosters for \$2,500 from Hotel/Motel funds for costs associated with the promotion and marketing of an upcoming concert fundraiser for the Turf Stadium project. (DISTRICT #2)

A grant was submitted by the Glenbard East H.S. Boosters for support of a fundraising event to benefit the turf field project. A concert featuring "American English" will be held at Glenbard East's Biester Auditorium on October 13, 2012 as a fundraiser. Event Chairman Bob DeFino explained that the Boosters are committed to contributing \$43,000 per year for 10 years to help fund the turf field project and this concert is the first fundraiser designed specifically for this. DeFino explained that the turf field is a great community asset that is being enjoyed by the students, Park District program participants and the community. It was funded through a collaborative effort among the Boosters, Lombard Park District and School District 87.

Marketing of the ticket sales has included hotel and restaurant packages and partnerships. DeFino explained that ticket sales have been slower than the Boosters would like but expect the sales to pick up in the next few weeks as the concert nears.

Steve Wilk, Sr. asked if School District 87 contributed any funding for the turf field and DeFino responded that they are a partner in the funding. Dr. Ludwig added that they are considering the Boosters as

current student family members, alumni and all members of the community, an approach that was not previously considered.

Skip Strittmatter asked if there was a charge to use the turf field. Dr. Ludwig responded that the only free time that is chargeable is that which the Park District has under contract.

A motion was made by Steve Wilk, Sr. to award a grant in the amount of \$2,500 to the Glenbard East Boosters for costs associated with marketing the benefit concert on October 13. The motion was seconded by Jill Payne.

Discussion continued regarding the promotion of the concert by Michelle Seaman of Stay Inn. She inquired as to whether or not the DuPage CVB could help promote the event and Strittmatter indicated that they would assist in this manner.

Ed Murphy asked whether this would be a one time request or if they would be back asking for additional funding. DeFino indicated that they would not ask for anything that they did not need.

Steve Wilk, Sr. called for the question and a vote was taken on the aforementioned motion. Motion carried unanimously.

A motion was made by Steve Wilk, Sr., seconded by Jill Payne, that this Request be recommended to the Board of Trustees for approval . The motion passed by an unanimous vote.

[120485](#)

Grant Application For 2012 Business Expo

Request from the Lombard Area Chamber of Commerce and Industry for \$1,500 from Hotel/Motel funds for costs associated with advertising and promoting the 2012 Business Expo.

A grant was submitted by the Lombard Chamber of Commerce for banner updates to promote the 2012 Business Expo, to be held at Yorktown Center October 18. David Boylan was on hand to answer questions and present the grant information on behalf of the Lombard Chamber of Commerce.

Boylan explained that the Expo is a benefit to not only Chamber members but to Yorktown, its businesses and the entire community. It offers numerous opportunities for networking for participants and attendees alike.

The grant request is to update the date on banners that will be hung around Yorktown, beginning Monday, September 24 until the event. The banners help remind travelers and shoppers around the mall of the upcoming event.

Skip Strittmatter inquired as to the number of attendees last year? Yvonne Invergo responded that it's nearly impossible to tell because the venue is the mall and there are numerous people coming and going at all times. Michelle Seamon inquired if there was any special deal for hotels since the funding comes from hotel/motel tax dollars. Invergo responded that there wasn't currently any deal but that they would work something out for all the hotels to share a booth as long as it was continuously staffed for the duration of the Expo.

Steve Wilk, Sr. motioned to recommend a grant to the Lombard Chamber in the amount of \$1,500 for use in updating the banners to promote the October 18, 2012 Business Expo. The motion was seconded by Marguerite Micken and the motion carried unanimously.

A motion was made by Steve Wilk, Sr., seconded by Marguerite Micken, that this Request be recommended to the Board of Trustees for approval . The motion passed by an unanimous vote.

7.0 Other Business

None.

8.0 Information Only

Skip Strittmatter announced that the Ryder Cup is coming to DuPage and will make a significant impact on the county and Chicagoland area. She distributed various items regarding the Ryder Cup-brochures, flyers, fact sheets-that have been designed specifically for this event. She announced that rooms started being booked in 2009 for this event and DuPage has booked 16,000 room nights for this event. She stated that the Ryder Cup is estimated to have a \$70-80 million impact on DuPage and this is everything off-course.

The DCVB is managing 70 volunteers each day at Medinah from 7 a.m.-7 p.m.

There are between 1,000 and 2,000 press representatives and occupancy rates for hotels during this time are 90-100%.

Staff liaison Joelyn Kott explained that a grant request came in from the Maple Street Preservation Society which was denied by the late President Mueller. A letter was sent to the grant requestor explaining that the request did not fit the guidelines for the grant.

9.0 Adjournment

A motion to adjourn the meeting at 4:01 p.m. was made by Steve Wilk, Sr., seconded by Jill Payne. Motion carried unanimously.

Respectfully Submitted,
Joelyn Kott
Communications Coordinator/Staff Liaison