



Village of Lombard

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

Minutes

Community Promotion & Tourism

*Trustee Andrew Honig, Chairperson,
Trustee Anthony Puccio, Alternate Chairperson,
Jill Payne, Marguerite Micken, Joe Orsolini,
Nancy Schukat, Phil Dahm,
Brad Hanewall and Nicholas Piron*
*Ex-Officio Members: Yvonne Invergo - Lombard Chamber of
Commerce;*
*Beth Marchetti - DuPage Convention & Visitors' Bureau;
Yorktown Centre - Josh Dean; Neil De Guia - Embassy Suites;
Nashaly Ramirez - Extended Stay America;*
*Randy Kline - Sure Stay Plus; Max Schultz - Hyatt Place;
Liliana Vorlicek - Marriott Fairfield Inn; Adriana DeHoyos -
Extended Stay America; Frank Balisteri - Comfort Suites; Alan
Gagnon - Sonesta ES Suites; Ashley Libbe - Towne Place
Suites;*
Mike Feigenbaum - The Westin Hotel

Tuesday, February 4, 2020

7:00 PM

The Landing

1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order by Chairperson Andrew Honig at 7:00
p.m.*

The Pledge of Allegiance was led by Nick Piron.

2.0 Roll Call

Present 8 - Andrew Honig, Marguerite Micken, Jill Payne, Joe Orsolini, Nancy Schukat,
Phil Dahm, Brad Hanewall, and Nicholas Piron

*Also Present: Ellen Bachner, Glenbard East Boosters, Beth Marchetti,
DuPage Convention and Visitors Bureau, Marco Colbert, Prairie State
Cycling and Nicole Aranas, Staff Liaison.*

3.0 Public Participation

None.

4.0 Approval of Minutes

A motion was made by Nancy Schukat, seconded by Jill Payne, to approved the minutes of the January 7, 2020, committee meeting. The motion passed by unanimous vote.

5.0 Old Business

None.

6.0 New Business

[200006](#)

Local Tourism Grant Application 2020 - Lombard Ale Fest

Grant request from the Glenbard East High School Boosters in the amount of \$10,000 from Hotel/Motel funds for the 2020 Lombard Ale Fest. The grant is requested to support expenses for the event, including tents, fencing, security, marketing and street closure. The Lombard Ale Fest will take place on June 13, 2020.

Ellen Bachner represented the Glenbard East Boosters grant application for the 7th Ale Fest. The Boosters created Ale Fest as a fundraiser to pay for the turf field. The Boosters have committed to 10 payments, which must be made to the company, for their portion of the turf field. The event was previously overseen by Bob DiFino and Tim Glennon. Tim is currently a part of the planning committee and will help operations. The Boosters are trying to make Ale Fest a Taste of Lombard experience. The event will be the same as last year with no substantive changes planned. Attendance in 2019 was approximately 1,000. The cost was \$65 per ticket. Committee member Brad Hanewall asked about serving food. Ellen included that last year they had food carts/trucks. They get approximately 40 craft beer vendors.

Phil Dahm entered at 7:05.

Committee member Joe Orsolini asked for the number of hotel rooms generated? Ellen felt there are some people from out of town, and estimated between 5 and 10 hotel rooms. Ellen added that Sarah Richardt previously did the grant applications and now she has taken over. She will ask Sarah if she knows the number. Committee Member Marguerite Micken commented it's about the same each year, between 1-10. Joe Orsolini asked what they are doing to start weaning off the

grant funds? When the event started it was understood the Boosters would make the event self-funding. Also, how much does the Red and Black Ball raise in terms of funds? Ellen replied that they do joint fundraising for both events. Joe asked about attendance changes. Ellen replied that the numbers are pretty consistent. Committee Member Nicholas Piron questioned if the Boosters are increasing funds? Ellen thought that attendance for the Ale Fest was going up by 100 attendees each year, a little bit over time. Joe Orsolini asked how much are the Boosters paying for the turf. Ellen replied \$30,000; they have 4 more years to pay for this event. Funds for the payment come from all Booster activities, not only this event, but this is the second largest fundraiser for the Boosters. Marguerite Micken stated that the amount doesn't bother her because it's an important event within the community. So long as the Boosters make a profit and get money through the event, she did not have an issue with it. Ellen noted that they have 6 small bands including a local band/local talent. Marguerite commented that she feels like the Village is getting known for the event. Staff Liaison Nicole Aranas asked whether there were community partners in the event. Ellen replied that they are continuing to work with the Lombard Historical Society on the compliance and ticket sales this year.

A motion was made by Brad Hanewall, seconded by Jill Payne, to approve the grant application for Glenbard East Boosters. The motion passed by unanimous vote.

[200007](#)

Local Tourism Grant Application 2020 - Lombard Cycling Classic

Grant request from the DuPage Convention and Visitors Bureau in the amount of \$17,000 from Hotel/Motel funds for the 2020 Lombard Cycling Classic. The grant is request to support expenses related to the vent and \$10,000 in village services. The Second Lombard Cycling Classic is planned for July 21, 2020.

Beth Marchetti, DCVB and Marco Colbert, Prairie State Cycling Series, LLC, represented the DuPage Convention and Visitors Bureau grant application. DCVB was created in 1985 and later became a certified DCVB. The DCVB receives State funds to support meeting, events, visitor generating programs. There are millions of dollars generated in hotel tax and we want to support the industry. DCVB saw the sports market as a great opportunity and an untapped market. DuPage County has great facilities and there is a need but we need some coordination.

DCVB did a sports study and we wanted to home grow our own event. Lombard Cycling Classic was an opportunity which came up and was the first event after the launch of the Sports Commission. We wanted to start it in Lombard because of the Elmhurst, Glen Ellyn and Lombard race, was marketed as the DuPage Triple Crown.

Marco Colbert was here last year with DCVB and we are seeking money to support the event. The organizers are asking for \$10,000 in Village services and \$7,000 in funds to support the event. Last year the committee received great support from the community. Justin Roach of DCVB has left and moved to Florida and that was a bit of concern. DCVB has staff who have run events and has made an employment offer on a position to help us take over the position.

Marco Colbert - Executive Direct of Prairie State Cycling Series, spoke on the Intelligentsia cup which is the 9th season of the bike series. The ten-day series of cycling is an event in communities throughout Chicago. It consists of three events in Chicago and 7 in the metro area (3 in DuPage County). Prairie State is the largest road cycling series in the country. They have 5,300 entrants over the 10 days. They have a strong local, regional, national and international following. Forty states were represented last year and Twenty-four countries; it is a national and international event. Last year was the first time an event was held in Lombard. The first year we hoped for a well run event that the cyclists enjoyed. Lombard was the best inaugural event we have had in 9 years. It was fun, dynamic and well received. Our experience is that our events grow each year. The first year is a good event, second year is word of mouth and 3rd it fully blossoms. Elmhurst is an example and every resident is having a party that night. Glen Ellyn as well. We had 475 racers in Lombard on a Tuesday, 120 pro-men on the start line at the end of the day. That was a big field and very exciting. Staff Liaison Nicole Aranas commented that the Village tracked response and opinions via social media and while there were some initial concerns regarding road closures, the overall feedback was positive. Committee Member Marguerite Micken asked about advance advertising. We ran into people who didn't know about the event. Beth Marchetti noted they can share that in the future. Committee Member Jill Payne commented that it's huge in Elmhurst. Marco noted that by the 3rd year, they were very well known. This is their 6th year in Elmhurst so it is very well established. Marco also commented that the kids' race had good attendance. There were 35 kids

racing locally. It's very exciting, family friends, spectator friendly and free.

We distributed pictures of the race course. It was so exciting and an excellent race course - Belgium style race course. It was very well received and in the downtown area and we want the businesses to benefit. We planned to use the course again but because of the construction may have to make changes. If the A route is unavailable, we will have the second route but it runs north south through the neighborhoods. It's a fine race course but we will still be able to be on St. Charles and we will impact around 50-55 residences on this route. That isn't too many compared to some of the other venues - the Glen Ellyn route has many more houses than this. Staff will work on a communications plan to make sure people know of the race course and alternates. Beth commented that last year they were on the train platform informing riders, they had door knockers, they made packets distributed to residents within the area and spoke to every business so that they were aware. DCVB will make sure there is the least disruption to business, residents and do communication and take care of volunteers. We want to do even better and thank the Village for their assistance.

Marco Colbert has proposed is that we will be 70-75 room nights. Racers used 5 hotels, Fairfield Inn, Comfort Suites, Hyatt place and others. How many other ones is beyond 70-75 so I don't have the rooming list. I would say it was at minimum 100-150 room nights from this event. Committee Member Joe Orsolini commented that he liked that it is clear that we get a payback and asked what is the race fee? Marco Colbert clarified that Joe is asking about their fee. Joe Orsolini replied, how much for racers? Marco Colbert stated \$40-43 racers fees goes to the race group.

Prairied State Cycling spends \$25,000 to stage each venue. We pay for it through sponsors, race fees and the race fee. Joe Orsolini noted that this is the DCVB budget, not the bike race event. Joe Orsolini asked how does this compare to the other days. Marco Colbert responded that they start in Beverly and are at a different location every day for 10 days straight. Beth Marchetti added that people like it and it is well received because there are a lot of options. Joe Orsolini asked what Village services are provided? Nicole Aranas replied that the Village supplies, Police and Public Works support. Committee Member Phil Dahm asked if the Lombard race becomes more popular, is it possible to get a

weekend day? Phil Dahm also commented that his son was in the race and if you didn't attend it was awesome. He also commented that he hopes it is the original race route. Marco Colbert noted that if they go to an alternate this year, they would like to go back to the original next year. Beth noted that social media was very strong in July for people following the event.

Committee Member Nancy Schukat noted that they are asking for \$7,000 and \$10,000 in services. How does that compare to the cost last year? Nicole Aranas replied that it was about the same. Committee Member Nick Piron asked how the event would impact the residences? Marco Colbert replied that they wouldn't have access to their driveways and their cars throughout the day because it is a closed course but that they can do traffic in and out at specific times. Marco Colbert felt that with good communication in advance they could also offer to get people in and out during the day at designated cross times but largely have people park outside the race course. Sometimes we will work with police to work out parking. Beth Marchetti commented that they Lombard Park District had a golf cart that we were able to use to shuttle. Marco Colbert commented that if there is a senior, they can take them to their car if they know ahead of time. Marguerite Micken added we really do get hotel rooms and it turned out to be a service. Hotel motel tax is 5%.

Nancy Schukat made a motion to approve a grant of \$7,000, plus a waiver of services not to exceed \$10,000. The motion was seconded by Joe Orsolini and approved by all.

200008

Local Tourism Grant Application 2020 - Lombard Civil War Reenactment

Grant request from the Stanford's Battery Inc., NFP in the amount of \$8,000 from Hotel/Motel funds for the 9th Annual Civil War Reenactment. The grant is requested to support expenses related to entertainment, supplies, logistics and advertisement. The Civil War Reenactment is planned for July 24-26, 2020.

Nicole Aranas spoke to the committee on the status of the Grant Application for Stanford's Battery. Stanford's Battery will present their grant application at the March committee meeting.

[200009](#)

Local Tourism Grant Application 2020 - DuPage Preseason Invitational Soccer Tournament

Grant request from the Firebirds Soccer Club in the amount of \$10,000 from Hotel/Motel funds for the 4th Annual DuPage Preseason Invitational Soccer Tournament. The grant funds will be used to support the overall soccer tournament expenses and for marketing. The DuPage Preseason Invitational Tournament is scheduled for August 14-16, 2020.

Nicole Aranas spoke to the committee on the status of the Grant Application for Firebird Soccer Club. The Firebirds Soccer Club withdrew their grant application due to unavailability of soccer fields in 2020. They plan to re-apply in 2021.

7.0 Other Business

None.

8.0 Information Only

None.

9.0 Adjournment

A motion to adjourn at 7:51 p.m. was made by Nancy Schukat, Marguerite Micken seconded the motion. The motion was approved by all unanimously.