

Village of Lombard

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



Meeting Minutes

Thursday, September 17, 2009

3:00 PM

Village Hall/L22

Community Promotion and Tourism

*Village President William J. Mueller, Chairperson,
Jill Payne, Edward Murphy, Steve Wilk, Sr. & Marguerite Micken
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, Michael Connellan-Hampton Inn, Jerry Evans-Hyatt Place, Lori Young-Fairfield
Inn
Nicole Norwood-Homestead Studio Suites, Frank Balisteri/Rashid Batti-Comfort
Suites, Cynthia Ivey-Marriott Residence Inn
Eileen Libb-Towne Place Suites, Brent Menzel-The Westin Hotel*

1.0 Call to Order and Roll Call

Present: Chair President William J. Mueller, Edward Murphy, Marguerite Micken and Jill Payne

Absent: Alternate Chairperson, Trustee Jack O'Brien and Steve Wilk, Sr.

Also present: Yvonne Invergo, Lombard Chamber of Commerce; Lynda Oertel, Capital Grille and Chamber Expo Chair; Skip Strittmatter, Executive Director of the DuPage Convention & Visitors Bureau; and Joelyn Kott, Communications & Marketing Coordinator/staff liaison.

2.0 Public Participation

None

3.0 Approval of Minutes

The minutes of the June 4, 2009 meeting were approved with a motion by Ed Murphy and a second by Jill Payne. Motion carried unanimously.

4.0 Unfinished Business

None

5.0 New Business

Grant Application For 2009 Business Expo

Request from the Lombard Chamber of Commerce for \$5,000 from Hotel/Motel funds for advertising costs associated with the 2009 Business Expo. The Committee recommended \$4,000.

The Lombard Chamber of Commerce submitted a grant request in the amount of \$5,000 for the upcoming Expo, to be held at the Westin on October 30. Lynda Oertel presented the request and explained the target is 50 vendors and 1,000 people for the event. The grant would be used for advertising costs. Yvonne Invergo added that they would be able to accommodate up to 60 vendors if needed. It was presented that the Westin is a better venue for the Expo, bringing more diversity in booths, better logistics with a sound stage, music and 30 seconds "shout outs" for each business delivered during the Expo. Also, wi-fi will be available this year, which is drawing more participants.

Marguerite Micken added that the event is getting bigger each year and more improvements are being made each year as well. The last two years with the event held at the Westin, it has opened up the event to more people. New this year will be an after-hours networking event for participants of the Expo. It will be held at Harry Caray's from 4-6 p.m.

Ed Murphy questioned what the grant funds would be used for and why is the Chamber

asking for grant funds when the event is making a profit?

Marguerite Micken indicated that this event is a fundraiser and pays for Chamber events and speakers.

Lynda added that by having it at the Westin, the Expo is showcasing Lombard to attendees.

Bill Mueller asked if the grant funding would be used for other advertising than what was listed in the expenses of the grant application. It was mentioned that the committee would like to advertise in the Chicago Tribune and Sun-Times for this event to draw people into the Lombard area.

Marguerite Micken added that other grants, such as the \$6,000 Lilac Bush grant, did not only cover the costs of the bushes but extra. Bill Mueller indicated that the Lilac Bush program was a cooperative program between the Village and the Garden Club.

Ed Murphy announced that the hotel/motel funds are down 18% and that the Village may not have the funds to put out for all the grants that are requested.

Bill Mueller added that it doesn't look good for the Village to fund an organization that is making a profit and that the Village does not fund service organizations.

Margerite Micken responded that the Chamber gave away \$11,000 to service organizations from proceeds made from the Lilac Time Art & Craft Fair.

Jill Payne asked if the Expo had any cash sponsors? Lynda Oertel she had two at this time but they were not firm commitments.

Ed Murphy indicated that he believed all that the Chamber was presenting but could not vote to give more money than was given last year.

Ed Murphy made a motion to award a grant of \$4,000 to the Chamber for advertising costs associated with the upcoming Expo. The motion was seconded by Jill Payne and approved by a vote of 2-1. Motion carried. (No vote was cast by Marguerite Micken.)

It was moved by Murphy, seconded by Payne, approve as amended. The motion carried by a voice vote

6.0 Other Business

None

7.0 Information Only

Skip Strittmatter shared some information with the committee about the hotel industry. She indicated that the annual meeting would be held October 2, 2009. She also passed around sample brochures from the DCVB. She indicated that Olympics in Chicago would be a good thing for DuPage.

Skip indicated that the US/Illinois/DuPage were not used to entertaining the foreign markets. Training will be taking place in that area.

Ed Murphy also indicated that the Village will be working on budgets in the next three months and would like to get an idea from the committee on what they feel are worthy

expenses. It cuts are to be made, in what areas should there be cutbacks?

The next meeting is scheduled for December 17, 2009 at 3 pm.

8.0 Adjournment

The meeting was adjourned at 3:40 p.m. with a motion by Ed Murphy and a second by Marguerite Micken. Motion carried.

Respectfully Submitted,

*Joelyn Kott
Staff Liaison*