



Village of Lombard

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

Minutes

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,
Jerry Cohen - Yorktown Merchants' Association, Mary
Eckhoff - Embassy Suites, Amy Kowallis - Extended Stay
Deluxe, Robert Pierce - Stay 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*

Thursday, April 19, 2012

3:00 PM

Village Hall/L-22

1.0 Call to Order and Pledge of Allegiance

The meeting was called to order at 3 p.m. by Village President and Committee Chair William Mueller. The Pledge of Allegiance was led by President Mueller.

2.0 Roll Call

Present 4 - President William J. Mueller, Edward Murphy, Marguerite Micken, and Jill Payne

Absent 2 - Steve Wilk Sr., and Rosalie Loeding

Also present: Yvonne Invergo, Executive Director of the Lombard Chamber of Commerce; Pete Nolan, President of the Lombard Chamber of Commerce & Industry; Skip Strittmatter, Executive Director of the DuPage Convention & Visitors Bureau; Jerry Cohen, Executive Director of Yorktown Center; Linette Steinhauer, Yorktown Center; Chuck Wozniak, representing the Stanford's Battery; Lauren Rullo, Sales Manager, Buca di Beppo and Jasmine Carlson, Catering Manager, Weber Grill Restaurant; Joelyn Kott, staff liaison. NOTE: Steve Wilk, Sr. provided his comments and votes by email.

3.0 Public Participation

None.

4.0 Approval of Minutes

The minutes of the January 19, 2012 meeting were motioned to approve by Jill Payne, seconded by Marguerite Micken, The motion carried unanimously.

5.0 Unfinished Business

None.

6.0 New Business

[120150](#)

Grant Application For Lombard Restaurant Week

Request from the Lombard Restaurant Alliance Group for \$3,500-\$6,000 from Hotel/Motel funds for costs associated with promoting the first annual restaurant week.

A grant was submitted by the Lombard Chamber of Commerce for support of a new event, Lombard Restaurant Week. Lauren Rullo, Buca di Beppo and Jasmine Carlson, Weber Grill, were on hand to discuss the grant request and answer questions of the committee. The two women are co-chairing the Restaurant Week Committee and have been working with the Chamber and the DCVB. Lauren announced that the groups are looking forward to working together on a common project and that the restaurant week concept is a way for people to visit Lombard, try different restaurants and to promote entertainment opportunities as well, in addition to possible packaging ideas that would be coordinated with the local hotels.

The Restaurant Week concept would offer tiered price points for lunch and dinner and would allow people to try different restaurants at discounted prices. The goal is to generate new revenue for the restaurants during this period, set for September 7-16, 2012.

Ed Murphy asked that basically they wish to do a local restaurant week, as is done in the city. Skip Strittmatter announced that her experience with the group is that they are very organized and she is looking forward to working with them more on this concept.

Lauren added that thus far, 10 restaurants are interested in participating, depending on the cost to them. The grant request would offset the cost for the participating restaurants. If no grant is awarded, the cost to each participate would be \$610. With a \$4,000 grant, the cost is reduced to \$210 each.

The grant dollars would be used for advertising costs (see file attachment.)
The Restaurant Week would only be open to Chamber of Commerce members.

Jerry Cohen added that this could also benefit the Chamber as it may gain new members but also give value to the restaurant memberships that already exist.

President Mueller asked about the remaining funds after the event? Lauren indicated that all funds would be spend on advertising, per the indicated plan that was provided.

Ed Murphy motioned that he would like to see a \$3,500 grant be awarded for the first year. There was no second. Jerry Cohen offered that perhaps the amount could be increased for the first year so that Chamber members would have some incentive to join.

Pete Nolan added that the Chamber has approximately 26 restaurant members. President Mueller suggested an amount of \$4,500.

A motion was made by Marguerite Micken, seconded by Jill Payne, that this Request be recommended to the Board of Trustees for approval, for an amount of \$5,000. The motion passed by an unanimous vote. Note: In an email prior to the meeting, Steve Wilk voted yes to recommend an amount of \$3,500-\$6,000.

[120151](#)

Grant Application For Civil War Reenactment

Request from Stanfords Battery for \$5,000 from Hotel/Motel funds, for costs associated with a Civil War reenactment to be held at Lombard Four Seasons Park July 27-29, 2012.

Chuck Wozniak was present to represent the grant request for funds for Stanford's Battery. This entity is a participant and "co-host" of the event, which is sponsored and organized by the Lombard Historical Society. The request is to make the event larger than it was last year. The event is a Civil War Re-Enactment to be held July 27-29 at Four Seasons Park. The grant request is for \$5,000 (see file budget attachment.)

Mr. Wozniak indicated that they are running the Re-Enactment part of the event and the Lombard Historical Society is running the other parts of the event. President Mueller and staff spoke to Jeanne Angel, Executive Director of the Historical Society and she is not requesting the funding for the event. She indicated that the event would be held whether or not the grant was awarded. Some of the items in the grant were being covered by the Historical Society sponsors.

President Mueller shared that no grant was requested last year and no grant was awarded for this event. He also indicated that the organization requesting the funds was not the sponsoring organization and that if the Historical Society were to request funds for this event, they should be here in support of the request.

Mr. Wozniak announced that he would be meeting with the Historical Society on Tuesday. President Mueller indicated that he does not question the event but has questions about the organization requesting the grant. The Village funds close to \$140,000 to the Lombard Historical Society each year and additionally for the Coach House renovation this year.

A motion was made by Jill Payne, seconded by Edward Murphy, that this

request be tabled . The motion passed by an unanimous vote.

[120192](#)

Grant Application From Lombard Chamber of Commerce

Request from the Lombard Chamber of Commerce for \$8,778 from Hotel/Motel funds to cover 2012 Chamber expenses.

Lombard Chamber President Pete Nolan gave an overview of the Lombard Chamber, its budget and the state of finances that it is currently in. He explained that the Board has made cuts where possible and that they are being conservative when it comes to revenue/dues projections. They need to approve a balanced budget, which at this time they are not able to accomplish.

A discussion was held about possible ways to close the shortfall gap. Cutting staff was suggested; utilizing the building fund and money market accounts were also suggested. None of these were viable options for the Chamber at this time. Other options that President Mueller brought forth included merging with the Villa Park Chamber of Commerce, making budget cuts and requesting a Village grant.

A suggestion was made that if all the hotels had gold memberships and the hotel/motel fund paid for these memberships, that might help out the cause. Since the hotel/motel funds come from the hotels, this would be one way of giving back to them. President Mueller asked the committee to consider using the hotel/motel funds to pay for the hotel Gold Memberships for the Chamber. Yvonne Invergo added that currently 7 of the 10 Lombard hotels belong to the Chamber, with only one of them being a Gold Membership. Upping the current members to the gold level will mean additional revenue for the Chamber. The difference in cost would be approximately \$4,200.

Marguerite Micken added that she thought it was a bad idea for the Village to help out a business group in this manner. She added she did not think it was appropriate for the Village to support an organization like this. She also added that the Chamber should consider keeping funds from the Craft Fair as they are not a charity organization and should not be giving that money away. Staff and President Mueller indicated that the agreement is to direct the funds back to the community.

A motion was made by Jill Payne, seconded by Edward Murphy, that this request be recommended to the Board of Trustees for approval, in the amount of \$8,000. The motion also includes that if the Chamber ends the year in the black, they will return up to \$8,000 back to the Village. The motion passed by an unanimous vote. Note: In an email prior to the meeting, Steve Wilk voted yes to approve an amount of \$8,778.

7.0 Other Business

[110729](#)

Lilac Parade Grant Discussion

Discussion of 2011 \$25,000 grant to the Lilac Parade Committee.

Staff announced that the Lilac Parade Committee grant request for \$30,000 was fulfilled as part of the budget process. Since the amount budgeted was

\$25,000, that is the amount that was awarded.

8.0 Information Only

President Mueller announced that the following:

- The new Chamber directories are out.
- Lilac Time brochures are out and available in the front display rack.
- The new downtown "Coffee House" opens April 28 and free coupons for coffee were available.
- Yorktown Center was sold on Tuesday and is under new ownership.

Exciting new opportunities for the mall will be coming in the future.

9.0 Adjournment

A motion to adjourn the meeting at 4:49 p.m. was made by Jill Payne, seconded by Marguerite Micken. Motion carried

Respectfully Submitted,

Joelyn Kott, Staff Liaison