



# Village of Lombard

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

## Minutes

### Community Promotion & Tourism

*Trustee Mike Fugiel, Chairperson,  
Trustee Bill Johnston, Alternate Chairperson,  
Jill Payne, Marguerite Micken, Joe Orsolini,  
Lori Solyom, Nancy Schukat, Phil Dahm,  
Bill Mrazek and Brad Hanewall*

*Ex-Officio Members: Yvonne Invergo - Lombard Chamber of  
Commerce;*

*Beth Marchetti - DuPage Convention & Visitors' Bureau;  
Yorktown Centre - Todd Hiepler; Neil De Guia - Embassy  
Suites;*

*M. Jimenez - Extended Stay America; Randy Kline - Sure Stay  
Plus;*

*Max Schultz - Hyatt Place; Karen Borris - Marriott Fairfield Inn;  
Maria Morales - Extended Stay America; Frank Balisteri -  
Comfort Suites;*

*Maureen Fleetwood - Sonesta ES Suites; Nick Hefner - Towne  
Place Suites;*

*Mike Feigenbaum - The Westin Hotel*

---

Tuesday, March 6, 2018

7:00 PM

Community Room

---

## 1.0 Call to Order and Pledge of Allegiance

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

*The Pledge of Allegiance was led by Jill Payne.*

## 2.0 Roll Call

**Present** 7 - Mike Fugiel, Marguerite Micken, Jill Payne, Joe Orsolini, Lori Solyom,  
Nancy Schukat, and William Mrazek

**Absent** 2 - Phil Dahm, and Brad Hanewall

*Also Present: Sarah Richardt, Glenbard East Boosters and Lombard  
Historical Society, Yvonne Invergo, Lombard Chamber of Commerce  
and Nicole Aranas, committee liaison.*

### 3.0 Public Participation

*None.*

### 4.0 Approval of Minutes

A motion to approve the minutes of the February 6, 2018, committee meeting was made by Nancy Schukat, seconded by Bill Mrazek. The motion passed by unanimous vote.

### 5.0 Old Business

*None.*

### 6.0 New Business

[180017](#)

#### **Local Tourism Grant Application 2018 - Ale Fest**

Grant Request from the Glenbard East Boosters in the amount of \$10,000, from Hotel/Motel funds for expenses of the event. Expenses include marketing, fencing, tents and Village of Lombard services. The Ale Fest will take place on June 9, 2018.

*The Glenbard Boosters Ale Fest grant application was presented by Sarah Richardt. The event will be the same as in prior years; the Boosters were contemplating expanding the event to Friday and Saturday, but eventually reconsidered. Donation of the money made by the Boosters has been expanded to other groups, including Sacred Heart, the Lilac Parade Committee, the Lombard Park District and the Lombard Historical Society. However, the majority of the proceeds are given to Glenbard East High School.*

*Joe Orsolini entered the meeting at 7:02 p.m.*

*The event remains a Glenbard East Fundraiser but the Boosters make it a community event where they share to other groups who assist. Sacred Heart permits parking on their property and receives a donation. The Historical Society assists because Sarah has dual roles to support the event. Committee Member Marguerite Micken commented that she felt the money should be going primarily to the Boosters. Committee Member Joe Orsolini asked how much the Boosters receive from the grant. Sarah responded they get \$10k and provided a breakdown of costs. Joe Orsolini commented that he views*

*this like the art and craft fair; through the Local Tourism Grant, the Village is giving above and beyond the hard costs of the overall event. Yvonne Invergo commented that the grant is only providing 20% of cost for the Boosters Event and the grant can provide up to 50%. Sarah commented the Boosters have not changed the grant request and that the event brings a lot of people in from outside the community. The Boosters are asking for money until 2020 at which time they will reevaluate the need for a grant. Sarah explained the Boosters are paying off \$380,000 of a bond which is the main reason they are doing the event.*

*Lori Solyom entered the meeting at 7:08 p.m.*

*Sarah outlined the continuous fundraising efforts of the Boosters, including the Red and Black Ball. Yvonne Invergo asked how popular the event has become. Sarah estimated the event can handle a maximum of 2,000 people and the most tickets they have sold is 1,400 tickets. Other events are losing numbers but fortunately the Ale Fest event continues to be successful. One reason for the success of this event is that train access is good and people don't need to drive. Marguerite commented that the area and location of this event is an ideal location. Sarah noted that many people funnel downtown for Cruise Nights after this event and spend time at local businesses. She also commented that the event has not had problems requiring the police and that it has been a popular event and gets Lombard noticed outside of the community. Joe Orsolini asked what the hours are of this event? Sarah answered early entry tickets have access at noon but most people arrive between 1-5 p.m. Also included in the event are food trucks. She commented this is one of the biggest nights Punky's has. This event feeds into the downtown and the businesses have a great night. Sarah also noted that the Boosters have also added, at their expense, porta potties outside of the downtown establishments, which are used for other events. Marguerite Micken commented she felt that was nice for the drinking establishments. Joe Orsolini asked if the Village collects a tax on the drinks at this event? Nicole responded no because the sale is an entry ticket not a sale of an individual drink at retail.*

*Marguerite Micken asked how the Boosters calculated room nights for the grant? Sarah replied the number was an estimate and that they reserve a block of rooms at the Westin for anyone that wants to attend.*

*Joe Orsolini asked if Glenbard East High School pulls from other*

*communities and if they get money from other communities that feed into GEHS like Glendale Heights? Sarah responded that they haven't had the need. They were going to go to Glendale Heights for a stage but they haven't had the need. Committee member Lori Solyom commented that her kids are in their 20s and have attended the event and they have taken friends from other areas. They have enjoyed the event and want to come back in future years. Sarah noted the Boosters would like to bring people from other communities in.*

*Joe Orsolini asked what their deal is with Lou Dog Events. Sarah responded the Boosters originally had a 3 year deal and signed another 3 year deal in which they are in year two of the agreement. The new contract has a lower percentage than the first years. Chairperson Mike Fugiel commented that there used to be limited competition and now the number of these events is growing.*

**A motion was made by Nancy Schukat, seconded Lori Solyom to approve the grant to Glenbard East Boosters for a maximum of \$10,000. The motion was approved by all.**

#### 180018

#### **Local Tourism Grant Application 2018 - Lombard's Civil War Reenactment**

Grant Request from the Lombard Historical Society in the amount of \$8,500, from Hotel/Motel funds for expenses related to the production of the Civil War Reenactment. The funds will be used for advertisement, supplies, entertainment and village services. The event will take place over a 3 day period, July 20 to 22, 2018.

*Sarah Richardt also represented the grant application for The Historical Society Civil War Reenactment. Sarah noted that this is the 8th year and the event is always successful and popular. They still had 2,000 people attend even with other events going on and very hot weather. The event started late due to rain and other conditions. This is the last year of involvement for The Lombard Historical Society. She noted that Stanford's Battery has been conducting the event from the beginning and that they do other events in Lombard. Stanford's Battery does the reenactments and they are a large organized 501C3. They have been doing the heavy lifting on the field and the event has been successful.*

*The dates noted on the application are for the same weekend as German Fest. The LHS is moving the event to July 28th and 29th, the 4th weekend in July. The LHS feels they have a good relationship with the park district and we get a lot of services. Saturday night is a full*

*costume ball. The band charges more but they work with LHS. The LHS will use the Manor Hill gym with a 30 piece band with costumed people dancing. There are battles twice a day. Joe Orsolini inquired if there is any issue in the current political environment, either with guns or use of the confederate flag. Sarah stated that there has not previously been an issue with guns in the park. The confederate flag wasn't the flag of the south, and so from a historical perspective, there shouldn't just be a confederate flying around without reason unless it is being implemented in a historically appropriate way. Lori Solyom commented that the event is more like Gettysburg than Colonial Williamsburg.*

*Sarah noted that they track every person and where they stay. The event usually generates 14-25 hotel stays noting that the hotter temperatures increase the number of stays. Joe Orsolini asked if Stanford's Battery will come back next year? Sarah responded that yes, that is the plan and that they need to be sponsored by a local group in order to take up the park for a full weekend. Marguerite Micken asked about the reputation of this event among reenactors. Sarah felt there are a number of new events around the area but Lombard remains one of the favorites because the mosquitos are under control and we have good meals and there are reasons we get 200-250 reenactors choosing to come over other locations. In addition, the park is a nice setting for the event. Committee Member Jill Payne asked what the amount of the grant was last year. Sarah responded it was \$8,600, about the same as in past years.*

**A motion to approve a Local Tourism Grant of \$8,500 to the Lombard Historical Society was made by Jill Payne, seconded by Joe Orsolini. The motion passed by unanimous vote.**

#### 180049

#### **2019 Budget Discussion**

*The 2019 budget presentation was made by Nicole.*

#### 180091

#### **Holiday Decorations - Downtown Area**

Discussion of Holiday Decorations in the Downtown Area.

*For the 2019 Budget Year, the Committee was asked to evaluate program funding towards downtown holiday décor and to consider one of the following:*

- A. Continue status quo décor of live greenery downtown*
- B. Pursue alternative décor options for the downtown*

C. *Eliminate downtown holiday decor*

*The Committee was given several options to the live greenery already used for the Downtown Décor. The options included:*

- Purchase and install reusable artificial greenery*
- Purchase and install reusable holiday banners*
- Purchase and install reusable holiday decorations*

*Lori Solyom asked if the Village charges any assessment to the downtown businesses that benefit from the holiday décor and suggested participation on the part of retail merchants to help fund the décor. Lori also noted that all residents enjoy the holiday décor but the idea is to support the downtown and that the question is would they be willing to pay? Joe Orsolini commented he feels banners are cheaper and they are reusable. The banners can include a message.*

*Marguerite Micken suggested some décor on the fountain, perhaps something easy on the fountain and commented that she loves the year round lights and feels the lights with the banners is enough. Another option is to get sponsorship on the banners. Committee Member Bill Mrazek asked about the storage of the banners. Nicole Aranas replied that the Village currently pays the banner company to have the banners stored.*

**Joe Orsolini made a motion to accept the option of using banners for holiday décor. Marguerite Micken seconded and the motion passed unanimously.**

[180092](#)

**Village of Lombard Cruise Night Events**

Discussion of the current Cruise Night Program

*The committee was given the following options to discuss the funding option for Cruise Nights:*

- A. Continue the current status quo for Cruise Night events throughout the summer.*
- B. Reduce the overall number of Cruise Night events by starting later in the year, ending earlier in the year or reducing the frequency of events throughout the summer.*
- C. Seek outside support or sponsorship for the Cruise Night events, either through outside funding for concerns or outsourcing of planning an operations*

*D. Eliminate the special concert that requires closure of St. Charles Road.*

*Joe Orsolini suggested the elimination of the special concert. Yvonne Invergo felt the entertainment is a necessary component to the Cruise Nights. Lori Solyom noted she feels Cruise Nights is a social event. Joe Orsolini questioned if there is any data on the impact on restaurants? Nicole Aranas replied that the impact has largely only been observed or is anecdotal.*

*Chairperson Mike Fugiel commented that he was on the original committee. The focus was to bring people into the downtown to spend money but that the event has morphed into an expense each weekend. Marguerite Micken suggested holding Cruise Nights twice a month. Lori Solyom felt that would be too confusing and that people won't know which weekend the event is being held.*

*Yvonne Invergo commented that downtown businesses want to know what they can do for cruise nights. If it could give businesses exposure it would be successful. It would be something that businesses would be interested in doing. Lori Solyom felt the event could start later or end earlier but don't skip weekends. She also noted she felt the "Cruisers" wouldn't like it. Lori suggested a different sponsor each night such as a business or restaurant. She felt private businesses would underwrite the cost and that this great sponsorship potential if it doesn't pull them away from other things. Joe commented he feels that private sponsorships through the village should be an option for all Village events.*

*Looking at B and C as options. Yvonne Invergo feels Cruise Nights are successful. Joe Orsolini asked which businesses benefit? Lori Solyom replied she feels this is about bringing people to downtown Lombard and bringing Lombard to mind. Joe Orsolini commented that without Cruise Nights there, getting people to the downtown area will be a challenge. Jill Payne commented that she feels that if we really had to save money it would be the big band at the end of the season. Joe Orsolini suggested to cut the bands back. Lori Solyom suggested sponsorships could be from outside the downtown. Committee Member Nancy Schukat feels Cruise Nights should be kept the same and look into getting sponsors. Yvonne Invergo suggested holding the Special concerts every other year.*

*Lori Solyom made another motion to eliminate the special concert every other year unless a sponsor is obtained, which would need to*

*done early in order to book the band. Yvonne Invergo commented that the Cruise Nights events bring in people from outside. Committee Member Bill Mrazek commented he feels eliminating entertainment is not a good idea. That was a problem before. Lori Solyom withdrew her motion to eliminate the special concert in alternate years. The committee will look at this item again as it*

**Joe Orsolini made a motion to accept options C. and D. with respect to cruise nights for 2019. Jill Payne seconded the motion.**

**Lori Solyom amended the motion to eliminate the D., the special concert on alternative years. The motion was amended to accept Option C., was seconded by Nancy Schukat and passed by unanimous vote.**

[180093](#)

### **Private Sponsorship of Village of Lombard Events**

Discussion related to private sponsorship of events in the Village of Lombard.

*The Committee was asked to evaluate and consider the potential for considering private sponsorship of public events and recommend one of the following options:*

- A. Continue status quo of not permitting private sponsorship of public events*
- B. Direct staff to develop a draft policy on private sponsorship of public events for consideration and discussion at a subsequent meeting.*

*The committee was supportive of exploring the use of private sponsors for Village events. In the move toward obtaining sponsorships, Lori feels the village should distinguish between naming rights and sponsorships.*

**Joe Orsolini made a motion to direct staff to draft policy for consideration (b), the motion was seconded by Lori Solyom and approved by all.**

## **7.0 Other Business**

*Nicole stated that a DCVB grant for the USBC, Women's Bowling Tournament will be on the next Community Promotion and Tourism agenda.*

## **8.0 Information Only**

*None.*



## 9.0 Adjournment

A motion to adjourn was made by Bill Mrazek, seconded by Joe Orsolini. The motion was approved by all 8:43 p.m.