



# 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;*

*Mike Cantrell - Extended Stay Deluxe; Adam Delude - Stay  
Inn;*

*Jerry Evans - Hyatt Place; Karen Borris - Fairfield Inn;  
Amy Kowallis - Homestead Studio Suites; Frank Balisteri -  
Comfort Suites;*

*Cynthia Ivey - Marriott Residence Inn; Eileen Libb - Towne  
Place Suites;*

*Mike Feigenbaum - The Westin Hotel*

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Tuesday, March 12, 2013

7:00 PM

Village Hall/L22

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### 1.0 Call to Order and Pledge of Allegiance

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

### 2.0 Roll Call

**Present** 7 - Trustee Laura Fitzpatrick, Jill Payne, Marguerite Micken, Colleen  
Whittington, France Langan, Connie Sichrovsky, and Robyn Pike

*Nicole Aranas, Assistant Village Manager; Joelyn Kott,  
Communications Coordinator; Skip Strittmatter, Executive Director of  
the DuPage Convention & Visitors Bureau and Jeanne Angel-Schultz,  
Director of the Lombard Historical Society.*

### 3.0 Public Participation

*None.*

### 4.0 Approval of Minutes

*The minutes of the September 20, 2012 were voted on for approval  
with the understanding that Committee members who were not at the  
meeting may vote on the minutes if they feel staff presented an  
accurate account of the meeting. The minutes of the September 20,*

*2012 meeting were approved on a motion by France Langan and a second by Jill Payne. Motion carried unanimously.*

*The minutes of the February 12, 2013 meeting were amended with one change, that being the addition of Deb Dynako in attendance at the meeting. The motion was made by Jill Payne, seconded by Robyn Pike. The motion carried unanimously.*

## 5.0 Unfinished Business

*None.*

## 6.0 New Business

[130115](#)

### **Sweet's Civil War Encampment**

Grant request from the Lombard Historical Society in the amount of \$6,000 from Hotel/Motel funds for costs associated with a Civil War Encampment to be held on July 26-28, 2013 at Four Seasons Park.

*Director of the Lombard Historical Society Jeanne Angel-Schultz was on hand to present the grant request. She indicated the Civil War Encampment is a family-friendly event that incorporates history with fun. The event features Civil War re-enactors who will have skirmishes throughout the weekend. The Lombard Historical Society is working in partnership with the Park District as the event is held in Four Seasons Park. They are expecting 5,000 people over the duration of the event. Angel-Schultz shared that some 200 re-enactors will participate, some from out of state, and that the Society has secured about 15 rooms for the weekend to house some of the participants.*

*Connie Sichrovsky inquired about the insurance for the event and Angel-Schultz responded that the group provides the requested insurance to both the Village and the Park District for the event.*

*It was also brought up about whether or not food would be available and Angel-Schultz informed the Committee that several food trucks would be on hand to serve refreshments.*

*Skip Strittmatter inquired about any video from last year to help promote the event on the DCVB website. Angel-Schultz indicated that they did have video and she would provide something to her.*

**A motion was made by Jill Payne, seconded by Marguerite Micken, to recommend to the Board of Trustees approval of a grant in an amount not to exceed \$6,000. The motion passed by a unanimous vote.**

Angel-Schultz added at the end of her presentation that in the event that the movie portion of the event did not occur, would they give back that portion of the grant? It was decided that Angel-Schultz would contact staff with the amount of the movie and the grant (if approved by the Board) would be awarded for \$6,000 less the movie cost and the Society would be reimbursed for the movie cost, not to exceed the \$6,000 grant in total.

### [130116](#)

#### **Strategic Planning Session**

Request to develop priorities, goals and a mission statement for the Committee.

*Trustee Fitzpatrick facilitated a session with the Committee to plan future goals for the Committee. The following goals for the future were recorded:*

1. *Rework grant application & guidelines*
  - a. *Workshop*
  - b. *Hotel survey*
2. *Communications*
3. *Hotel usage-method*
4. *Overflow stays*
5. *Hotel funding grants*
6. *Branding Lombard*
7. *Hotel incentive for groups*
8. *Data management*
9. *Resident promotion of hotels, especially holidays*
10. *Restaurant electric menu apps*

## **7.0 Other Business**

*Lombard's new Assistant Village Manager, Nicole Aranas, was introduced to the Committee. Aranas gave a brief introduction of herself to the group and highlighted her involvement with tourism while employed in Itasca. She also indicated that she would be responsible for the Department Head functions of the Village Manager's office including supervising Human Resources, Communications, Risk Management and the Clerk's office as well as focusing on risk management and Village safety programs.*

*Grant Budget Update - There was no discussion.*

## **8.0 Information Only**

*It was determined that the next Committee meeting would fall on Election night so the meeting was changed to April 30 at 7 p.m. The*

*May meeting was cancelled.*

## **9.0 Adjournment**

**A motion was made by Colleen Whittington, seconded by Robyn M. Pike, to adjourn the meeting at 8:04 p.m. The motion carried unanimously.**