

Village of Lombard

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



Meeting Minutes

Thursday, April 21, 2011

3:00 PM

Village Hall/L-22

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

1.0 Call to Order

The meeting was called to order by President William Mueller at 3:04 p.m.

2.0 Pledge of Allegiance

The pledge of allegiance was led by Beth Marcetti

3.0 Roll Call

Present: Chair President William J. Mueller, Edward Murphy, Marguerite Micken and Rosalie Loeding

Absent: Steve Wilk, Sr. and Jill Payne

Also present: Beth Marcetti, Marketing Director, DCVB; Yvonne Invergo, Executive Director, Lombard Chamber of Commerce; Jerry Cohen, Senior General Manager, Yorktown Center; Adam Eakins, representing the Lombard Jaycees; Cynthia Kranz, representing the Elmhurst Symphony Orchestra and Joelyn Kott, Communications Coordinator.

4.0 Public Participation

None.

5.0 Approval of Minutes

A motion was made by Marguerite Micken, seconded by Mueller, to approve the minutes of the January 20, 2011 minutes as presented. Motion carried unanimously.

6.0 Unfinished Business

None.

7.0 New Business

110209

Grant Application for 2011 Taste of Lombard

Request from the Lombard Jaycees for \$30,000 from Hotel/Motel funds for costs associated with the Taste of Lombard fireworks.

Adam Eakins was in attendance at the meeting to answer questions on the Lombard Jaycees request for \$30,000 to be used for the fireworks at the 2011 Taste of Lombard. Eakins reported that he has been involved with this event for 16 years and as this year's chair, he promises a bigger and better event than ever before. Dan Piper is also a co-chairman of this year's event.

Eakins asked for one change in the submitted grant application-the number of officers to

be utilized at the park for each day. He inadvertently inserted numbers in those places and asked for them to be changed to zeros as the number of officers required would be up to the Lombard Police Department. The event budget was distributed to committee members.

This year they will be charging \$3 each for entrance into the event, for all people over 10 years old. Under 10 are free. Their projection is a total of 27,000 people. This money is earmarked to repay the Village.

Eakins also indicated that he is working with vendors to get the best possible prices on items needed.

President Mueller asked if there would be wristbands this year and Eakins indicated that no wrist bands will be utilized.

Eakins added that the Library will be doing story time this year and the entertainment line-up should be revealed soon.

Ed Murphy questioned where the admission cost was figured into the budget and Eakins said that it wasn't included as it is not part of the profits the Jaycees will gain from the event as it is going back to the Village.

President Mueller asked for a motion. A motion was made by Ed Murphy to recommend to the Village Board that a grant in an amount not to exceed \$30,000 be awarded to the Lombard Jaycees for costs associated with the fireworks for the Taste of Lombard. The motion was seconded by Rosalie Loeding. Motion carried unanimously.

It was moved by Murphy, seconded by Loeding, that this matter be recommended to the Board of Trustees for approval. *Jill Payne was reached by phone for her vote; she approved with the recommendation The motion carried by a voice vote

110214

Grant Application for Elmhurst Symphony Association

Request for \$15,000 from Hotel/Motel funds for costs associated with marketing, promotions & symphony performances at Glenbard East.

A grant request was submitted from the Elmhurst Symphony Association for costs associated with putting on a symphony concert at Glenbard East High School with the symphony members and the student orchestra members. Cynthia Kranz was on hand from the ESO to answer questions of the requested \$15,000 grant. The grant would be used for marketing and other costs incurred with putting on the concert in Lombard. Kranz mentioned that it was the 50th anniversary year for the ESO and that they would love to be able to perform the concert in Lombard to complement their other concert in Elmhurst. President Mueller added that Village Manager indicated that there were funds available if the committee indicated that this expenditure was something they would support.

The Glenbard East H.S. Concert would be what is known as a "side by side" concert whereby the students played alongside their symphony counterparts. Kranz also indicated that they are extending an invitation to Glenbard East alumnus Dan Tani to guest conduct one of the numbers as the concert will be themed around "Star Wars." Rosalie Loeding questioned why we would pay the musicians? Kranz answered that each concert is a stand alone and they need sponsors for each one to compensate the musicians. Ed Murphy praised the idea of the concert but questioned whether or not this was the correct funding source. President Mueller indicated that this would be the only funding available for this event. He also added that from past experience, many people come from surrounding communities to Lombard for concerts, dinner, etc., spending their money in Lombard.

Rosalie Loeding approved of any type of cultural events in Lombard and stated that it is why people visit other communities.

A motion was made by Rosalie Loeding, seconded by Ed Murphy to recommend a grant in an amount not to exceed \$15,000 for Elmhurst Symphony Association to support the side by side concert at Glenbard East High School. The motion carried unanimously.

It was moved by Loeding, seconded by Murphy, that this matter be recommended to the Board of Trustees for approval. *Jill Payne was reached by phone for her vote; she approved with the recommendation. The motion carried by a voice vote

8.0 Other Business

None.

9.0 Information Only

President Mueller announced that Senator Roskam spoke at the DuPage Mayors and Manager's dinner the previous evening and delivered a message about how much money was owed by the state.

Beth Marcetti announced that May 1 is the official kick-off for the Ryder Cup housing initiative. The DuPage Convention & Visitors Bureau is the only bureau chosen to host this event. This information will be launched on the DCVB website.

President Mueller encouraged the group to attend any of the upcoming Lilac Time events including the Craft Fair May 1 and the Lilac Ball May 6. Beth Marcetti said the hotel industry has seen a slight increase and is doing a little better over the past few months. Jerry Cohen indicated that the mall is working with the Tri-Town YMCA on children's programs and are exploring more ways to take advantage of each other's partnership.

10.0 Adjournment

The meeting was adjourned at 3:50 p.m. with a motion by Ed Murphy, seconded by Rosalie Loeding. Motion carried unanimously.

Respectfully Submitted,

Joelyn Kott, Staff Liaison