



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;*

*Sandra Medina - Extended Stay America; Randy Kline - Sure
Stay Plus;*

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

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

Mike Feigenbaum - The Westin Hotel

Tuesday, June 5, 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 Yvonne Invergo.

2.0 Roll Call

Present 7 - Mike Fugiel, Marguerite Micken, Lori Solyom, Nancy Schukat, Phil Dahm,
William Mrazek, and Brad Hanewall
Absent 2 - Jill Payne, and Joe Orsolini

*Also present: Andrew Hoenig, Student North Central College, Yvonne
Invergo, Lombard Chamber of Commerce and Nicole Aranas, Staff
Liaison*

3.0 Public Participation

None.

4.0 Approval of Minutes

A motion was made by Nancy Schukat, seconded by Lori Solyom, to approve the minutes of the April 3, 2018, committee meeting. The motion passed by unanimous vote.

5.0 Old Business

[180093](#)

Special Event Sponsorship Policy

Continue discussion regarding adoption of a policy to create and administer opportunities for private sponsorship of Village of Lombard special events. A written policy will be presented.

Nicole Aranas presented the draft sponsorship policy to the Committee. The Committee discussed various provisions of the policy.

Andrew Hoenig inquired as to whether businesses affiliated with tobacco, guns or other adult oriented business would be prohibited from sponsorship. Nicole confirmed that businesses and products that are prohibited would be ineligible from sponsorship.

Committee Member Marguerite Micken, questioned if a business wanted to sponsor but they were prohibited from doing so by the policy? The policy sets forth businesses that are not eligible for sponsorship regardless of the business size or contribution amount. The policy is an initial finding that those businesses and markets are generally incompatible with Village events, brand and/or image. Prohibited sponsors would be eligible to find sponsorship opportunities elsewhere in the Village with outside organizations.

Committee Member Lori Solyom ask if the policy prohibit Village vendors or companies affiliated or doing business with the Village from the opportunity to sponsor? The current policy does not prohibit a Village vendor from becoming a sponsor. The Committee would like to add language to the policy to make a public statement that sponsorship by a business shall not provide any competitive

advantage relative to Village contracts and that the sole benefits of sponsorship shall be the marketing and publicity provided through the sponsorship agreement. This issue should be addressed through a disclaimer and specific language on the sponsorship application and within the agreement.

Lori then asked if we wanted to have input on the ability of sponsors to reverse promote their sponsorship of Village events. Would we permit a business to call themselves an “official sponsor of [Village event]?” The Committee agreed that the policy, application and sponsorship agreement should provide that such reverse promotion should be subject to review by the Village, particularly where the Village name or logo would be involved. The Village should retain the right to approve all references to the Village of Village events by potential sponsors. The Committee also discussed that there may be instances where the Village offers naming rights to a specific event at a cost to potential sponsors.

Andrew Hoenig asked if sponsorship opportunities would be limited to certain areas (e.g., downtown businesses only for Cruise Nights). The policy does not provide for geographic limitations on sponsor eligibility. There may even be instances where sponsors from outside Village limits may wish to support a Village event. Chairperson Fugiel stated that the statement in the policy addressing and acknowledging how the Village will deal with multiple interested businesses seeking a limited number of sponsorships is a good idea. The Village should acknowledge that selection on the basis of “first in time” may be a criteria for approval. Also, Village staff should be careful not to approach one particular business over another of the same type for sponsorship and to strive for providing all businesses an equal opportunity to sponsor.

Marguerite Micken noted there are two major Village sponsored events, Cruise Nights and 4th of July. These should be the initial events where we implement opportunities for sponsorship.

The Committee agreed to recommend approval of this sponsorship policy to the Village Board and to discuss potential sponsorship

packages for Cruise Nights and the 4th of July at a subsequent meeting.

Lori Solyom suggested the Village should issue a press release promoting approval of the policy when it occurs so that all businesses are aware that sponsorship opportunities are available.

6.0 New Business

None.

7.0 Other Business

Nicole Aranas shared information from the DCVB Visitor's Guide and Chicago Magazine advertisements reflecting numerous references to the Village of Lombard.

8.0 Information Only

None.

9.0 Adjournment

A motion to adjourn was made by Phil Dahm, seconded by Marguerite Micken; the motion passed at 7:38 p.m.