



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, August 7, 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 Lori Solyom.

2.0 Roll Call

Present 7 - Mike Fugiel, Jill Payne, Joe Orsolini, Lori Solyom, Nancy Schukat, William
Mrazek, and Brad Hanewall

Absent 2 - Marguerite Micken, and Phil Dahm

*Also present: Yvonne Invergo, Lombard Chamber of Commerce, Beth
Marchetti, DCVB and Nicole Aranas, Staff Liaison*

3.0 Public Participation

None.

4.0 Approval of Minutes

A motion was made by Nancy Schukat, seconded by Bill Mrzaek, to approve the minutes of the June 5, 2018, committee meeting.

5.0 Old Business

[180093](#)

Special Event Sponsorship

Discussion concerning potential special event sponsorship packages for Cruise Nights 2019.

Committee member Lori Solyom asked about the cost of running Cruise Nights, Nicole responded that the budget for bands alone is \$20,000. Additional costs are for special events e.g., American English, and over time for police and public works.

Committee Member Joe Orsolini asked how much are we expected to make from sponsorships. Nicole's response was that the amount of sponsorship funds to be raised through sponsorships is an unknown. The placeholder for in the 2019 budget is \$17,000 in sponsorships for all events, not only Cruise Nights.

Lori Solyom questioned whether the committee should decide whether to do a single a premier or both? Nicole responded that ideally a concert series title sponsor and other sponsorship levels. The plan is to have multiple sponsorship levels.

Joe Orsolini recommended offering a title sponsorship to take the whole concert series plus sponsorship for each individual week, maybe even another level. Similar to Chamber of Commerce where you can pull more from bigger sponsors who want to do more but also having individuals picking their week.

Beth Marchetti of DuPage Convention and Visitor's Bureau commented It's just as hard to get a \$10,000 sponsor as a small one.

The consensus is \$10,000 and \$1,000 sponsorships.

Chairperson Mike Fugiel stated he has concerns about the sustainability of the plan. He feels sponsors need to feel that they got their value for their dollar and that we are looking for them to get value. While we may get sponsors the first year, will they want to renew each year?

Lori Solyom added that we need to be clear about what we will provide. It can work where people see that there are businesses advertising and sponsorship might be a good value for some businesses. Lori also questioned if we have a place where we publicize with big banners? Nicole responded that banners have been replaced by the digital reader board sign.

6.0 New Business

[180343](#)

2019 Local Tourism Grant Program

Discussion of the 2018 Grant application.

Lori Solyom questioned whether the grant recipients have to specify the private businesses in-kind donations. She also feels the Post-Event Summary report is pretty light and in the future we should consider requesting event photos.

[180344](#)

FY 2019 Hotel/Motel Tax Budget

Review and discussion of the 2019 Hotel/Motel Tax Budget.

Staff Liaison Nicole Aranas presented the 2019 Hotel Motel Budget.

7.0 Other Business

None.

8.0 Information Only

Chairperson Mike Fugiel informed the committee that they are not planning on meeting in September.

9.0 Adjournment

A motion was made by Lori Solyom, seconded Joe Orsolini, to adjourn the meeting at 7:41 p.m. The motion was approved by unanimous vote.